

Back to School Resources Communications Toolkit | August 2023

Digital Toolkit

Back-to-school Resources Hub: <https://www.chhs.ca.gov/back-to-school-resources/>.

Toolkit Graphics: Use the [CalHHS graphics](#) or [customize and add your own logo](#).



Social Media Copy

Twitter	Instagram	Facebook/LinkedIn	Graphic
Post #1 (Generic) As we gear up for back to school, remember: books are essential AND so are nurturing connections & mental health! 📖💖 @Cal_HHS has curated resources to support kids & families, empowering them to focus on mental health & wellness during this season: www.chhs.ca.gov/back-to-school-resources/	Post #1 (Generic) As we gear up for back to school, let's keep in mind that kids need more than just school supplies to thrive! Building connections and fostering a sense of belonging are vital for their educational journeys. That's why this back-to-school season, we're on a mission to help kids & families create stronger connections, focusing on their mental health & overall wellness. Explore these resources from @calhhs_ with the 🔗 in our bio! [add link to bio]	Post #1 (Generic) Notebooks & textbooks are essential, but let's not forget other ingredients for success - connections, community, and mental wellness! 📚💪 As kids embark on their educational journeys, we want to ensure they have all the tools and resources available to help steer their sense of belonging and mental health. 📖🧑🌟 That's why this back-to-school season, we are helping kids and families build stronger connections with online resources that support their mental health and wellness. Explore these curated resources from CalHHS as you prepare for the school year: www.chhs.ca.gov/back-to-school-resources/	Mental health and wellness are critical for success in school and beyond. Learn More > BACK TO SCHOOL RESOURCES CalHHS Use the CalHHS graphics or customize and add your own logo.

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Post #2 (youth resources) When going back to school, it's normal to feel stressed, anxious, or overwhelmed. 😞 To get ahead, put your mental health & wellness first. 🧘 Take the first step with @Cal_HHS' back-to-school resources: www.chhs.ca.gov/back-to-school-resources/	Post #2 (youth resources) While returning to school can be exciting, it can also feel stressful & overwhelming, but remember – you are not alone. ❤️ Lots of people experience feelings of anxiety when returning to class, meeting new teachers, and making new friends. As you head back to school, @calhhs_ has put together resources to help you put your mental health first this back-to-school season. Discover more using the 🔗 in our bio. [add link to bio]	Post #2 (youth resources) Feeling the back-to-school jitters? 😞 Don't worry, you're not alone! 🙌 It's totally normal to be stressed or anxious during this season, but we've got your back with some awesome tools to help you out! 📚🌟 Lots of people go through the same things: meeting new teachers and making new friends - it can be overwhelming! Get ahead this back-to-school season with resources gathered by CalHHS to help you deal with stress and navigate new experiences, both inside & outside the classroom. 📚🚀 Take the first step now: www.chhs.ca.gov/back-to-school-resources/	 Use the CalHHS graphics or customize and add your own logo.

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Post #3 (youth resources) Our mental health is a BIG deal when it comes to school. 🌟 It can affect our friendships, learning & overall experience, but there are things to help! 😎 @Cal_HHS has curated resources to make this back-to-school season a breeze: www.chhs.ca.gov/back-to-school-resources/	Post #3 (youth resources) Our mental health is a BIG deal when it comes to school that can affect our friendships, learning & overall experience. 🌟 New friends, new challenges & leveling up academically - it's all super exciting but remember to give your mental health the treatment it deserves! 😊 @calhhs_ has resources to help you ace the back-to-school season! Ready to level up your mental health game? Hit that 🔗 in the bio to get started! 🎒🚀 [add link to bio]	Post #3 (youth resources) New friends, new challenges, & leveling up academically - it's all super exciting but remember to give your mental health the treatment it deserves! 😊 CalHHS has resources to help you ace the back-to-school season. Ready to level up your mental health game? 🎒🚀 Discover more now: www.chhs.ca.gov/back-to-school-resources/	 Mental health can impact us more than we think. Learn More > BACK TO SCHOOL RESOURCES Cal HHS Use the CalHHS graphics or customize and add your own logo.

