

Dear Partner,

You're receiving this email because your community space is where youth gather, pause, and look for signs that they matter.

The Los Angeles County Department of Public Health's Office of Violence Prevention is launching a localized version of "Never a Bother"—the statewide youth suicide prevention campaign developed by the California Department of Public Health. **Our approach was shaped directly by youth in LA County and designed to meet them where they are.**

In listening sessions with LA County youth, these themes came through clearly:

*I don't want to feel like a burden for struggling.
We don't need perfect words—we need real support.
If it looks too corporate, I'll scroll past it.*

The core message is simple but powerful: Helping youth know they're not alone and they are never a bother.

The campaign carries two key localized messages. For youth: "Whatever you're going through—let's face it together." For caregivers: "Conversations can save lives. Be open to listening."

We invite you to amplify these messages - especially with communities in Antelope Valley, San Gabriel Valley, Metro LA, and West LA.

Our goal is to reach:

- Youth ages 10–25, particularly those from marginalized communities (youth of color, LGBTQIA2S+, foster care, survivors, etc.)
- Caregivers and trusted adults, ages 26–64, including parents, educators, and community leaders.

The campaign is ready. You're the trusted voice who can help bring it to life.

What's in the Toolkit?

You can download the LA County localized materials now at ConversationsCanHelpLACounty.org These resources are ready to go - just print or post, and share. Here's what you'll find:

- Posters for youth- and caregiver-facing spaces
- Palm and pocket cards for handouts, backpacks, and waiting areas
- Social media graphics + captions
- Youth-centered messaging tips

You can download additional resources for the statewide Never a Bother Campaign at neverabother.org/get-involved

Each piece also includes support info: NeveraBother.org. Call or text 988; Teen Line: 1-800-852-8336 or text TEEN to 839863

What to Do Next.

Download and share the materials with your community.

1. Post materials where they'll be seen.
Think classrooms, restrooms, lobbies, waiting areas, counseling offices, and family nights—spaces you already manage.
2. Share the message on social media.
Use the toolkit's graphics and captions. Tag @lapublichealth and use #NeverABother and #MentalHealthLA.
3. Invite your team to help spread the message.
Encourage staff, educators, volunteers, or communications leads to share materials, post on social media, or simply talk about the campaign. Here's a message you can use or adapt:
"We're helping launch LA's youth suicide prevention campaign. Materials are ready—posters, palm cards, pocket cards, and social graphics. Please help us share these important resources."



Thank you for showing up for LA youth and caregivers.