



Back to School Month Partner Toolkit

[How to Use This Toolkit](#)

[Social Copy](#)

[Additional Resources](#)

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-August 31.

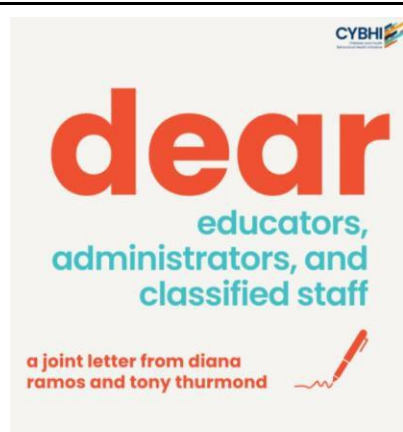


Join us in posting the messages below on your social media platforms during the month of August using the hashtags #BacktoSchool and #CYBHI.

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
Safe Spaces Posters - Carousel	<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:</p> <p>https://drive.google.com/drive/folders/1E3aCy2QnZrDlq3BJMEoohXfNHirnXKV1</p> <p>#BackToSchool</p>	 <p>A collection of four posters for the classroom. The top poster is a red and white checkered pattern with the text 'FREE POSTERS for the classroom' and a 'BACK-TO-SCHOOL MONTH SPECIAL EDITION 2024' seal. Below it are three smaller posters: 'be kind to your mind', '5-4-3-2-1 Grounding Practice' (a list of things you can see, feel, hear, smell, and taste), and 'THIS IS A SAFE SPACE' (a poster about quieting the inner critic).</p>
Certified Wellness Coach	<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.</p> <p>Apply now: www.cawellnesscoach.org</p>	 <p>A graphic for becoming a Certified Wellness Coach. It features a 'BACK-TO-SCHOOL MONTH SPECIAL EDITION 2024' seal, the text 'make a difference as a certified wellness coach', and images of diverse youth and a person using a laptop.</p>

<p>Quote or carousel of Letter</p>	<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>	
<p>Education Webpage</p>	<p>We're counting the many ways  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>	

Resources Webpage	<p>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/</p>	
Back to School Tips with Angelina Hinojosa	<p>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.</p>	<p>Media: https://www.dropbox.com/scl/fi/d64b0q1fk82xcncn035kf/Angelina-Hinojosa-Back-to-School-Tips-Branded.mp4?rlkey=8cc1k25wbct9tb7le41grh3ld&st=x721kfxt&dl=0</p>
CYBHI Supporting Teachers with Nathan Ngo	<p>#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</p> <p>IG: @casurgeongeneral</p>	<p>Media: https://www.dropbox.com/scl/fi/czqp1qyk82hnpafk69ouw/YAC-Clip-ft.-Nathan-on-Safe-Spaces-for-Back-to-School.mp4?rlkey=x9kzv4u98n726n510hei59erk&st=cxneb3yl&dl=0</p>
Safe Spaces for Educators	<p>Heading #BacktoSchool? Add Safe Spaces to your toolbox! 📺 This free online training empowers educators + 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> <p>https://youtu.be/xhsOyLBfSzM?si=2DU50XOr5iPQAKSq</p>	<p>Media: Reel Version OR https://youtu.be/xhsOyLBfSzM?si=2DU50XOr5iPQAKSq</p>

Safe Spaces Testimonial - 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>Media: Square Version, Reel Version OR https://youtube.com/shorts/v163acax1YY</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>Media: https://www.dropbox.com/scl/fi/cskj0hr9mxt7hy1q5ek4t/Back-to-School-ft.-Shailen-branded.mp4?rlkey=wkyp65jm9aumxlygfp7j1igzk&st=5lhujacs&dl=0</p>
Safe Spaces Testimonial - 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>Media: quare Version, Reel Version OR https://youtube.com/shorts/1HBJJgKJDck?feature=share</p>
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>Dear Stress, I'm over you. Simple ways to reduce stress levels</p> <p>Music Meditation just BREATHE Box Breathing Daily Gratitude</p> <p>Learn how to give stress the boot: www.osg.ca.gov/resources</p>
Back to School Tips with Nathan	<p>A powerful #BacktoSchool recommendation from #CYBHI youth fellow, 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>https://www.dropbox.com/scl/fi/205xatskvpkbywi07uj1/Back-to-School-ft.-Nathan-branded.mp4?rlkey=u864qut6kmew6oddglrdp1378&st=9b2vot8x&dl=0</p>

Safe Spaces Testimonials - Rachel 2 - Back to School	FB/IG ONLY As we head #BacktoSchool, remember there are evidence-based strategies that can help create trauma-informed environments ripe for learning. Regulate: Be calm and help students feel safe. Relate: Let them know we want to understand how they feel. Only then will their thinking brain get back online. Reason: Problem solve together and think about next steps. For more strategies, take the #SafeSpaces training at https://osg.ca.gov/safespaces/ #CYBHI #SafeSpaces	https://www.dropbox.com/scl/fi/nezre81ctfur0wnmlyubq/Rachel-Social-2-Vert.mp4?rlkey=w28dvv6zua0yyn87xb5nhwddq&st=3g8bgd7z&dl=0
Back to School Tips with Shae	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! IG: @LiveBeyondCA	https://www.dropbox.com/scl/fi/1yez2zq62fu5kfyfpwopk/Back-to-School-ft.-Shae-branded.mp4?rlkey=a9piorvfkfubulrtet0u3eqfp&st=tgiyj75o&dl=0

Additional Resources

ENGLISH

- DHCS's Apps for Caregivers and Youth at <https://www.calhope.org/>
- OSG's Playbook for Stress - <https://osg.ca.gov/resources/>
- OSG's Dear Stress One-Pager/Toolkit - <https://osg.ca.gov/dearstresstoolkit/>
- OSP Never a Bother Campaign Resources - <https://livebeyondca.org/>
- OSG's Live Beyond Campaign Resources - <https://neverabother.org/>
- *NEW* CYBHI One-Pager on Schools Support - <https://cybhi.chhs.ca.gov/resource/schools/>
- *NEW* CYBHI Schools Webpage - <https://cybhi.chhs.ca.gov/education/>
- OSG's Safe Spaces - Poster Size - <https://drive.google.com/drive/folders/1E3aCy2QnZrDIg3BJMEoohXfNHirXKV1>

SPANISH

- Guía de Estrategias del Asesor General De Salud Pública de California: Alivio del estrés (OSG Playbook for Stress) - <https://osg.ca.gov/wp-content/uploads/sites/266/2022/05/osg-general-stress-relief-playbook-spanish.pdf>
- Querido estrés, lo nuestro terminó (Dear Stress Toolkit Spanish) - <https://osg.ca.gov/dearstresstoolkit/>
- Never a Bother (Spanish) - <https://neverabother.org/es/me/>