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Post #4 (family resources) Parents & caregivers, as our kids head back to school, it's normal for them to feel some stress + anxiety. 😓 This school year, let's empower them to thrive with resources that boost their mental health & wellness this school year 💪: www.chhs.ca.gov/back-to-school-resources/	Post #4 (family resources) Hey there, parents & caregivers! As our kids reunite with old friends, meet new teachers & return to school, it's essential that we equip them with the right tools to navigate any stress & anxiety that may arise. 😊💪 During this crucial time, let's provide resources to support their mental health & wellness. With these valuable tools, we can help them build stronger connections and empower them to thrive throughout the school year. Discover more using the 🔗 in our bio. [add link to bio]	Post #4 (family resources) Hey there, parents & caregivers! As our kids reunite with old friends, meet new teachers & return to school, it's essential that we equip them with the right tools to navigate any stress & anxiety that may arise. 😊💪 During this crucial time, let's provide resources to support their mental health & wellness. Here's a place you can start with resources curated by CalHHS: www.chhs.ca.gov/back-to-school-resources/	 Let's help our kids and their mental health thrive this school year. Learn More > BACK TO SCHOOL RESOURCES CalHHS Use the CalHHS graphics or customize and add your own logo.

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Post #5 (family resources) Parents can make a huge difference in their kids' mental health this back-to-school season! 🌟 @Cal_HHS has curated resources to help students navigate new connections, find a sense of belonging & prioritize their wellness in + out of the classroom: www.chhs.ca.gov/back-to-school-resources/	Post #5 (family resources) Parents & caregivers, as we gear up for the back-to-school season, your role in supporting your kids' mental health & wellness is truly invaluable. 😊💪 @calhhs_ has thoughtfully curated family resources that can help your kids navigate new connections, find a sense of belonging & prioritize their mental well-being in + outside the classroom. 🧑 Click the link in our bio now to discover how you can foster your kids' success in school & beyond. 🔗 [add link to bio]	Post #5 (family resources) Parents & caregivers, as we dive into the back-to-school season, remember that you play a crucial role in supporting your kids' mental health & wellness. 😊💪 CalHHS offers thoughtfully curated family resources to help your loved ones build meaningful connections, navigate the stress & anxiety of a new school year, and foster a strong sense of belonging inside + out of the classroom. 🏠🧑 Discover how you can set your student up for success in school & beyond: www.chhs.ca.gov/back-to-school-resources/	 This school year, you can make a difference in your kids' mental health. Learn More > BACK TO SCHOOL RESOURCES Cal HHS Use the CalHHS graphics or customize and add your own logo.

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Post #6 (school/teacher resources) As educators & caregivers, we play an important role in supporting the mental health & wellness of our students. This back-to-school season, let's help foster a positive learning environment for all youth with these resources curated by @Cal_HHS: www.chhs.ca.gov/back-to-school-resources/	Post #6 (school/teacher resources) As educators & caregivers, we play an important role in supporting the mental health & wellness of our students. Returning to school is exciting but can also create feelings of stress & anxiety. To ensure we help foster a positive learning environment for all students, check out these resources curated by @calhhs_. Learn more using the  in the bio. [add link to bio]	Post #6 (school/teacher resources) As educators & caregivers, we play an important role in supporting the mental health & wellness of our students. School is an environment where many kids spend a lot of time. To ensure that school is a place where they build connections with their peers + teachers, explore these helpful resources curated by CalHHS this back-to-school season: www.chhs.ca.gov/back-to-school-resources/	 Educators can support their students' mental health. Discover How > BACK TO SCHOOL RESOURCES Cal HHS Use the CalHHS graphics or customize and add your own logo.

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Post #7 (school/teacher resources) Back-to-school season is exciting, but it can also be stressful for students & families. As educators & caregivers, learn how you can support students + families and prioritize your own mental health with curated resources from @Cal_HHS: www.chhs.ca.gov/back-to-school-resources/	Post #7 (school/teacher resources) This back-to-school season, prioritize mental health in the classroom with curated resources from @calhhs_. As educators & caregivers, we play an important role in supporting the mental health + well-being of students, especially during this exciting but stressful time. Learn how you can support students, families and your own mental health & wellness using the  in bio. [add link to bio]	Post #7 (school/teacher resources) This back-to-school season, prioritize mental health in the classroom with curated resources from CalHHS. As educators & caregivers, we play an important role in supporting the mental health + wellness of students, especially during this exciting but stressful time. Learn how you can support students & families, create a positive learning environment and prioritize your own mental health: https://www.chhs.ca.gov/back-to-school-resources/	 Kids learn best when their mental wellness is supported. Learn More > BACK TO SCHOOL RESOURCES  Use the CalHHS graphics or customize and add your own logo.

