



2024 Back-To-School Toolkit

With the back-to-school season in full swing, the Promise to Talk campaign is encouraging families to be open about feelings of stress and anxiety that can arise during this busy time. Returning to campus can bring up complex thoughts and emotions for both parents and children. Talking about these feelings and sharing with one another helps support everyone's mental wellness. We believe strongly that community partners like you can help us spread this message during the back-to-school season. **We welcome you to use the content and links in this toolkit as you connect with your audiences.**

[Promise To Talk](#) is an Orange County-based mental health awareness program that focuses on the importance of talking about mental health and reducing stigma. Research shows that when people make a public promise to do something, they are much more likely to follow through, which is why we want people to make a promise to talk openly about mental health.

[Green Bench OC](#) is a regional initiative to paint benches lime green in Orange County, as part of the larger Promise to Talk campaign. These lime green benches provide residents the perfect place to take a break and talk openly and honestly about mental health. We invite you to encourage your audiences to look for green benches in their community and utilize them as a tool to talk about mental health. **If your organization is interested in painting a green bench, we've attached additional information and resources.**

[Video](#)

[Download Materials Here](#)

Back-to-school Themes

- Reducing stigma
- Open conversation
- Stress and anxiety with going back to school – both parents AND kids are not alone in these feelings
- Taking care of each other


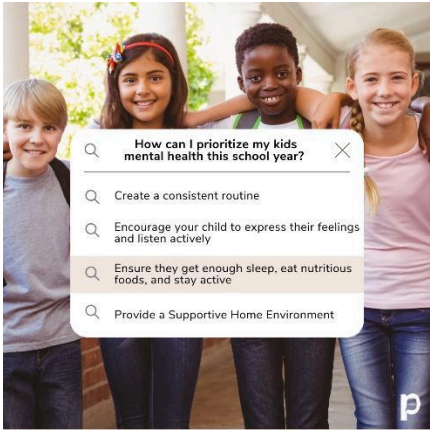
- Build your support system

Social Media

Social media is one of the best ways to connect with people and spread a positive message. Feel free to use any of these images, captions, and hashtags on your own social channels. Please tag @promisetotalk in your posts so we can reshare and spread the love!

Photos, Captions and Hashtags:

All photos can be [downloaded here](#)

Photo	Caption	Hashtag
	<p>Back to school is the perfect time to start new conversations with your kids. Promise to listen, share, and support them every step of the way this year to make every conversation count.</p> <p>For conversation starters on how to begin the conversation with your kids about mental health, visit: www.promiseototalk.org.</p>	<p>#PromiseToTalk #GreenBenchOC #MentalHealth #BackToSchool #ReduceTheStigma #TalkAndListen</p>
	<p>As we kick off a new school year, let's remember that kids' mental health is just as important as their academic success. From creating a consistent routine to open conversations about their feelings, small steps can make a big difference.</p> <p>To learn ways to start a conversation with your children about mental health this school year, visit www.promiseototalk.org.</p>	<p>#PromiseToTalk #GreenBenchOC #MentalHealth #BackToSchool #ReduceTheStigma #TalkAndListen</p>



Returning to school can vary greatly from one child to another. Have a conversation with your children about their feelings as they head back to their classes today.

If you're seeking guidance on how to start this discussion, check out www.PromiseToTalk.org/resources for support.

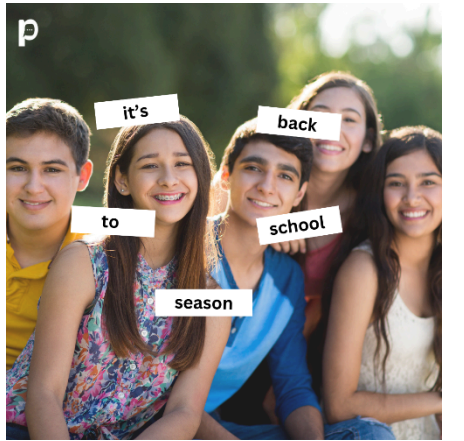
#PromiseToTalk
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You never have to feel guilty for taking care of yourself. Mental health and talking about your feelings are a productive way to practice self care.

For more resources on mental health, visit www.PromiseToTalk.org/resources

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Back-to-school can bring up a lot of conflicting emotions, and children do not always know how to define them. Begin the conversation about mental health with your children today. Visit www.PromiseToTalk.org/resources if you need tips on how to begin.

#PromiseToTalk
#GreenBenchOC
#MentalHealth
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#TalkAndListen



Back to school means back to routine, but it's also a chance to connect on a deeper level. Use this time to discuss mental health with your kids and let them know their feelings matter. Find support and tips to spark meaningful conversations at www.PromiseToTalk.org.

#PromiseToTalk
#GreenBenchOC
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As you head back to school, remember that it's okay to talk about your feelings. You're not alone, and opening up can make a big difference. Connect with someone you trust and discuss how you're feeling.

For more resources and support, visit www.PromiseToTalk.org/get-help.

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Heading back to school is an exciting time, but it can also stir up a lot of emotions for kids. If you're unsure how to help them navigate these feelings, @PromiseToTalk has a variety of resources to guide you through those important conversations.

Explore ways to support and understand your child's emotions at www.PromiseToTalk.org.

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You deserve to feel supported.

@PROMISETOTALK

As kids head back to school, your home might feel unusually quiet. PromiseToTalk and GreenBenchOC are here to support.

Consider stepping outside and catching up with a friend at a Green Bench in Orange County to share your thoughts on this change.

For more details, visit www.GreenBenchOC.org.

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Materials:

We have a resource guide, children's activities, and an info sheet on how to talk about mental health.

- [Download here](#)

Videos

- [English](#)
- [Spanish](#)
- [Vietnamese](#)

Links

- [PromisetoTalk.org](https://www.promisetotalk.org)
- [GreenBenchOC.org](https://www.greenbenchoc.org)
- [National Institute of Mental Health](https://www.nimh.nih.gov)

Promise to Talk Social Media

- Facebook: <https://www.facebook.com/PromiseToTalk>
- Instagram: <https://www.instagram.com/promisetotalk/>
- Twitter: <https://twitter.com/PromiseToTalk>
- YouTube: <https://www.youtube.com/channel/UCJuWIWSn-gkwfb0cc6tZSpA/videos>