

MY LIFE IS FULL

of pressure and expectations

Sometimes emptiness lies just below the surface.

Need help?

Text TALK to 38255

A personal, confidential text support line.



need2text.com

PARENTS CARE

about all the wrong things

Sometimes hurt lies just below the surface.

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I'M HAPPY

that people think I'm doing OK

Sometimes sadness lies just below the surface.

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MY GOOD GRADES

are never quite good enough

Sometimes anxiety lies just below the surface.

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I HAVE FRIENDS

who don't really get me

Sometimes loneliness lies just below the surface.

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I'M IN LOVE

but I'm scared to come out

Sometimes fear lies just below the surface.

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MY FAMILY LOVES

a country that doesn't want us

Sometimes rejection lies just below the surface.

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POSTERS

The "Below the Surface" campaign's primary messaging is delivered via 12-by-18-inch posters that may be hung in classrooms, hallways, bathrooms and/or high-traffic areas like cafeterias and gyms. The top six feature sentiments were derived directly from the work of our Youth Advisory Panel. The seventh is an example of a message customized for a specific school population.

SOMETIMES SADNESS

lies just below the surface.

Text **TALK** to **38255**
a text support line

Find out more: need2text.com
Get involved: text@namicos.org



SOMETIMES ANXIETY

lies just below the surface.

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a text support line

SOMETIMES EMPTINESS

lies just below the surface.

Text **TALK** to **38255**
a text support line

SOMETIMES HURT

lies just below the surface.

Text **TALK** to **38255**
a text support line

SOMETIMES LONELINESS

lies just below the surface.

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a text support line

MINI-CARDS

Business card-sized “mini-cards” feature a portion of the messaging from the posters. Trusted teachers, counselors and school resource officers may make them readily available at their desks, or pass them along to students in one-on-one conversation. They provide a subtle, inconspicuous introduction to the text support line — and an easy way to keep the number on hand.



STICKERS

Based on direct feedback from focus groups at our pilot schools, we developed three stickers as fun, engaging and unconditionally positive additions to the campaign. Students can affix them to laptops, water bottles, notebooks and other high-visibility items. Each sticker features the text support line number.