

Never a Bother Youth Suicide Prevention Media Campaign

Suicide Prevention Toolkit



May 2025



COUNTY OF LOS ANGELES
Public Health

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Purpose and Introduction to Campaign



About the Never a Bother Campaign

For General Audience.

The Never a Bother campaign is a youth suicide prevention awareness and outreach campaign for young people and their parents, caregivers, and allies. As part of the broader state's [Children and Youth Behavioral Health Initiative \(CYBHI\)](#), the campaign aims to connect more youth experiencing thoughts of suicide to help by reinforcing the belief that they deserve support and are **never a bother** when reaching out to friends, trusted adults, counselors, and other types of support, such as the 988 Suicide & Crisis and Teen Line. At the same time, their friends and allies are called on to make sure young people in their life know they are there for them and can reach out for help anytime. Get involved at [NeveraBother.org](#)

For Parents/Caregivers/Allies.

The *Never a Bother* campaign is a youth suicide prevention awareness and outreach campaign for youth, young adults, and their parents, caregivers, and allies. Visit [NeveraBother.org](#) to learn about suicide warning signs, resources, and how to support a youth in your care before, during, and after a crisis. Hear stories about what young people *wish their parents (and other adults) knew* about supporting their mental health. The *Never a Bother* is a campaign funded by [CDPH](#), as part of the state's Children and Youth Behavioral Health Initiative ([CYBHI](#)).



Campaign Goals

- **Increase awareness** of suicide warning signs, crisis lines, and other suicide prevention and mental health resources and supports.
- **Increase self-efficacy and beliefs** that young people deserve support, can trust their instincts when concerned about a friend, and know how to support a friend.
- **Promote help-seeking behavior** by building trust in existing help-seeking supports (e.g. 988, Teen Line) and reinforcing that they are never a bother.



We Achieve This By.

- **Validating a young person's distress** in the context of their families and communities, and addressing stigma by affirming that their struggles are real and worth seeking help for.
- **Appealing to youth's own agency** and providing them with “how-to’s” for supporting themselves and friends.
- **Offering multiple pathways to seek and receive help before, during, and after a crisis**, e.g. warm and crisis lines, chat and text options, and more.
- **Building trust** with honest information about what happens when they reach out for help, and reasons to believe things will get better.
- **Sharing positive and genuine stories** of diverse young people being helped by crisis and other support resources.

Our campaign look and feel

... builds on **Never A Bother**

- Vibrant and approachable colors draw attention and create a sense of optimism.
- Photography is central to the visual identity, capturing genuine interactions between youth and caregivers. The visuals carry a more grounded tone, while still offering warmth, reassurance, and connection.
- Clarity, empathy, and sincerity come through in every visual and written element, creating an atmosphere of trust and support.
- Together, these choices invite youth and caregivers from all backgrounds to connect, respond, and take action.



Youth-Centered Messaging Best Practices



1. **Prioritize Authenticity Over Polished Content**

Use genuine, relatable imagery and language that reflects real youth experiences. Avoid overly staged photos and corporate tones.

2. **Create Dual-Tone Imagery**

Develop both hopeful, positive messaging and more direct, serious content that acknowledges the depth of struggles for those at higher risk.

3. **Use Empowering Language**

Choose “support” instead of “help” or “healing”, it can refer to the youth being “broken”.

4. **Leverage Peer-to-Peer Influence**

Recognize that youth trust content shared by peers more than institutions. Utilize youth ambassadors and create shareable content that can spread organically through peer networks.

5. **Feature Personal Stories Over Statistics**

Short, emotionally engaging videos with authentic personal stories create stronger connections than infographics or statistics.

Suicide Prevention Campaign Resources



Suicide Prevention Resources

Campaign Resources

- Website (NeveraBother.org)
- LA County Department of Public Health's Office of Violence Prevention
 - » Download campaign assets at ConversationsCanHelpLACounty.org
- [LA County Department of Mental Health LGBTQ+ Resources](#)



For Suicide Prevention

- Getting Help palm card in English and Spanish
- Posters
 - » How Are You Really Doing Poster in English and Spanish
 - » Never a Bother Poster in English and Spanish
- Suicide Prevention Social Media Graphics

For Parents, Caregivers, Allies

- Pocket Card in English and Spanish
- Poster in English and Spanish
- Social Media Graphics for Caregivers

Poster and Pocket Card for Caregivers

Caregiver Poster




Conversations
can save lives

**Be open
to listening**

How do I talk to a child in my care about suicide?

