



Back to School Month Partner Toolkit

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How to Use This Toolkit



This document provides social media copy, graphics and videos to enable you to promote messages and resources to help support the mental health of our young people during Back to School season—which for the purposes of this toolkit we are referring to August 1-31.

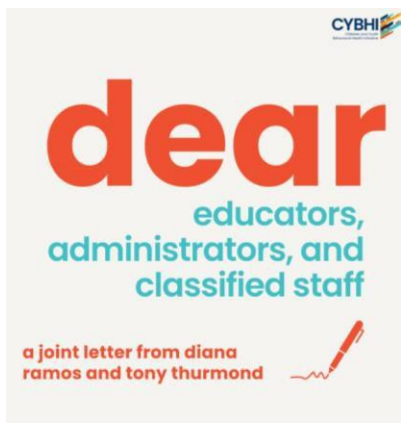

Join us in posting the messages below on your social media platforms during the month of August using the hashtags #BacktoSchool and #CYBHI.


Simply copy and paste the messages into your platform. Each graphic is hyperlinked for download.

Together, we can support children and youth's mental health and well-being.

Social Copy


Topic	Copy	Media/Graphic
<p>Safe Spaces Posters Carousel</p>	<p>📣 Calling all school personnel! Safe Spaces is a #CYBHI training that empowers educators and individuals working with youth to recognize and respond to signs of trauma and stress. Show your support! Download and display a poster in your classroom: https://drive.google.com/drive/folders/1E3aCy2QnZrDlq3BJMEoohXfNHirnXKV1 #BackToSchool</p>	
<p>Certified Wellness Coach</p>	<p>Half of California's youth are struggling with their mental health and well-being. There's never been a better time to become a California Certified Wellness Coach. You can be 🗝️ to improving mental health. Apply now: www.cawellnesscoach.org</p>	

Topic	Copy	Media/Graphic
Quote or Carousel of Letter	<p>Superintendent of Schools @TonyThurmond joined California Surgeon General Dr. Ramos to write a letter supporting @CA_OSG's Safe Spaces trauma-informed training. Individuals working with youth can have a powerful and positive impact on those they serve. Read the letter: https://osg.ca.gov/2024/07/01/californias-school-superintendent-and-surgeon-general-endorse-safe-spaces/ @CADeptEd</p> <p>NOTE: Tag as collaborator on IG: @cadepted</p>	
Education Webpage	<p>We're counting the many ways ^{1 2}_{3 4} California's Children and Youth Behavioral Health Initiative is supporting youth in schools. See our *NEW* webpage to learn more: www.cybhi.chhs.ca.gov/education</p>	

Topic	Copy	Media/Graphic
Resources Webpage	California's Children and Youth Behavioral Health Initiative has a wealth of resources to support you this #BacktoSchool Season. Visit our *NEW* webpage to learn more: https://cybhi.chhs.ca.gov/resources/	
Back to School Tips with Angelina Hinojosa	School is starting back up soon and that may give some of us mixed feelings. Angelina Hinojosa, one of the youth at the center of the #CYBHI, shared some tips for anyone getting ready for this #BacktoSchool season.	Download Angelina's video
CYBHI Supporting Teachers with Khoa Nathan Ngo	#CYBHI intern Nathan Ngo knows from personal experience the positive impact a teacher can have on their students. He also knows they need more resources. One of his favorites is Safe Spaces, a trauma-informed training from @CA_OSG. Watch to learn more. #BacktoSchool IG: @casurgeongeneral	Download Khoa Nathan's video on Safe Spaces
Safe Spaces for Educators	Heading #BacktoSchool? Add Safe Spaces to your toolbox! <input type="checkbox"/> This free online training empowers educators	Reel Version OR YouTube Version



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	<p>+ individuals working with youth to recognize & respond to signs of trauma + stress.</p> <p>Watch @Rachel_Gilgoff explain a key strategy from the training.</p>	
Safe Spaces Testimonial with Heidi M.	<p>Heidi Mendenhall of First 5 Tehama shares her feedback on #SafeSpaces and highlights the benefits of the training being available in English and Spanish. #BacktoSchool #CYBHI</p> <p>@first5tehamacounty (IG)</p>	<p>Square Version, Reel Version OR YouTube Version of Heidi's Testimonial</p>
Back to School Tips with Shailen	<p>Shailen is an advisor for the #CYBHI's Never a Bother suicide prevention campaign. His #BacktoSchool tip is to remember to make time doing things you enjoy outside of schoolwork.</p> <p>IG: neverabother</p>	<p>Download Shailen's tips on Back to School</p>
Safe Spaces Testimonial with Heidi M.	<p>Heidi Mendenhall of Red Bluff reminds us that the #SafeSpaces training is not just for educators & early care providers, coaches, health care providers and more can gain valuable tips for creating trauma-informed environments. #BacktoSchool #CYBHI</p>	<p>Square Version, Reel Version OR YouTube Version of Heidi's testimonial</p>

