# *You Be You* Mental Health Campaign for Teens

Don Goldman
CEO, Jewish Family Services

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.

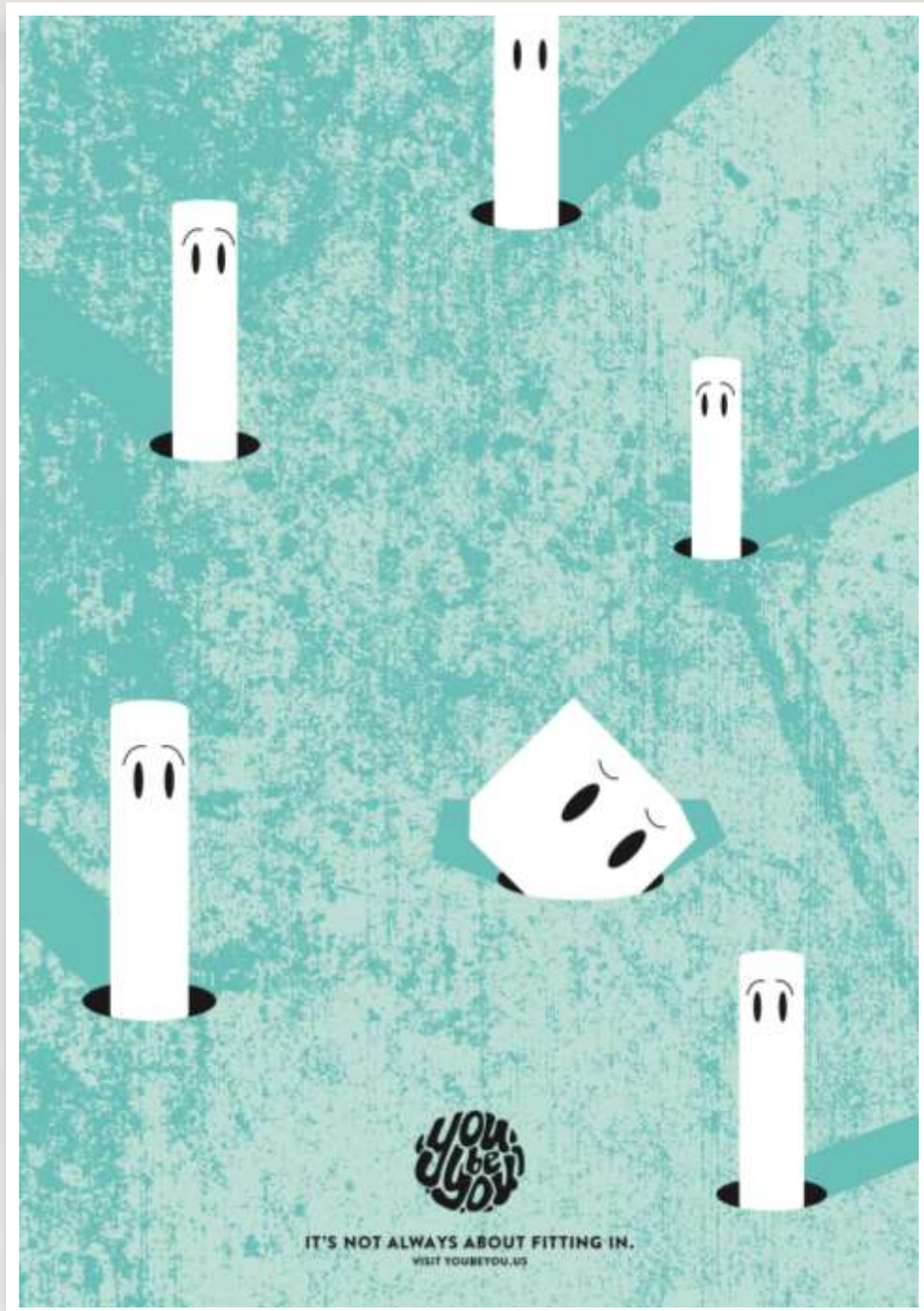
# Goals

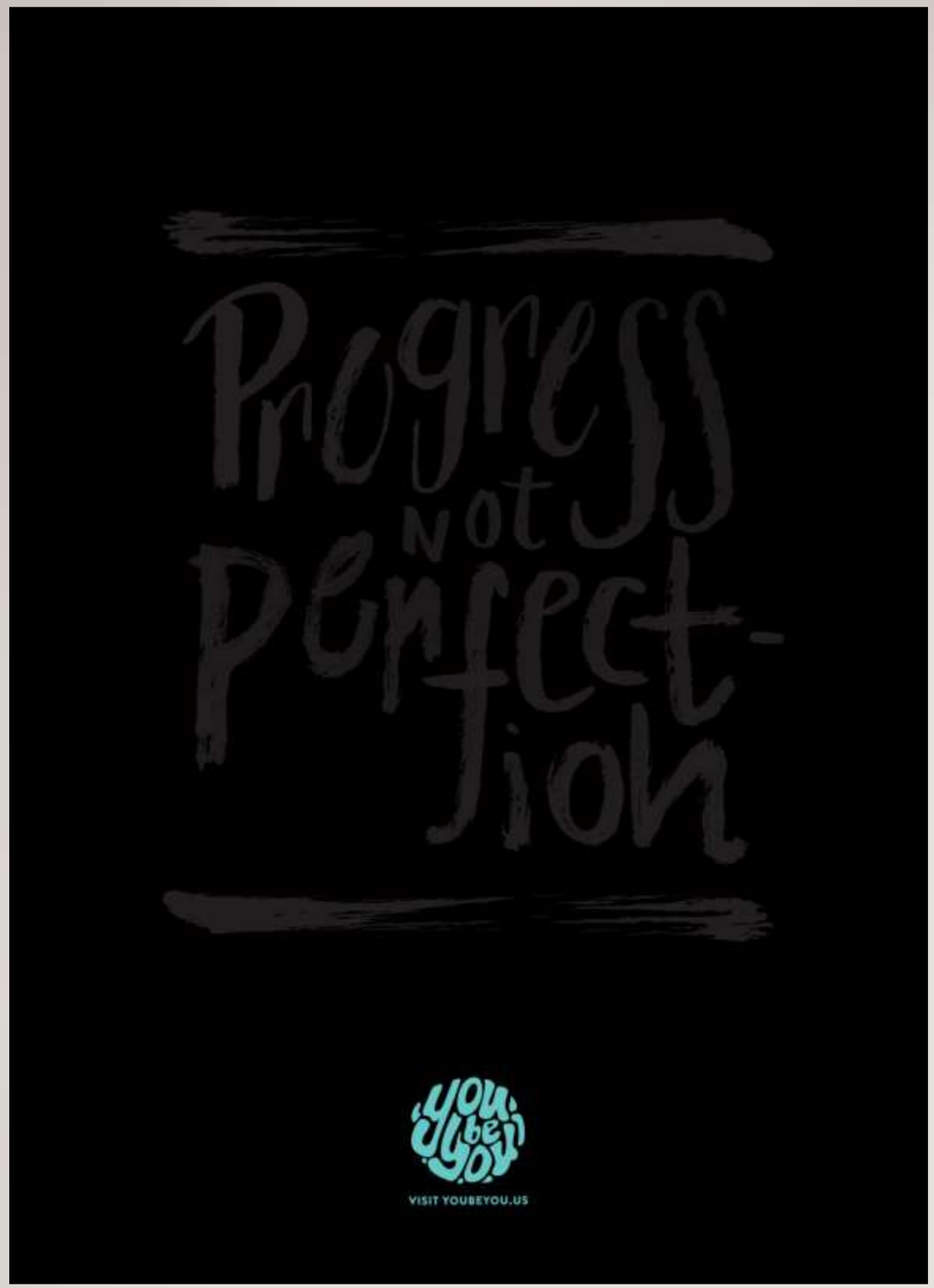
# In-School Posters

COMP
ARISON
IS THE
THIEF
OF JOY

YouBeYou.us

IT'S OK TO BE DIFFERENT. VISIT YOUBEYOU.US
you be you


IT'S NOT ALWAYS ABOUT FITTING IN.