Discovering your child or a youth in your care might be considering suicide is overwhelming. Take a deep breath - you don't need perfect words, just a willingness to be present.

- Ask directly: "Are you thinking about suicide?" This question won't put ideas in their head; many youth actually feel relief when someone brings it up.
- Listen to understand, not to fix. Young people value authentic support over rehearsed responses.
- Reassure them they're not a burden. Many youth hesitate to share because they worry about troubling others.

Remember: Building trust matters more than saying the "right thing."

Signs to watch for:

Talking or texting about suicide or making specific plans.	Expressing feelings of hopelessness about their future.	Showing intense emotional pain or distress.	Giving away things they care about.	Displaying concerning changes in behavior, mood, or habits.	Speaking about being a burden to others or having no purpose.
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To learn more, visit NeveraBother.org



Call the Suicide and Crisis Lifeline at 988 any time (24/7) to get help right away.



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Pocket Card

QR CODE



Resources

988 Suicide & Crisis Lifeline
Call or text 988 to speak with a trained counselor who will listen without judgment and provide support 24/7. For chat, go to 988lifeline.org/chat/

Teen Line
Speak with a trained teen listener who understands what it's like to be a teen.
Call 1-800-852-8336 (6 PM - 10 PM PT)
Text TEEN to 829663 (6 PM - 9 PM PT)


NeveraBother.org
Launched in 2024 by the California Department of Public Health's Office of Suicide Prevention. The goal of Never a Bother is to prevent suicide among teens and young adults in California, while encouraging friends and caregivers to recognize the power they have to support someone before, during, and after a crisis.
Instagram: [@NeveraBother](https://www.instagram.com/NeveraBother)
Twitter: [@NeveraBother](https://twitter.com/NeveraBother)
Facebook: www.facebook.com/NeveraBotherCampaign
Los Angeles County Department of Public Health's Office of Violence Prevention Toolkit: [ConversationsCanHelp.LACounty.org](https://www.conversationscanhelp.lacounty.org)

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Suicide Warning Signs
(be especially concerned if behavior is new, increased, or seems related to a painful event).

- Talking or texting about suicide or making specific plans.
- Expressing feelings of hopelessness about their future.
- Showing intense emotional pain or distress.
- Giving away things they care about (e.g. jewelry, clothing, tech).
- Displaying concerning changes in behavior, mood, or habits.
- Speaking about being a burden to others or having no purpose.



How do I talk to a child in my care about suicide?

Discovering your child or a youth in your care might be considering suicide is overwhelming. Take a deep breath - you don't need perfect words, just a willingness to be present.

- Ask directly: "Are you thinking about suicide?" This question won't put ideas in their head; many youth actually feel relief when someone brings it up.
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Remember: Building trust matters more than saying the "right thing."

Learn more toolmakers and responses at NeveraBother.org

Posters and Palm Cards

HAYD Poster

How are you really doing though?





Checking in doesn't require perfect timing or the right words – simply reaching out shows you care. Listen without judgment, and remind them they're never a bother.

Call or text the Suicide and Crisis Lifeline at 988, 24 hours a day, 7 days a week.

Call Teen Line at 1-800-852-8336 (6 PM-10 PM PT) or text TEEN to 839863 (6 PM-9 PM PT).

Learn how to help yourself or a friend. Visit **NeverABother.org** for more resources or to connect with a trusted person.




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NAB Poster

Whatever you're going through Let's face it together.



Having conversations matters more than perfect words or trying to solve everything – your struggles are valid, and getting support shouldn't feel like another burden. Connect with trusted peers or trained professionals.

Call or text the Suicide and Crisis Lifeline at 988, 24 hours a day, 7 days a week.

Call Teen Line at 1-800-852-8336 (6 PM-10 PM PT) or text TEEN to 839863 (6 PM-9 PM PT).




Let's get better together.
Get help for yourself or a friend at **NeverABother.org**




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Palm Card

Getting help



Whatever you're going through Let's face it together.

You don't need perfect words or all the answers – just talking helps. Your struggles are valid, and support should feel like relief, not a burden. Connect with trusted peers or trained pros that acknowledge what you're going through.

If you or a friend are having thoughts of suicide, get help now.

Call or text the Suicide and Crisis Lifeline at 988, 24 hours a day, 7 days a week. Call Teen Line at 1-800-852-8336 (6 PM-10 PM PT) or text TEEN to 839863 (6 PM-9 PM PT).

These services are 100% free of charge, confidential and judgment free.


