

*You Be You* Mental Health  
Campaign for Teens

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We know that teens are stressed out and struggling to manage the daily stresses and pressure in their lives due demands at home, in school and on social media.

For some, these pressures can lead to diminished self-worth, depression and in some cases, suicide.

In fact, suicide is the third leading cause of death for people aged 10-24.

# Background

We wanted to create a campaign that would reach teens with a positive message of self-worth and value.

“You are enough”

“You are valued”

“It is okay to be yourself”

# The Opportunity

We wanted to reinforce the idea that teens don't always have to be perfect. Being themselves is good enough.

# The Message

To engage teens within the schools.

Help them become advocates for classmates who may need help.

Find “interruptive” and powerful ways to draw attention to issues like depression and anxiety.

Help teens deal with their emotions in constructive ways.

# Goals



# In-School Posters

**COMP  
ARISON  
IS THE  
THIEF  
OF JOY**

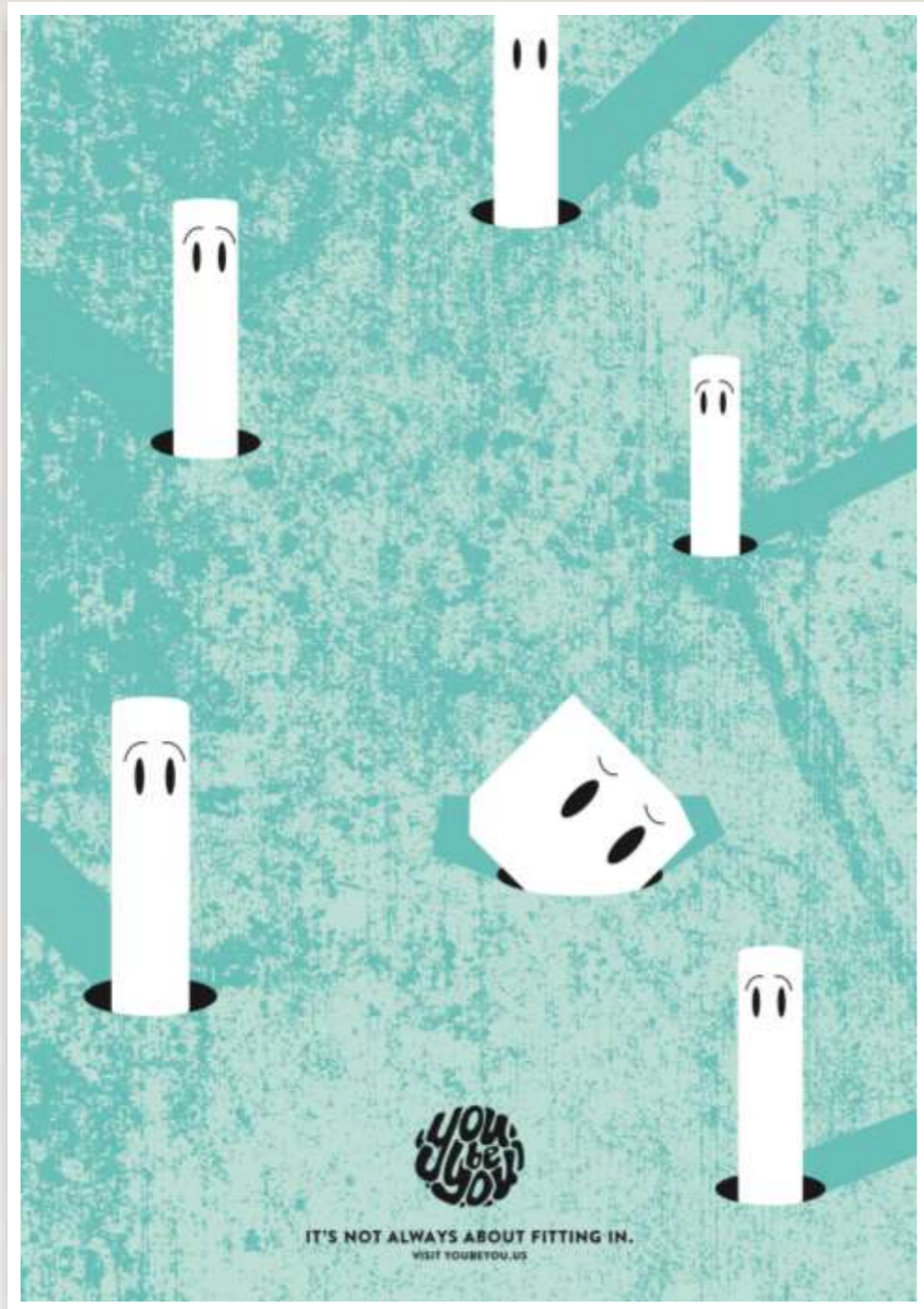


**YouBeYou.us**









Progress  
not  
Perfection




VISIT [YOUBEYOU.US](http://YOUBEYOU.US)



In School Installations



THIS IS BROKEN. YOU AREN'T. 



THIS IS BROKEN.  
YOU AREN'T.



**THIS IS BROKEN.  
YOU AREN'T.**



YOU  
BE  
YOU



Be You on Social



Wear With Pride







IT'S  
OK  
TO BE  
YOU  
YouBeYou.us

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# Personalizing the Campaign





**BAKERY FRESH**  
**JERRY'S BAGEL**  
 A plain bagel with cream cheese or butter and sliced tomato & onion. **\$10.99**

*its okay  
 - to be  
 different*


American ideals  
 was an avid reader of the O...  
 subsequently, about 100 pe...  
 along with others consider...  
 to the latter was a duty and...  
 and reading they became the...  
 American democracy.  
 They respectfully agreed...  
 with these words, "I will sig...  
 Constitution and laws of the...  
 America against all evenc...  
