



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 for some other tips on starting a conversation with your child.

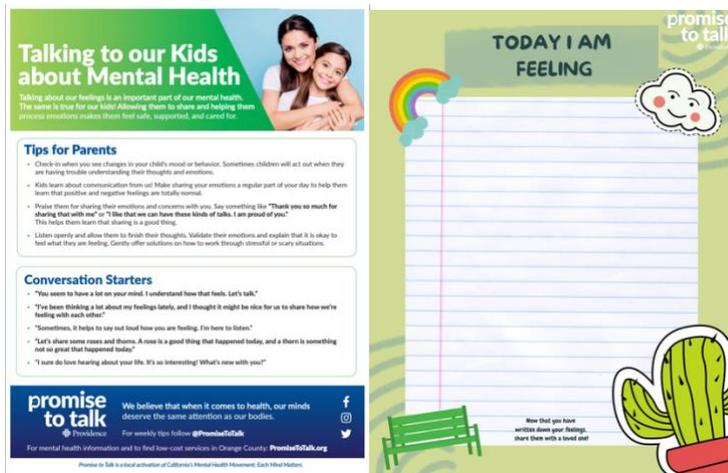
Photos:



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>



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
- [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>