

Sections

1. Common Teen Mental Health Challenges – Stress, Anxiety and Depression
2. Healthy Relationships
3. Social Media Safety
4. Alcohol and Drug Use
5. Trauma
6. Suicide: Thoughts, Behaviors and Attempts

Stress, Anxiety and Depression – Parent

Headline:

Five tips to help a teen feeling stressed, anxious or depressed.

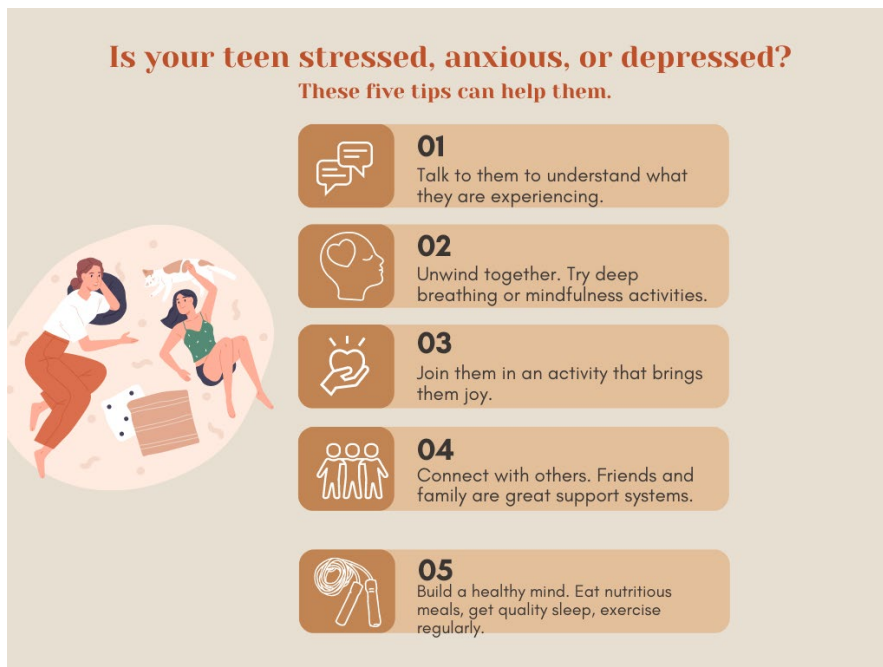
Content:

1. Talk to them to understand what they are experiencing.
2. Unwind together. Try deep breathing or mindfulness activities.
3. Join them in an activity that brings them joy.
4. Connect with others. Friends and family are great support systems.
5. Build a healthy mind. Eat nutritious meals, get quality sleep, exercise regularly.

Artistic direction:

*Parent and teen talking in a relaxed setting. Tips to the right.*

(sample below)



## Stress, Anxiety and Depression – Teen

Headline:

Feeling stressed, anxious or depressed? Have your parent join you in these five coping activities.

Content:

1. Talk to them. To help you, they want to understand what you're experiencing.
2. Unwind. Try deep breathing or mindfulness activities together.
3. Have them join you in an activity that brings you joy.
4. Connect with others. Friends and family are great support systems.
5. Build a healthy mind. Eat nutritious meals, get quality sleep, exercise regularly.

Artistic direction:

*Parent and teen talking in a relaxed setting. Tips to the right.*

(sample below)



## Healthy Relationships – Parent

Headline:

Tips for talking to your teen about an unhealthy relationship.

Content:

- Have open communication about healthy relationships, including sex.
- Balance being protective with respecting their decisions.
- Address issues of self blame.
- Empower them to set boundaries.
- Consider involving a school counselor.
- Decide next steps together.

Artistic direction:

*Parent and teen sitting together, talking. Tips surrounding them.*

(sample below)



## Healthy Relationships – Teen

Headline:

Can you recognize signs of an unhealthy relationship?

Content:

- Control
- Intimidation
- Dependence
- Violence
- Dishonesty
- Pressure in a sexual relationship

Artistic direction:

*Teen couple on a date. Warning signs surrounding them.*

(sample below)



## Social Media Safety – Parent

Headline:

Social Media Safety

Content:

Guide your teen through safe use of social media. Talk to them about:

- Cyberbullying
- Sexting
- Online predators
- Privacy settings

Artistic direction:

*Phone with social media notifications. Guidance and bullets to the side of the phone.*

(sample below)



## Social Media Safety – Teen

Headline:

Social Media Safety

Think Before You Post

Content:

Should I post this?