 for, that I will have more faith...  
 same... I take this obligation...  
 mental reservation or purp...  
 the God." The Oath of Alleg...  
 nation act of becoming a citi...  
 It is striking to me, therefo...  
 our native-born Americans a...  
 "I take being a citizen in a...  
 contracting the rewards of a...  
 ping sheet of paying the del...  
 parents, uncle and aunt, an...  
 the necessary payments. The...  
 was, examples would extend...  
 for only for someone's sake, I...  
 to seize opportunities to be...  
 in, just as our newsmen sh...  
 be occupied by their unshak...  
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 in the words of the Declarat...  
 individual rights and values...  
 and equanimity the civic les...  
 lessons are necessary activ...  
 attention to the bills introd...  
 conducting and meeting with...  
 time to support or oppose cr...  
 laws, joining

Kindness  
 changes  
 everything



The Kansas City Jewish Chronicle page 2  
 OP native and social media producer of CBS' 'The Talk' impresses celebrities

it's okay  
 not to have it all  
 figured out



ONE  
 STEP  
 AT A TIME



celebrate  
 every tiny  
 victory ♡

SILENCE  
 BREAK THE  
 SPEAK UP



# Making It Their Own

Blue Springs South [Video](#)

# Participating Schools

- **Blue Springs High School**
- **Blue Springs South High School**
- **Valley View High School**
- **Freshman Center of Blue Springs**
- **Brittany Hill Middle School**
- **Delta Woods Middle School**
- **Moreland Ridge Middle School**
- **Paul Kinder Middle School**
- **Hyman Brand Hebrew Academy**
- **University Academy**
- **Lee's Summit High School**
- **Lee's Summit North High School**
- **Lee's Summit West High School**
- **Pioneer Trail Middle School**
- **Olathe East High School**
- **Olathe North High School**
- **Olathe Northwest High School**
- **Olathe South High School**
- **Olathe West High School**
- **Oxford Middle School**
- **Shawnee Mission Northwest**
- **Shawnee Mission South**
- **Turner High School**

Questions?