



## 2022 Back-To-School Toolkit

During August and September, the Promise to Talk campaign is encouraging families to be open about the stress and anxiety that can arise during back-to-school time. Returning to campus can bring up complex thoughts and emotions for both parents and children. Being able to talk and share these feelings 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.

### Back-to-school Themes

- Reducing stigma
- Open conversation
- Stress and anxiety with going back to school – both parents AND kids
- Taking care of each other

### 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!

### Hashtags:

- #PromiseToTalk
- #MentalHealth
- #BackToSchool
- #ReduceTheStigma
- #TalkAndListen

**Captions:**

- Are you ready to go back to school? A new school year can be hard for children and parents, so don't forget to reach out and share how you're feeling with someone.
- September is here, and back-to-school season is upon us. The changing of the seasons can be a tough time for children and parents so check in with a loved one today to see how they're feeling.
- It's important to make sure kids know they are not alone. This year, as kids go back to school, be sure to check in and help them explore their thoughts and feelings.
- Storms don't last forever. If you need help weathering the storm, reach out to a friend to talk about how you're feeling today.
- Choose a safe, comfortable, and relaxed space to talk to your child about how they're feeling as they head back to school. When kids share their thoughts and emotions, they feel understood and supported. If they need help beyond what a family member can provide, reach out to a mental health professional or your doctor.
- Opening up about your struggles can be difficult, but it is rewarding to be able to talk to someone about how you're feeling. Encourage yourself and others around you by reaching out to someone about your mental health.
- Help your child feel at ease by having open conversations about what is worrying them. Simply asking, "How are you doing?" can go a long way. Visit [www.PromiseToTalk.org/resources](http://www.PromiseToTalk.org/resources) for some other tips on starting a conversation with your child.

## Photos:



## Materials

We have a back-to-school flyer, resource guides, children's activities, and info sheets on how to talk about mental health.

- All materials in this kit can be accessed at: <https://bit.ly/3dXDJIW>

**Talking to our Kids about Mental Health**  
Talking about our feelings is an important part of our mental health. The same is true for our kids! Allowing them to share and helping them process emotions makes them feel safe, supported, and cared for.

**Tips for Parents**

- Check to make sure you see changes in your child's mood or behavior. Sometimes children will act out when they are having trouble understanding their thoughts and emotions.
- Kids learn about communication from us! Make sharing your emotions a regular part of your day to help them learn that positive and negative feelings are totally normal.
- Praise them for sharing their emotions and concerns with you. Say something like "Thank you so much for sharing that with me" or "I like that we can have these kinds of talks. I am proud of you." This helps them learn that sharing is a good thing.
- Listen openly and allow them to finish their thoughts. Validate their emotions and explain that it is okay to feel what they are feeling. Gently offer solutions on how to work through stressful or scary situations.

**Conversation Starters**

- "You seem to have a lot on your mind. I understand how that feels. Let's talk."
- "You have thinking a lot about my feelings lately, and I thought it might be nice for us to share how we're feeling with each other."
- "Sometimes, it helps to say out loud how you are feeling. I'm here to listen."
- "Let's share some news and items. A news is a good thing that happened today, and a them is something not so great that happened today."
- "I sure do love hearing about your life. It's so interesting! What's new with you?"

**promise to talk**  
We believe that when it comes to health, our minds deserve the same attention as our bodies.  
For weekly tips follow @PromisetoTalk  
For mental health information and to find free cost services in Orange County: [PromisetoTalk.org](http://PromisetoTalk.org)

Presented by S&B in a proud partnership of California's Mental Health Network. Each Word Matters.

**TODAY I AM FEELING**

*How fast you learn  
write down your feelings  
share them with a loved one!*

## Videos

Videos focusing on mental health overall and specific to Back-to-School are also available in our online toolkit.

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

## Links

- [PromisetoTalk.org](http://PromisetoTalk.org)
- [California Department of Education: Mental Health Resources](#)
- [National Institute of Mental Health](#)

## Promise to Talk Social Media

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