- How would I feel if my parents saw this?
- Will participating in this challenge cause me harm?
- Did I adjust my privacy settings?
- Am I sharing personal information with a stranger?
- Am I giving away my location?

Artistic direction:

*Teen pondering whether or not to post something on social media.*

*Phone with social media icons and reactions*

(sample below)



## Alcohol and Drug Use – Parent

Headline:

Give your teen the tools to prevent drug and alcohol abuse

Content:

- Set clear expectations about drug and alcohol use.
- Help them create a drug refusal plan.
- Run through scenarios to build their confidence in using their drug refusal plan.
- Learn the signs of an opioid overdose.
- Learn how to use Naloxone (Narcan).
- Show them where to access more information and support.

Artistic direction:

*Parent and teen going through scenarios to practice using teen's refusal plan.*

*(sample below)*



## Alcohol and Drug Use – Teen

Headline:

The best party is the one you can relive. Preventing drug and alcohol abuse can help.

Content:

- Remember your drug refusal plan. “I don’t want to, I’m on path to getting an athletic scholarship.”
- Signs of an opioid overdose.
- In case of an opioid overdose, give Naloxone (Narcan).

Artistic direction:

*Teen in front of mirror, getting ready to go out. Tips on sticky notes on the mirror.*



## Trauma – Parent

Headline:

Is your teen showing signs of trauma?

Content:

- Difficulty socializing
- Difficulty concentrating
- Change in sleep, appetite
- Easily startled
- Stomach pains, headaches

Artistic direction:

*Parent thinking about teen's recent changes. Images of teen having trouble concentrating, having stomach pains, and change in appetite appear in their mind as clouds above their head. Content to left of parent.*

## Trauma – Teen

Headline:

Did recently experience a traumatic event? Your body and mind may still be triggered.

Content:

- Difficulty socializing
- Difficulty concentrating
- Change in sleep, appetite
- Easily startled
- Stomach pains, headaches

Artistic direction:

*Images of teen in 3 different scenarios, side by side: having stomach pains, having trouble concentrating, and experiencing change in appetite. Headline and content above.*

## Suicide – Parent

Headline:

Suspect your teen is at risk for harming themselves through suicide?

Content:

Follow these five action steps:

- **Ask:** *“Are you thinking about suicide?”*
- **Be there:** try to be physically present for your teen when they let you know they are having suicidal thoughts or help them make a plan to identify who they may talk with that can best support them.
- **Help keep them safe:** reduce their access to highly lethal items, or items that they have expressed that they may use in a suicide attempt.
- **Help them connect:** help your teen develop a safety plan that includes establishing a safety net to ongoing supports like suicide crisis hotlines or friends/relatives that they may be able to call. Assist them with finding and meeting with a mental health provider as soon as possible.
- **Follow up:** check-in on your teen even when you have a safety plan in place. Regularly talking with your teen about how they are feeling will help you know if there is more that they may need help with.

Artistic direction:

*Five sticky notes, each with a step.*

## Suicide – Teen

Headline:

Feeling hopeless lately?

Content:

- [National Suicide Prevention Lifeline](#)  
24/7 hotline for those in distress or suicidal crisis  
Call or text: 988
- [Los Angeles County Department of Mental Health](#)  
24/7 entry point for mental health services in LA County  
Call Help Line: 800-854-7771
- [Teen Line](#)  
Free hotline for teens run by trained teen counselors  
Call 800-852-8336 (6 pm – 10 pm PST) or Text “TEEN” to 839863.
- [California Youth Crisis Line](#)  
24/7 Crisis counseling and resource sharing for youth and families  
Call or text: [800-843-5200](#) (English Only)
- [The Trevor Project](#)  
Crisis support for LGBTQ+ young people  
[Call: 1-866-488-7386](#)  
[Text: 678-678](#)
- [Los Angeles County Youth Suicide Prevention Project](#)

Artistic direction:

*Six sticky notes, each with a hotline/resource.*