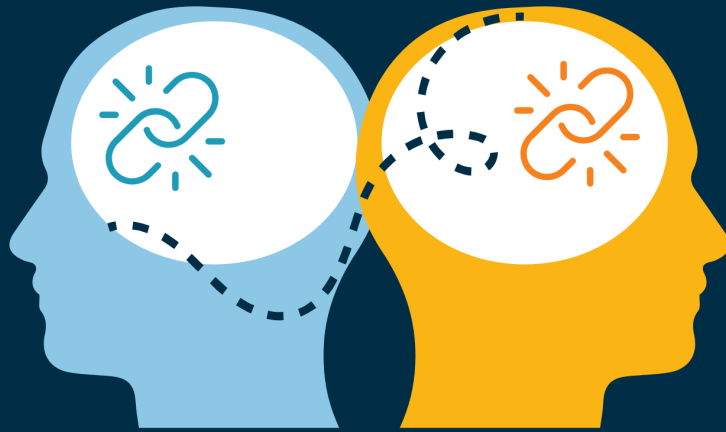




*Let's Connect
for*



YOUTH MENTAL
HEALTH

MESSAGING BRIEF

Messaging Upstream Prevention for Youth Mental Health

Part of being a Communities for Youth partner community is getting many individuals and groups involved in upstream prevention. This brief is meant to help partners in their public communication efforts.



Social Connection

Social connection relates to both how many friends or other interpersonal relationships someone has as well as factors like how meaningful and supportive their interpersonal relationships are. Being socially connected is the opposite of being lonely, or not having people you can depend on.

National and local data show that one of the drivers of youth/teen mental health challenges (e.g., high stress, depression, and suicidal ideation) is young people's levels of **social connection**.

Youth social connection can be broken down into several areas including:

- **connections youth have with their parents/guardians and family,**
- **connections youth have with trusted adults other than their parents/guardians and,**
- **connections youth have with other youth/peers.**

Boise Messaging Goals

. We seek to increase Boise adults':

- **awareness of the link between social connection and youth mental health in Boise**
- **knowledge of the different forms of youth social connection, understanding of why each is important, and understanding of how-to increase youth social connection with youth in their lives.**
- **confidence in their abilities to increase the levels of youth social connection in their communities and social networks.**
- **feelings of collective response efficacy – meaning that when many individuals work together to increase levels of youth social connection, youth mental health crises like depression and suicide can be prevented.**

Audiences and Content



The main audiences Communities for Youth seeks to build knowledge, confidence, and connection-promoting behaviors in, are:

- **parents/guardians of teens or pre-teens in Idaho, and,**
- **any adult with a professional or personal connection to an Idaho teens or pre-teen.**

Audience 1: Parents/Guardians

Parents/guardians have an obvious role in strengthening connections between themselves and their teens, but can also support teen's connections' to peers and trusted adults.

Parents can also play an important role in supporting teens that are not related to them like their child's friends and schoolmates.



Audience 2: Adults with Professional or Personal Connections to Idaho Teens/ "Trusted Adults"

Young people need connections with a variety of adults who are caring and empathetic, and who model positive social interactions.

Trusted adults include individuals like mentors, coaches, club and activity leaders, faith leaders, as well as individuals like a parent of a young person's friend, teammate, or acquaintance. Extended family members (e.g., aunts, uncles, older cousins) and family friends can also act in this capacity as long as they can remain focused on the needs of the young person and see them as an individual.



Pre-made Social Content

[DOWNLOAD PNG VISUALS AT COMMUNITIES FOR YOUTH DROPBOX](#)

“Join Us in Supporting Youth Connection”



Text: Teen’s connections to family, peers, and community are BIG contributors to their mental health and well-being.

We see the importance of youth connection all the time in our programming, which is why we’re partnering with folks across Boise & the Treasure Valley this summer to bring you tips & tricks for building connection w/ the young people in YOUR life.

