



School District of Palm Beach County

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Mental Health Messaging

It's OK to be OK. It's OK to not be OK. It's OK to ask for help.

- ❖ This positive approach promotes good mental health for all students.
- ❖ When a student is experiencing a challenge, it is OK to ask for help.

Schools have highly trained and skilled professionals in place to support student mental health.

Ask for help at school by talking to a:

- ❖ School Behavioral Health Professional
- ❖ School Counselor
- ❖ School Psychologist
- ❖ Co-located Mental Health Professional



Mental health is our ability to live fully, engage with others, and respond to challenges.

- ❖ It is how we relate to others (social).
- ❖ It is how we feel (emotions).
- It is how we act (behavior).



Managing the Message

- Stigma arises from a lack of understanding of mental health and mental illness
- We strive to normalize the idea that mental health is very similar to physical health.
 - Everyone has mental health
 - It varies from day to day
 - And just like physical health, you have to take care of it
- Collaboration with stakeholders is key:
 - School Board
 - District Communications Department
 - Other District Departments - Food service, Safe Schools, Multicultural Education
 - Community, parent and students



Communications Department

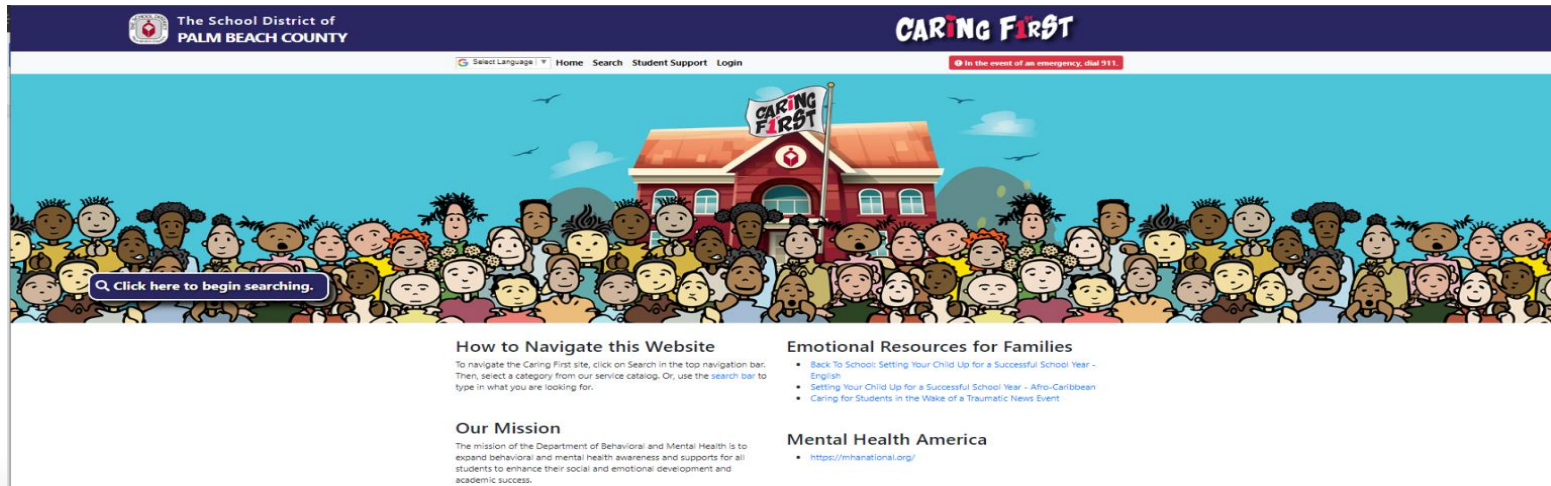
The Communications Department is a strong partner assisting in creating and managing media opportunities

- Media stories and interviews
- Capturing mental health providers and their work to educate parents and community
- Social Media - Facebook, Instagram, twitter, and video links - promote activities
- School Board support- proclamations for suicide awareness and prevention, promoting mental health, bullying prevention

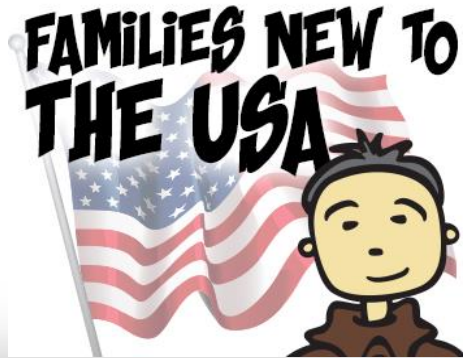


District Communications

The Caring First website is a public website with a variety of behavioral and mental health resources. This resource link is on every school website and District main landing page.



Examples of Caring First Resources



District Department Efforts

- A consistent key core message
- Collaborating, promoting, and participating in themed events across the District - *Get your Green On, World Mental Health Day*
- Community speaking events
- Community outreach and events - Advisory board memberships, walks, fundraisers
- Media - News, social media, website, video links
- Branded materials - logo, t-shirts, swag
- Print materials - Flyers, posters, flip cards for staff



CONNECTING THE MIND AND HEART
FOR STUDENT SUCCESS



School Level Efforts

- Prominently display information regarding mental health and resources
- Reminders to students on where they can get help and who to talk to - we provided an easy poster template that schools can customize in 4 languages



Not OK? It's OK to Ask for Help.

In Person: *List the members of your school mental health team (e.g., School Counselor, School Behavioral Health Professional, School Psychologist)*

Office: *List the building and room for persons listed above*

Phone: *List the phone numbers or main number for the persons listed above*

Request an Appointment: *Describe how a student requests help*

**It's OK to be OK.
It's OK to not be OK.
It's OK to Ask for Help.**

*Placeholder
Insert School Logo
Here*



Ou pa OK?

Li Ok pou w mande Èd.

Anpèsòn: *List the members of your school mental health team (e.g., School Counselor, School Behavioral Health Professional, School Psychologist)*

Biwo: *List the building and room for persons listed above*

Telefòn: *List the phone numbers or main number for the persons listed above*

Mande yon Randevou: *Describe how a student requests help*

Li OK pou ou OK.
Li OK pou w pa OK.
Li OK pou w Mande Èd.

*Placeholder
Insert School Logo
Here*



More School Level Efforts

- Mental health and related topic clubs on campuses
- Psychoeducation of students via curriculum - mandatory Grades 6-12
- Youth Mental Health First Aid (YMHFA) training mandated for all District staff
- Visible and accessible staff and supports for students and families



Taco about it Tuesday



Get your Green On



De-stigmatizing Mental Health

