



2023 Back-To-School Toolkit

With the back-to-school season in full swing, the Promise to Talk campaign is encouraging families to be open about feelings of stress and anxiety that can arise during this busy time. Returning to campus can bring up complex thoughts and emotions for both parents and children. Talking about these feelings and sharing with one another helps support everyone's mental wellness. We believe strongly that community partners like you can help us spread this message during the back-to-school season. **We welcome you to use the content and links in this toolkit as you connect with your audiences.**

[Promise To Talk](#) is an Orange County-based mental health awareness program that focuses on the importance of talking about mental health and reducing stigma. Research shows that when people make a public promise to do something, they are much more likely to follow through, which is why we want people to make a promise to talk openly about mental health.

[Green Bench OC](#) is a regional initiative to paint benches lime green in Orange County, as part of the larger Promise to Talk campaign. These lime green benches provide residents the perfect place to take a break and talk openly and honestly about mental health. We invite you to encourage your audiences to look for green benches in their community and utilize them as tool to talk about mental health. **If your organization is interested in painting a green bench, we've attached additional information and resources.**

[Video](#)

[Download Materials Here](#)

Back-to-school Themes

- Reducing stigma
- Open conversation
- Stress and anxiety with going back to school – both parents AND kids are not alone in these feelings
- Taking care of each other
- Build your support system

Social Media

Social media is one of the best ways to connect with people and spread a positive message. Feel free to use any of these images, captions, and hashtags on your own social channels. Please tag @promisetotalk in your posts so we can reshare and spread the love!

Photos, Captions and Hashtags:

All photos can be [downloaded here](#)


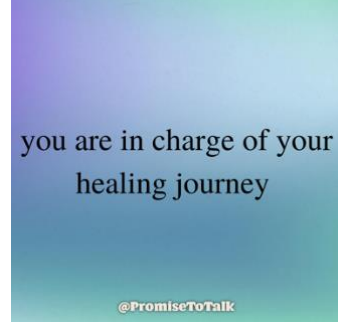







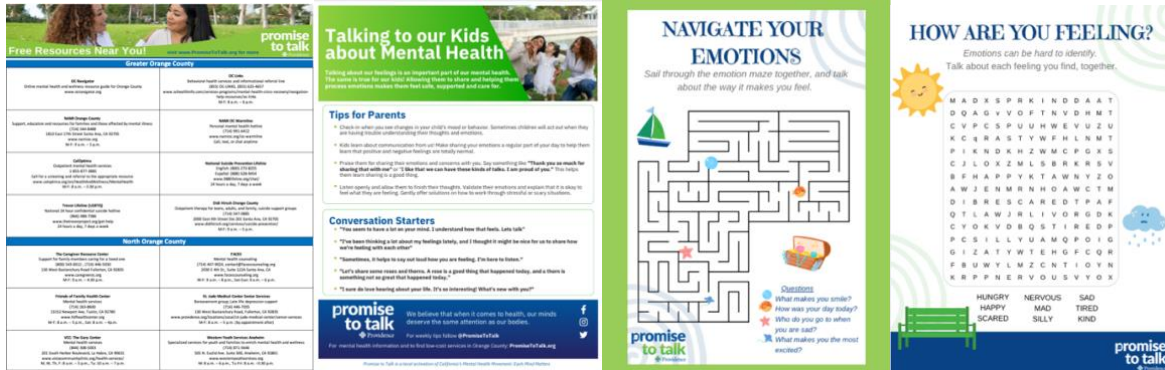
Photo	Caption	Hashtag
	<p>Back-to-school is not just a stressful time for kids – it can be stressful for parents too! Know that you are not alone, and it’s okay to talk to someone about your mental health surrounding the back-to-school timeframe. If you need resources, visit www.PromiseToTalk.org/resources.</p>	<p>#PromiseToTalk #GreenBenchOC #MentalHealth #BackToSchool #ReduceTheStigma #TalkAndListen</p>
	<p>Healing awaits you, even if you don’t feel like it. Having hope for better things to come will never fail you. If you are feeling down, visit www.promisetotalk.org/get-help for resources.</p>	<p>#PromiseToTalk #GreenBenchOC #MentalHealth #BackToSchool #ReduceTheStigma #TalkAndListen</p>
	<p>Do you want your kid’s school to be involved in reducing mental health stigma? Be an advocate for mental health and ask your school to consider joining the #GreenBenchOC movement by painting a lime green bench! Learn more at www.GreenBenchOC.org</p>	<p>#PromiseToTalk #GreenBenchOC #MentalHealth #BackToSchool #ReduceTheStigma #TalkAndListen</p>
	<p>Back-to-school can bring up a lot of conflicting emotions, and children do not always know how to define them. Begin the conversation about mental health with your children today. Visit www.PromiseToTalk.org/resources if you need tips on how to begin.</p>	<p>#PromiseToTalk #GreenBenchOC #MentalHealth #BackToSchool #ReduceTheStigma #TalkAndListen</p>

Photo	Caption	Hashtag
	<p>Your past has no control over your future. Every step you take today creates a better tomorrow. If you need help, visit www.PromiseToTalk.org/get-help for resources.</p>	<p>#PromiseToTalk #GreenBenchOC #MentalHealth #BackToSchool #ReduceTheStigma #TalkAndListen</p>
	<p>With children returning to school, you might be left with a quiet house. Get outside and meet up with a friend at a Green Bench in Orange County to talk about how you feel about this transition. Learn more at www.GreenBenchOC.org</p>	<p>#PromiseToTalk #GreenBenchOC #MentalHealth #BackToSchool #ReduceTheStigma #TalkAndListen</p>
	<p>It can be hard to be open about your emotions, especially when you are feeling down. Know that you are never alone, and you deserve to be heard. Have a conversation today with someone you love about your mental health. Visit www.PromiseToTalk.org/get-help for resources.</p>	<p>#PromiseToTalk #GreenBenchOC #MentalHealth #BackToSchool #ReduceTheStigma #TalkAndListen</p>
	<p>We were not made to walk through life alone. Visit a Green Bench in Orange County with your kids to talk about how they are feeling. Learn more at www.GreenBenchOC.org</p>	<p>#PromiseToTalk #GreenBenchOC #MentalHealth #BackToSchool #ReduceTheStigma #TalkAndListen</p>
	<p>Back to school looks different for everyone. Talk with your kids about how they feel returning to the classroom today. Visit www.PromiseToTalk.org/resources if you need help finding the right place to begin.</p>	<p>#PromiseToTalk #GreenBenchOC #MentalHealth #BackToSchool #ReduceTheStigma #TalkAndListen</p>

Materials:

We have a resource guide, children's activities, and an info sheet on how to talk about mental health.

- [Download here](#)



Videos

- [English](#)
- [Spanish](#)
- [Vietnamese](#)

Links

- [PromisetoTalk.org](https://www.PromisetoTalk.org)
- [GreenBenchOC.org](https://www.GreenBenchOC.org)
- [National Institute of Mental Health](https://www.NationalInstituteofMentalHealth.org)

Promise to Talk Social Media

- Facebook: <https://www.facebook.com/PromiseToTalk>
- Instagram: <https://www.instagram.com/promisetotalk/>
- Twitter: <https://twitter.com/PromiseToTalk>
- YouTube: <https://www.youtube.com/channel/UCJuWIWSn-gkwfb0cc6tZSpA/videos>