VISIT YOUBEYOU.US

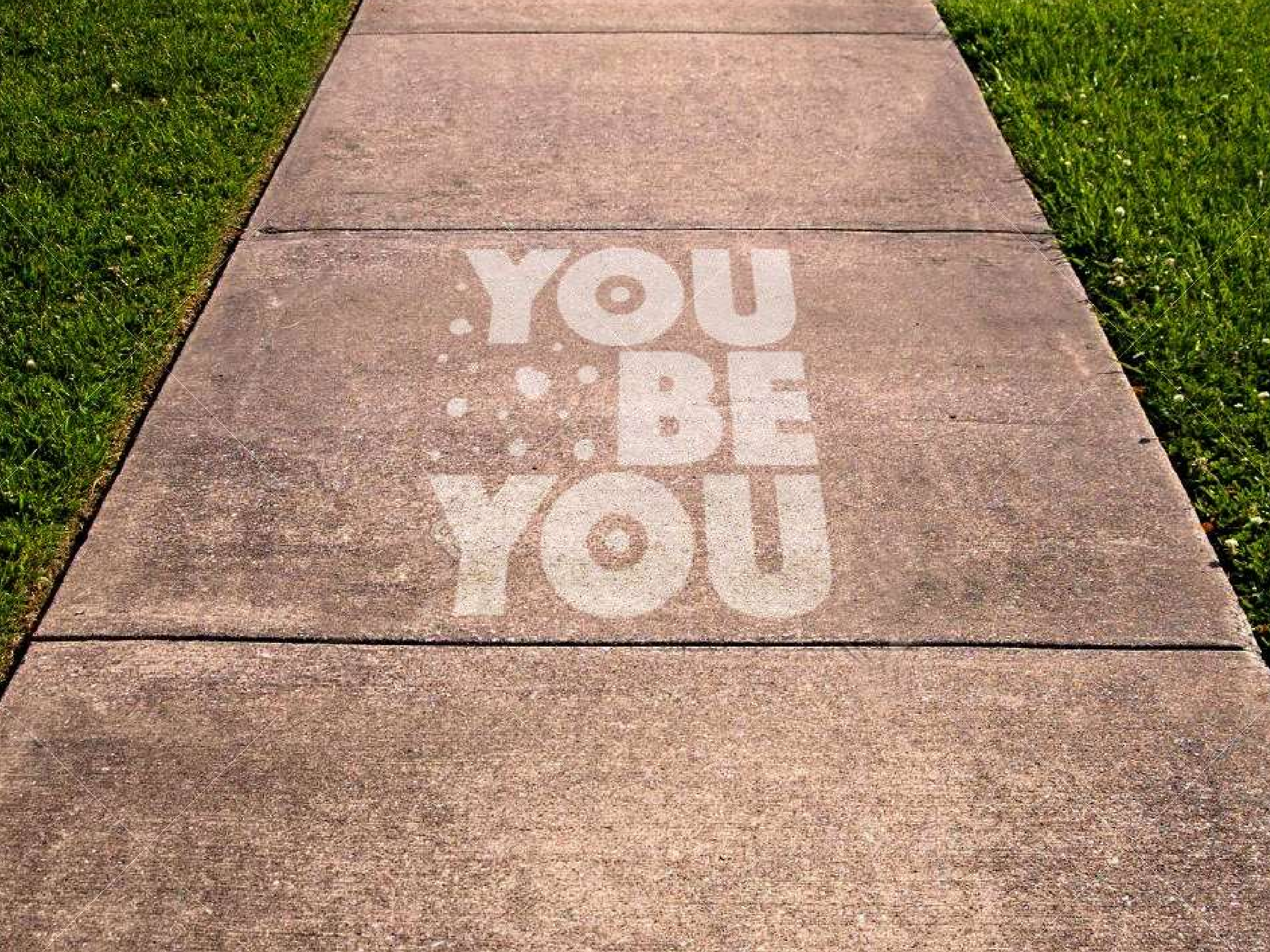

Progress not perfection
VISIT YOUBEYOU.US

# In School Installations

THIS IS BROKEN. YOU AREN'T.
You Are You

THIS IS BROKEN.
YOU AREN'T.

THIS IS BROKEN.
YOU AREN'T.


YOU
BE
YOU

# Be You on Social

Jane Doe
1 Hr ago
you
be
you

# Wear With Pride

YOU
BE
YOU
BE
YOU
BE
YOU
YOUBEYOU.US
YOU
BE
YOU
YOUBEYOU.US

IT'S OK TO BE YOU.
YouBeYou.us

YOUBEYOU.US

# Personalizing the Campaign

its okay
to be
different
Kindness
changes
everything
it's okay
not to have it all
figured out
celebrate
every tiny
victory
SILENCE
BREAK
SPEAK UP
ONE
STEP
AT A TIME
BAKERY FRESH
OP native and social media producer of CBS' 'The Talk' impresses celebrities

# 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?