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Social Media Copy - Spanish

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Post #1 (Generic) Los cuadernos y libros son importantes, pero durante la temporada de regreso a clases, también lo es priorizar las conexiones y la comunidad. 📖❤️ Los jóvenes y las familias pueden prepararse para el año escolar con recursos en línea que apoyan la salud mental: www.calhope.org/pages/recursos.aspx	Post #1 (Generic) Mientras que los maestros y los estudiantes se preparan para regresar a la escuela, es importante reconocer que los niños necesitan más que cuadernos y lápices para tener éxito. 📖☀️ Construir conexiones y un sentido de pertenencia son fundamentales durante sus años escolares. Por eso, en esta temporada de regreso a clases, es importante ayudar a los niños, jóvenes, y las familias a establecer conexiones más sólidas con recursos que apoyan su salud mental y bienestar. 📖💪 Obtén más información sobre estos recursos usando el 🔗 en nuestra biografía. [add link to bio]	Post #1 (Generic) Los estudiantes necesitan herramientas como cuadernos y libros para tener éxito en la escuela, pero no podemos olvidar lo importante que es establecer conexiones y un sentido de comunidad. 📖💪 A medida que los niños regresan a su rutina escolar, queremos asegurarnos de que tengan todas las herramientas y los recursos disponibles para ayudar a orientar su sentido de pertenencia y su salud mental. 📖👦☀️ Por eso, en esta temporada de regreso a clases, estamos ayudando a los niños y a las familias a establecer conexiones más sólidas con recursos en línea que apoyan su salud mental y bienestar. Explora estos recursos mientras te preparas para el año escolar: www.calhope.org/pages/recursos.aspx	 La salud mental y el bienestar son fundamentales para el éxito en la escuela y en la vida Obtén más información > RECURSOS PARA EL REGRESO A CLASES CalHHS Use the CalHHS graphics or customize and add your own logo.

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Post #2 (youth resources) ¿Te sientes estresado por la temporada de regreso a clases? 😓 Está bien sentir estrés o ansiedad mientras enfrentas nuevos desafíos y te reconectas con amigos mientras continúas aprendiendo. Para ayudarte combatir el estrés @CA_OSG tiene recursos: bit.ly/guiaOSG	Post #2 (youth resources) ¿Te sientes abatido por la temporada de regreso a clases? 😓 Está bien sentir estrés o ansiedad mientras navegas por nuevos desafíos, te reconectas con amigos y continúas aprendiendo. 🧑 En esta temporada de regreso a clases aprende cómo puedes priorizar tu salud mental con recursos para combatir el estrés por parte de @casurgeongeneral. Haz clic en él 🔗? en nuestro bio para dar el primer paso. [add link to bio]	Post #2 (youth resources) ¿Te sientes abatido por la temporada de regreso a clases? 😓 Está bien sentir estrés o ansiedad mientras navegas por nuevos desafíos, te reconectas con viejos amigos y continúas tu trayectoria educativa. 🧑 En esta temporada de regreso a clases aprende cómo puedes priorizar tu salud mental con recursos para combatir el estrés por parte de @CASurgeonGeneral. Date la mejor oportunidad para tener éxito en esta temporada de regreso a clases: bit.ly/guiaOSG 📚🚀	 ¿Te sientes abatido por la temporada de regreso a clases? Hay ayuda. Obtén más información > RECURSOS PARA EL REGRESO A CLASES CalHHS Use the CalHHS graphics or customize and add your own logo.

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Post #3 (family resources) Este año escolar mientras nuestros hijos se reencuentran con sus amigos, conocen a nuevos maestros y regresan a la escuela también pueden enfrentarse con estrés y ansiedad. Ayudemoslos a prosperar con recursos que apoyen su salud mental y bienestar 🧡: www.childmind.org/es/mentessanas/familias/	Post #3 (family resources) A medida que nuestros hijos se reencuentran con sus amigos, conocen a nuevos maestros y regresan a la escuela, es importante que tengan las herramientas para ayudar a navegar el estrés y la ansiedad que puede surgir. 🌟 Durante este momento importante, ayudemos a nuestros hijos a establecer conexiones más sólidas con recursos centrados en la familia que apoyen su salud mental y bienestar para que puedan prosperar. 🧡 Obtén más información utilizando el 🔗 de la biografía. [add link to bio]	Post #3 (family resources) A medida que nuestros hijos se reencuentran con sus amigos, conocen a nuevos maestros y regresan a la escuela, también pueden enfrentarse a sentimientos de estrés y ansiedad. 🌟 Ayudemos a nuestros hijos a establecer conexiones más sólidas con recursos que apoyen su salud mental y bienestar para que puedan prosperar. 🧡 https://childmind.org/es/mentessanas/familias/	 Ayudemos a nuestros hijos a prosperar con recursos que apoyen su salud mental y bienestar este año escolar. Obtén más información > RECURSOS PARA EL REGRESO A CLASES CalHHS Use the CalHHS graphics or customize and add your own logo.