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Dear Stress	<p>And just like that, we're back to school! Looking for lesson plans to help students manage stress? We've got you covered! @CA_OSG's "Dear Stress" toolkit includes a one-pager, poster and slide deck featuring three simple strategies to help youth.</p> <p>https://osg.ca.gov/dearstresstoolkit/ #BackToSchool</p>	 <p>Learn how to give stress the boot: www.osg.ca.gov/resources</p>
Back to School Tips with Khoa Nathan Ngo	<p>A powerful #BacktoSchool recommendation from #CYBHI youth fellow, Khoa-Nathan Ngo, reminds us that school is meant to be a place of learning growth and education. If it is anything but, please seek help. Watch to learn more.</p>	<p>Download Khoa Nathan's video on Back to School tips</p>
Safe Spaces Testimonials with Rachel for Back to School	<p>FB/IG ONLY</p> <p>As we head #BacktoSchool, remember there are evidence-based strategies that can help create trauma-informed environments ripe for learning.</p> <p>Regulate: Be calm and help students feel safe.</p> <p>Relate: Let them know we want to understand how they feel. Only then will their thinking brain get back online.</p>	<p>Download Safe Spaces Testimonial with Rachel</p>

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	<p>Reason: Problem solve together and think about next steps.</p> <p>For more strategies, take the #SafeSpaces training at https://osg.ca.gov/safespaces/</p> <p>#CYBHI #SafeSpaces</p>	
<p>Back to School Tips with Shae</p>	<p>If thinking about heading #BacktoSchool has you feeling anxious, use coping skills that work best for you. Shae, a youth advisor supporting the #CYBHI's Live Beyond campaign, prefers crocheting, but encourages you to share what works for you!</p> <p>IG: @LiveBeyondCA</p>	<p>Download video of Back to School tips with Shae</p>
<p>Back to School Tips with Dr. Sohil Sud</p>	<p>This #BacktoSchool season remember to go easy on yourself if feeling stressed + try to savor up the final moments of summer. Find more back-to-school resources at www.cybhi.chhs.ca.gov/.</p>	<p>Download video of Back to School tips with Dr. Sud</p>
<p>Back to School Tips with Jessica Pozos</p>	<p>Assistant Director of Mental Health Programs at Mt. Diablo Unified School District knows how overwhelming #BacktoSchool season can be. Her recommendations?</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Slow down <input checked="" type="checkbox"/> Plan ahead <input checked="" type="checkbox"/> Remain flexible <input checked="" type="checkbox"/> Try to focus on positive outcomes 	<p>Download video of Back to School tips with Jessica Pozos</p>

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	Find more back to school resources at www.cybhi.chhs.ca.gov .	
Soluna and BrightLife Kids with Jennifer Siebel Newsom	First Partner Jennifer Siebel Newsom reminds parents they aren't alone. Thanks to our BrightLife Kids & Soluna apps, young people and their parents or caregivers now have access to FREE tools to help them manage the stress of everyday life. Download at https://www.calhope.org/	Download video on Soluna and BrightLife Kids with First Partner Jennifer Siebel Newsom
Soluna and BrightLife Kids with Dr. Sud	California through the #CYBHI created two apps to support children, youth + families. Learn how they were created with help from California youth and how they might benefit your students during #BacktoSchool season. Find more back to school resources at www.cybhi.chhs.ca.gov .	Download video on Soluna and BrightLife Kids with Dr. Sud
Youth Mental Health Academy with Khoa Nathan Ngo	Have you heard about the #CYBHI's Youth Mental Health Academy? It gives youth the ability to explore careers in the mental health field and access paid internships along the way. Learn more: https://cybhi.chhs.ca.gov/workstream/youth-mental-health-academy/	Download video of Youth Mental Health Academy with Khoa Nathan Ngo

Topic	Copy	Media/Graphic
What brings me hope with Khoa Nathan Ngo	During a recent #BacktoSchool chat, #CYBHI Youth Fellow Khoa-Nathan Ngo shared what gives him hope about the future of mental health in California. To learn more about how California is reimagining mental health support & find resources visit www.cybhi.chhs.ca.gov/	Download video of Khoa Nathan and hope
What brings me hope with Dr. Sohil Sud	During a recent #BacktoSchool chat, #CYBHI Youth Fellow Khoa-Nathan Ngo shared what gives him hope about the future of mental health in California. To Learn more about how California is reimagining mental health support & find resources visit www.cybhi.chhs.ca.gov/ .	Download video of Dr. Sud and hope
What brings me hope with Jessica Pozos	During a recent #BacktoSchool chat, Assistant Director of Mental Health Programs at Mt. Diablo Unified School District Jessica Pozos shared what gives her hope about the future of mental health in California. To learn more about how California is reimagining mental health support & find resources visit www.cybhi.chhs.ca.gov/ .	Download video of Jessica Pozos and hope



Additional Resources

ENGLISH

[DHCS's Apps for Caregivers and Youth](#)

[OSG's Playbook for Stress](#)

[OSG's Dear Stress One-Pager/Toolkit](#)

[OSP Never a Bother Campaign Resources](#)

[OSG's Live Beyond Campaign Resources](#)

[NEW CYBHI One-Pager on Schools Support](#)

[NEW CYBHI Schools Webpage](#)

[OSG's Safe Spaces Posters](#)

SPANISH

[Guía de Estrategias del Asesor General De Salud Pública de California: Alivio del estrés \(OSG Playbook for Stress\)](#)

[Querido estrés, lo nuestro terminó \(Dear Stress Toolkit Spanish\)](#)

[Never a Bother \(Spanish\)](#)