Learn more about #LetsConnectBoise : bit.ly/LetsConnectBoise

Pre-made Content Ct'd

#LetsConnectBoise Visual Examples



Text: Teens' connections to their families are a BIG contributor to their mental health and well-being, but even as a parent, it can be hard to know how to build better connections.

Get tips and ideas for building connections with your teens: bit.ly/LetsConnectFamilyTips

#LetsConnectBoise



Text: Meaningful relationships with peers are a BIG contributor to teen's mental well-being, but it can be hard for teens to know how to connect with their peers, especially in person.

Get tips and ideas for supporting young people in building peer connections: bit.ly/LetsConnectTeens

#LetsConnectBoise



Text: It's not just parents and peers that make a difference in teen mental health. Teens' connections to adult community members who are not their parents are a BIG contributor to their mental health and well-being as well.

Get tips and ideas for building connections to the youth in your life: bit.ly/LetsConnectCommunity

#LetsConnectBoise

Pre-made Content Ct'd

#LetsConnectBoise Trusted Adult Tips Visual Example



Text: Trying to build a connection with a young person in your life, but not sure where to start? Start small with a convo w/ one of your friends' kids, a teen in your faith community, or a young person in a club you belong to.

Get more tips and ideas for building youth connection:
bit.ly/LetsConnectBoise

Building youth connection is an important part of making sure youth thrive. Teens w/ meaningful, supportive connections to non-parent adults in their community are at lower risk of experiencing mental health challenges than teens who don't have those connections.

#LetsConnectBoise

ADDITIONAL PNG VISUALS and TEXT WILL BE AVAILABLE OVER THE SUMMER AT COMMUNITIES FOR YOUTH DROPBOX.

Partner Generated Content

We encourage community partners to generate their own content as part of this messaging effort using #LetsConnectBoise. Video content is encouraged to maximize engagement.

While a range of content could be useful, areas where partner experiences and advice could be particularly helpful include:

- Youth-serving organizations
 - Sharing youth development expertise with parents/adults that follow your social media channels
 - Sharing tips for how YOU start a conversation with a young person, or how to listen to what a young person is saying
 - Tips for helping youth cope with stress and negative emotions like anger, frustration, and sadness from school or other sources .
- City/county agencies & neighborhood associations
 - Promoting events and services that can help teens connect in person and any resources for making sure there are not barriers to youth attendance
- Healthcare & Health Services
 - Reflections on importance of youth mental health and well-being
 - Sharing tips for how YOU start a conversation with a young person, or how to listen to what a young person is saying
 - Helping youth cope with stress and negative emotions like anger, frustration, and sadness from school or other sources .
- Local businesses
 - Positive experiences with youth employees or youth customers
 - Tips for helping youth employees or customers feel welcomed in new environments
 - Benefits of involving youth in your work/ including youth as valued customer base
- Individual Community Members
 - Reflections on importance of connection
 - Reflections on importance of youth mental health and well-being as a community value
 - Opportunities or experiencing acting as a “trusted adult” for a young person in your life
 - What did you do?
 - What did you say?
 - Reflection on value of things like volunteer coaching, tutoring, or mentoring or in any kind of prosocial community involvement that positively affects young people.

Key Adult Behaviors to Promote in Partner Generated Content

- **Recognizing young people's need for autonomy, particularly as youth get older and their brains develop.**
 - Letting young people lead and plan out daily activities or how group/family leisure time gets spent.
- **Ensuring young people know they and their contributions matter and are valued in different relationships and settings.**
 - Showing teens gratitude for their contributions to family (e.g. doing chores, taking care of siblings), friends (e.g. being a good listener), and community (e.g., things like volunteering).
- **Promoting the value of in-person connection while recognizing that online connection holds value for many young people.**
 - Encouraging teens to attend events or meet-up with friends rather than just chatting online/or via apps when possible.
- **Recognizing teens today face different challenges compared to previous generations**
 - Making efforts to ensure teens feel seen and understood.
 - Not brushing off teen feelings of stress, nervousness, or overwhelm.
- **Facilitating access to low-pressure, non-competitive environments that cultivate a growth mindset and provide connection opportunities with trusted adults and/or same age peers.**
 - Supporting youth involvement in new hobbies or activities.
 - Encouraging youth to communicate with new people and engage in new situations.
 - Reinforcing that teens don't have to be perfect at everything they do, some things can be just for fun.