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Post #6 (school/teacher resources) Como educadores y cuidadores podemos desempeñar un papel importante en el apoyo a la salud mental y el bienestar de los estudiantes. Durante el regreso a clases, ayudemos a fomentar un entorno de aprendizaje positivo para estudiantes con estos recursos: www.calhope.org/pages/recursos.aspx	Post #6 (school/teacher resources) Como educadores y cuidadores, podemos desempeñar un papel importante en el apoyo a la salud mental y el bienestar de los estudiantes. Volver a la escuela es emocionante, pero también puede generar sentimientos de estrés y ansiedad. Durante el regreso a clases, ayudemos a fomentar un entorno de aprendizaje positivo para los estudiantes. Obtén más información utilizando el  de la biografía. [add link to bio]	Post #6 (school/teacher resources) Como educadores y cuidadores, desempeñamos un papel importante en el apoyo a la salud mental y el bienestar de los estudiantes. Y sabemos que la escuela es un entorno donde muchos niños pasan mucho tiempo. Para asegurarnos de que la escuela sea un lugar donde construyen conexiones y fomenten la comunidad con sus colegas y maestros, te invitamos a explorar estos recursos útiles durante esta temporada de regreso a clases. Obtén más información: www.calhope.org/pages/recursos.aspx	 Los educadores pueden apoyar la salud mental de sus estudiantes Descubre cómo > RECURSOS PARA EL REGRESO A CLASES  Use the CalHHS graphics or customize and add your own logo.

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English Newsletter Blurb

Prioritizing Mental Health and Well-being: Back-to-School Resources for Success

As the back-to-school season approaches, the California Health & Human Services Agency (CalHHS) has curated a collection of resources on our Back-to-School Mental Health Hub. Designed to support students, parents and caregivers, as well as teachers and schools during back-to-school season, this webpage offers a wealth of tools to promote mental health and well-being.

From articles addressing stress management to videos featuring mindfulness exercises, it provides valuable resources that can be used by youth, families, and educators. Back-to-school season is an exciting time, but it can also be overwhelming. By sharing resources to help young people build connections, find a sense of belonging, and access vital mental health and wellness support we can make a difference.

This back-to-school season, we invite you to join us in placing an emphasis on the well-being of our children. Together, we can ensure a healthy and thriving school year for all. To access the Back-to-School Mental Health Hub, visit www.chhs.ca.gov/back-to-school-resources. Thank you for your dedication to the well-being of our children and families.

Spanish Newsletter Blurb

Priorizando la Salud Mental y el Bienestar: Recursos para el Éxito en el Regreso a Clases

La temporada de regreso a clases está a la vuelta de la esquina y entendemos que puede traer consigo desafíos y estrés. Sin embargo, existen recursos para ayudar a estudiantes, padres, cuidadores, maestros y escuelas a navegar estos desafíos y a priorizar la salud mental y el bienestar durante este tiempo. Aquí te compartimos unos recursos que esperamos te sean útiles:

- [Guía de estrategias del Asesor General de Salud Pública de California: Alivio del Estrés](#)
- [Recursos de CalHOPE en español](#): El sitio web de CalHOPE ofrece orientación sobre cómo manejar el estrés y brindar apoyo emocional y bienestar a niños, jóvenes, y otras poblaciones. Incluye recursos relacionados con los servicios de terapia de crisis, la red de ayuda a la juventud, la asistencia de vivienda, los servicios de salud mental, los recursos estatales, y servicios para trastornos por uso de sustancias.
- [Videos para padres del Proyecto Mentes Sanas, Niños Exitosos de California](#): Estos recursos basados en evidencia pueden ayudar a los padres a iniciar conversaciones importantes con sus hijos y enseñarles una serie de habilidades esenciales para la salud mental.

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- [Entrenamiento de Espacios Seguros de parte del Asesor General de la Salud Pública de California](#): Cualquier persona que trabaje con niños está invitada a tomar este entrenamiento gratuito en línea. El entrenamiento ayuda a profesionales a entender cómo promover resiliencia, como ayudar a estudiantes experimentando estrés y trauma, y cómo crear una comunidad que prioriza salud y bienestar.

Recuerda, cuidar de tu salud mental es esencial para el bienestar general. Al utilizar estos recursos, estás invirtiendo en tu propio bienestar mental y creando una base positiva para toda la familia. Haz de la salud mental una prioridad en esta temporada de regreso a clases. Accede a los recursos de salud mental hoy mismo con los enlaces mencionados anteriormente y empodérate para prosperar.