

TRUSTED ADULT CAMPAIGN OVERVIEW

One of the best ways we can protect a young person from suicide is for them to have caring, connected, and positive adults in their lives. A Trusted Adult could be a parent, an older sibling, a relative, employer, teacher, coach, faith leader, or community member, etc. that you could reach out to for encouragement, support, advice, or help. This campaign focuses on helping students identify, name, and connect to an adult they could go to if they were experiencing a difficult time or if a friend needed help.

Sources of Strength Peer Leaders are four times more likely to refer a suicidal friend to a Trusted Adult. This campaign strives to increase the protective factor of youth and adult connectedness and build help-seeking pathways in the Sources of Strength team and throughout the school and community.

Goals:

- Increase student/Trusted Adult connectedness
- Practice help-seeking pathways before there is a crisis
- Use positive social norming to encourage healthy relationships and connection between students and Trusted Adults
- Create a culture that increases students' belief that Trusted Adults can help friends who are at risk

Campaign Structure:

It's time to launch a Trusted Adults campaign! Use this document to guide your planning as you brainstorm, prioritize, and calendarize your campaign activities. Feel free to adapt these documents to fit your school and community.

Meeting Date:_____

When is your next Peer Leader meeting?

When will your recurring meetings be?

Campaign Launch Date:_____

When will you begin to roll out your Trusted Adult Campaign?

Campaign Cycle:

Each campaign cycle involves planning, a launch, campaign activities, and then celebration and evaluation. A campaign can roll out over 6-8 weeks. We recommend meeting with your Peer Leader team every other week for about an hour. We developed four Peer Leader Meeting agendas to support a Trusted Adult Campaign. During the campaign cycle work towards giving every student in your school and community an opportunity to interact with the campaign, and apply the strengths to their own lives. A Trusted Adult campaign cycle can look like this:

Launch Date: Announce on Various Platforms (social media, classrooms, announcements, word of mouth, etc.)

Week One and Two: Define and Identify the Trusted Adults

Week Three and Four: Connection and Recognition of Trusted Adults

Week Five and Six: Laughing with and Learning from our Trusted Adults

Post-campaign: Evaluation and Celebration of our Trusted Adult Campaign



CAMPAIGN PLANNING: PRACTICING A COMMUNITY OF STRENGTH

Peer Leader Meetings should create space for the Peer Leaders to apply strength to their own lives. Time spent meeting with Peer Leaders is not just another task; it is foundational work, a time when students and staff are able to practice building a community of strength, playing and laughing together, reflecting and sharing together, and planning on how to invite and engage others into that community of strength. Anything we ask the broader community to participate in, we want to have our Sources of Strength team, and specifically our Peer Leaders, experience first.

- Peer Leader Meeting One:** Define and Identify the Trusted Adults
- Peer Leader Meeting Two:** Connection and Recognition of Trusted Adults
- Peer Leader Meeting Three:** Laughing with and Learning from our Trusted Adults
- Peer Leader Meeting Four:** Evaluation and Celebration of our Trusted Adult Campaign

Campaign Activities: Sharing a Community of Strength

Sources of Strength teams design creative opportunities to connect with their Trusted Adults, to build relationships with their Trusted Adults, and then authentically invite their friends to do the same.

Here are some suggestions for running a Trusted Adult Campaign, organized by modality. View this as a general resource that you can continue to return to for ideas.

ART



- Write chalk messages of gratitude in staff parking spaces or school sidewalk.
- Creatively name and thank a Trusted Adult.
- Create an “I am a Trusted Adult” mural on a wall where Trusted Adults can pose.
- Download a template for a paper chain of Gingerbread men-tors for display.
- Nominate Trusted Adult of the month and transfer a flamingo (garden gnome, misc. lawn art etc.) to the winner’s house.
- Design an “I have been nominated as a Trusted Adult at [Your School Name]” badge award/graphic/decals.

CLASS AND CLUB PRESENTATIONS



- Peer Leaders attend classes and meetings to crowdsource a definition of Trusted Adults.
- Have students write thank you cards to their Trusted Adult.
- Write a job description or recipe for a Trusted Adult.
- Collect Trusted Adult story submissions (a collection of essays, audio interviews to make a podcast, video interviews to make a movie, etc).

CURRICULUM INTEGRATION



English/Language Arts:

- Lead a discussion based around a story (book or film) involving Trusted Adults. What aspects of Trusted Adults were important to the story and what was their impact?

History:

- Who is a leader of a movement you admire, and why? Who were their Trusted Adults?

Film/Theater:

- Watch a movie or documentary featuring individual(s) leaning on or becoming Trusted Adults.

ALL SCHOOL ACTIVITIES



- Create a March Madness-style competition.
- Host a series of TEDtalks delivered by Trusted Adults on a topic of their choice.
- Create a questionnaire to learn more about Trusted Adults and use the answers to develop Trusted Adult games.
- Trusted Adult Mad Libs
- Trusted Adult Bingo
- Trusted Adult Game Show (like Jeopardy or Family Feud)
- Trusted Adult Scavenger Hunt (Can you guess who? 2-3 clues per day, first three to guess get a prize or get to nominate the next Trusted Adult)
- Develop a storytelling series, a slam poetry night, or an open mic session focused on Trusted Adults.

VIDEO AND PHOTOGRAPHY



- Film Trusted Adult trailers, mini-movies about Trusted Adults.
- Create short video interviews of Peer Leaders sharing stories of Trusted Adults.
- Create a photo frame or filter to be shared with students to highlight their Trusted Adults.
- Design an “I Am a Trusted Adult” frame or filter for profile images (staff directory, Facebook, etc.).
- “Who Could That Be?” Photo Contest: Have staff submit throwback photographs and guess who is who!

SOCIAL MEDIA



- Dress up like your Trusted Adult and tag them on your social media accounts and challenge five friends to do the same.
- Sixty Second Stories. Use your Instagram story to share about your Trusted Adult in less than 60 seconds, and tag five friends to do the same.
- Use hashtags like #TrustedAdults, #WhosYourTrustedAdult, #MyTrustedAdult, or reflect school spirit with your team or town, such as #TrustedEagles, #TrustedAdultsGiveGreeleyWings to get Trusted Adults trending at your school.

AUDIO AND MUSIC



- Host “Trusted Adult Tuesdays” where morning announcements feature a student sharing a story about their Trusted Adult.
- Collect song submissions from staff and Trusted Adults to feature during meetings or announcements.
- Trusted Adult Mixtape; create a playlist using songs about Trusted Adults.

Remember, these are campaign ideas to help fuel your brainstorming, but make sure every campaign you run includes ideas and elements from your Peer Leaders.