You will:

- Be connected to caring trained pros
- Be heard and understood
- Be asked some questions about yourself (but answering is optional)
- Receive support and resources


You will not:

- Be required to provide information you don't want to
- Be judged for your feelings


You can also reach out to a friend, family member, trusted caretaker or school staff member. Not sure who to talk to? Visit **NeverABother.org** for additional resources and details on what happens when you contact 988, Teen Line and more.




Whether you're at a low point, in a crisis, or recently experienced a trauma or loss – support is available.



A trusted friend or family member can comfort you and really hear you out – no judgment. A counselor or therapist can support you by talking through your feelings and coming up with personalized ways to feel better. (Find cops in the long term.)



Scan to download the app





For ongoing mental health support, check out the free, confidential **Soluna** app where you can chat 1 on 1 with professional coaches, Plus free writing journals, de-stressing tools, and community forums. Download at solunaapp.com

And remember: **988 is always here, 24/7.** Their trained pros can de-escalate a crisis and create a plan to keep you safe.

988 suicide & crisis lifeline

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Social Media Graphics for Caregivers

1

Conversations can save lives
Be open to listening

If something feels off with a friend or someone you care about

Say something. Stay close.

Learn the signs that someone may be struggling or having thoughts of suicide.

NeverABother.org






2



Conversations can save lives
Be open to listening

Try this:

"I've noticed you've seemed down. I'm here."



Need help knowing what to say?
Visit NeverABother.org



3


Conversations can save lives
Be open to listening

If you're worried that a friend may be thinking about suicide, take action.

- Have a conversation
- Reassure, comfort, validate, and support
- Connect to further support



Find suicide prevention resources at
NeverABother.org
Call or text 988 to reach the Suicide & Crisis Lifeline




4

Conversations can save lives
Be open to listening



Worried about your kid, or young person in your life?
Reach out, start the conversation.

Try:

"You've seemed a little off. I'm here to listen."



Find suicide prevention resources at
NeverABother.org





Suicide Prevention Social Media Graphics



Suicide Prevention Social Media Graphics

Our Suicide Prevention Toolkit has campaign social media graphics, and corresponding captions for sharing out. Check out examples on the next slide.

Suicide Prevention Social Media Graphics

Post Purpose	Graphic	Caption Ideas
How to Approach an at-risk Youth/Friend		<p>Having conversations can save lives. You don't need perfect words—just the willingness to start. Let them know you care and that they're not a bother.</p> <p>Try this: "I've noticed you've seemed down. I'm here." Or: "You haven't seemed like yourself lately. Want to talk? I'm here to listen."</p> <p>Whether you're a friend, parent, caregiver, or someone who cares—your presence matters more than you know.</p> <p>Need help knowing what to say or how to support someone?</p> <p>Find suicide prevention resources at NeveraBother.org Call or text the Suicide and Crisis Lifeline at 988, 24 hours a day, 7 days a week Call Teen Line at 1-800-852-8336 (6 PM–10 PM PT) Text TEEN to 869863 (6 PM–9 PM PT)</p>
Conversation Starter (Caregiver)		<p>If your child, or young person in your life seems a bit off or is struggling - reach out and start a conversation. Listening matters, especially when it's hard.</p> <p>Try: "You've seemed a little off lately. I'm here—no pressure."</p> <p>Then pause. Give them space to respond (or not). Silence is ok.</p> <p>The most important thing we can do for our kids and the young people in our lives is listen and stay with them.</p> <p>Find suicide prevention resources at NeveraBother.org Call or text the Suicide and Crisis Lifeline at 988, 24/7 Call Teen Line at 1-800-852-8336 (6 PM–10 PM PT) Text TEEN to 869863 (6 PM–9 PM PT)</p>

Suicide Prevention E-Blast

Download the Los Angeles County Department of Public Health's Office of Violence Prevention email blast to share with community organizations and partners.

ConversationsCanHelpLACounty.org



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 25-64, 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 @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.

Los Angeles County Department of Public Health – Office of Violence Prevention
In partnership with the California Department of Public Health's Never a Bother campaign
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Follow the Social Handles Today!



Instagram: @NeveraBother

TikTok: @NeveraBother

Facebook: Never a Bother

www.facebook.com/NeveraBotherCampaign

Campaign General Email: Info@neverabother.org

Remember!

Please tag @NeveraBother when you post or share about this campaign and topic.

Questions?

You can always contact your
campaign team at:

ovp@ph.lacounty.gov

Thank you!

**Never a
Bother**