Don't forget to use [#LetsConnectBoise](#) to help track participation and metrics.

Social Channels



CommunitiesForYouth.org/Boise



/CommunitiesForYouth



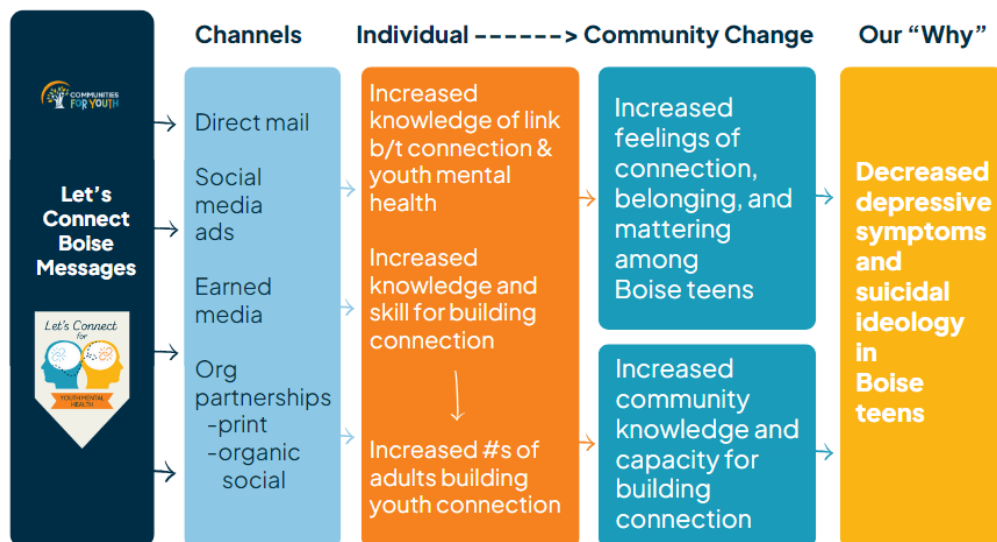
@CommunitiesForYouth

Social Monitoring and Evaluation

When making connection related posts, please use #LetsConnectBoise so we can get a sense of how many partner organizations posted content. We will track social media engagement metrics as one way of measuring campaign reach.

Communities for Youth will also be tracking web traffic to the social connection pages of our website and the 2024 Boise Youth Well-Being Survey will provide data on changes to the levels of youth social connection.

Let's Connect for Youth Mental Health Messaging Logic Model



Printables

[DOWNLOAD FULL SIZE PNG VISUALS AT COMMUNITIES FOR YOUTH DROPTBOX](#)

Print and hang in spaces where parents and other adults congregate.



Let's Connect
for



YOUTH MENTAL
HEALTH

**CONNECTION
M A T T E R S**

Adults can play an important role
in helping to prevent youth mental
health challenges in Boise.

LEARN HOW TODAY



SCAN ME



COMMUNITIES
FOR YOUTH

Multiple versions available.

Other Ways to Get the Word Out About Need for Increased Youth Social Connection in Boise

News/Blogs on Your Org Website

Consider a post on your non-social digital channels that connects YOUR organizations work to youth mental health and building social connection.

Earned Media

Have an opportunity to talk about your org and why social connection is important to you/your service population or how you are building social connection? Feel free to use the content in this brief as a guide and if you'd like assistance with talking points contact Communities for Youth!

Other Ideas to Share?

Have a fun idea for content that others could benefit from hearing? Email communities4youth@gmail.com

Social Connection Messaging Questions

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Communities for Youth Boise Initiative Questions

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