

TRUSTED ADULTS

CAMPAIGN OVERVIEW: TRUSTED ADULTS

One of the most effective ways to protect young people from suicide is to ensure they have strong and supportive connections with caring adults in their lives. This support is especially crucial during times when schools may be closed or access to services is limited.

A Trusted Adult can be anyone a young person feels safe turning to; this might be a parent, older sibling, relative, teacher, coach, employer, faith leader, or community member. Research shows that students trained as Sources of Strength Peer Leaders are four times more likely to refer a suicidal friend to a Trusted Adult, making these connections a powerful tool in youth suicide prevention. The goal of the Trusted Adult Campaign is to help students identify and build relationships with Trusted Adults they can turn to during difficult times or when a friend needs support.

Campaign Goals

- Increase Student/Trusted Adult connectedness
- Practice help-seeking pathways before there is a crisis
- Use positive social norming to encourage healthy relationships and connections between Students and Trusted Adults
- Foster a culture where students believe that Trusted Adults are a safe, reliable source of support—for themselves and for friends who may be struggling or at risk of suicide

Downloadable Attachments:

- [Thank you Cards](#)
- [Campaign Reflection](#)

Campaign Structure

After completing your initial training, it's time to launch your first campaign. This document is designed to help guide your planning, from brainstorming to scheduling activities. Feel free to adapt everything to best fit your site's culture and community needs.

First Meeting Date:

When was your first Peer Leader meeting? _____
When will your recurring meetings be? _____
How will you inform Peer Leaders? _____

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. By the end of the campaign cycle, let's work toward giving every young person in your community an opportunity to interact with the campaign and apply the Strengths to their own lives.

First Meeting: Defining What A Trusted Adult Is

Second Meeting: Naming Ways That Trusted Adults Support Us?

Third Meeting: Identify The Trusted Adults In Our School/Community

Fourth Meeting: Sharing And Celebration Of Our Trusted Adults

COMMUNITY OF STRENGTH MODALITIES



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).



CLASSROOM INTEGRATION

- **English/Language Arts:** Lead a discussion based on 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.



ART, MURAL, AND WALL DISPLAYS

- Write chalk messages of gratitude in staff parking spaces or community sidewalks.
- Create an “I am a Trusted Adult” mural on a wall where Trusted Adults can pose.
- Design an “I have been nominated as a Trusted Adult at [Your site name]” badge award/graphic/decal.
- Create a wall display of the names of Trusted Adults where students can interact with and write positive messages to their Trusted Adults.



ALL SCHOOL/COMMUNITY ACTIVITIES

- Create a March Madness-style competition. (Peer Leader vs. Adult basketball game)
- Host a series of TED talks 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)



AUDIO, VIDEO, MUSIC, AND ANNOUNCEMENTS

- 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.
- Develop a storytelling video series that is focused on Trusted Adults.
- Trusted Adult Mixtape: create a playlist using songs about Trusted Adults. (BONUS! The songs from the playlist can also be used to replace the class bell during Wheel Wednesday!)



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.
- Each week, highlight a different Trusted Adult on Social Media and use hashtags like

#TrustedAdults, #WholsYourTrustedAdult, #MyTrustedAdult, or reflect with your team or town to get Trusted Adults trending at your site.

These are campaign ideas to help fuel your brainstorming, but make sure every activity you do includes ideas and elements from your Peer Leaders. As a group, visit sourcesofstrength.org and Sources of Strength social media platforms (specifically Instagram @sourceofstrength) for more ideas.