

# below the surface campaign

*Your school's implementation plan.*

## TEACHERS + COUNSELORS

This campaign was created specifically for Colorado teens navigating academic and social pressures. But with teachers, counselors and staff playing such pivotal roles in students' lives, they can serve as ambassadors of the Below the Surface campaign.

### GETTING THEM INVOLVED:

- ✓ **Present the campaign to your staff:** It's important they understand why the campaign is being placed in their school and how they can support it. This could be communicated in a meeting or via email.
- ✓ **Ask them to visit the site:** Need2text.com can provide great context if they have questions.
- ✓ **Distribute mini cards:** Give every teacher and counselor a stack of mini cards that can sit in a visible place on their desk.

## PARENTS

We want to make sure this campaign feels inclusive to parents. They should know that the text line offers an outlet for their child to reach out for additional support – on top of any support they're receiving at home.

### GETTING THEM INVOLVED:

- ✓ **Send home an announcement:** This could be in the form of a take-home letter or an email. Tell parents why this campaign is important and what topics the posters will be covering. We can provide a draft letter, if desired.
- ✓ **Open dialogue:** Parents may have questions or concerns. Feel free to direct them to the need2text.com site to read through FAQs and to find easy ways to contact us.

## STUDENTS

With so many messages competing for teens' attention, we – and they – need your help in cutting through the noise. Let them know why they can feel comfortable texting, whether they're in crisis or just feeling stressed.

### GETTING THEM INVOLVED:

- ✓ **Make an announcement:** This could come during morning announcements or during homeroom. Take a few minutes to provide context and talk about the materials they will see around school.
- ✓ **Promote mini cards:** Let them know teachers and counselors will have cards offering more information about getting help.