



# #StickItT<sup>TM</sup> Stigma TOOLKIT







# GOALS OF THE GAME

**Stick it to Stigma™ games encourage safe conversations and open, honest dialogue about mental health, both to help educate youth and their families, friends, and community members, and to reduce stigma.**

**Specific goals of the games include:**

## 1. TALK

...with kids about suicide and mental health within a positive and safe environment so that they see these discussions are normal and OK. Talking about suicide does NOT plant the idea; in fact, research shows that it may reduce the likelihood of suicidal actions.

## 2. TEACH

...kids how to **ACT** using evidence-based suicide prevention techniques. Our program content is drawn from the SOS: Signs of Suicide program created by MindWise. Implementation of this program in schools has shown a 64% reduction in self-reported student suicide attempts, as well as increased knowledge of the risk factors and warning signs associated with youth/young adult suicide.



**A**cknowledge signs of depression or suicide in themselves or a friend.

**C**are about themselves or a friend by sharing their concern and the need for help.

**T**ell a trusted adult they are worried about themselves or a friend.

# MENU OF TRAINING OPTIONS

Connor's Climb Foundation is able to customize our programmatic content to meet the needs/goals of your group. Currently, we offer different training options for adults (e.g., coaches, team parents, community members) and youth in grades K-12. Our dedicated Training & Program Coordinator will work with you to ensure that you receive information that will be most helpful for your group!

To discuss training options in more depth, please contact Sarah Gould at [sarah@connorsclimb.org](mailto:sarah@connorsclimb.org).

Existing program options include:

## YOUTH



We can tailor prevention trainings to youth in both **middle and high school**. These trainings provide education about suicide risk factors and warning signs, as well as how to engage peers and friends in conversations about suicidal feelings and mental health challenges.

## ADULTS



Our trainings can be offered to parents, coaches, teachers/school staff, and other adult community members. These trainings teach individuals how to be **Trusted Adults** that youth feel comfortable approaching when they or their friends exhibit signs of suicide.

**Reach out today to discuss training options that suit the needs of your team!**



# INFORMATION TABLES & SWAG

For any Stick it to Stigma™ game, we can provide informational tables and small item giveaways, including wristbands, stickers, and specially-designed hockey puck stress relievers. We also display information about suicide prevention resources, crisis lifeline contact options, and how to identify risk factors/warning signs associated with youth mental health challenges. Our Marketing & Events Manager, Amanda, will bring these materials to you, as well as provide all relevant labor, including setup/breakdown, staffing the table, etc. All you need to do is tell us where to show up!

To further discuss event options and reserve an informational table for your game, please contact Amanda at [amanda@connorsclimb.org](mailto:amanda@connorsclimb.org).

## MATERIALS WE OFFER

- 988 Lifeline contact info wallet cards & brochures
- Mental Health Action Plan cards
- CCF rack and wallet cards with contact info and steps on how to ACT
- Stick it to Stigma™ rack cards outlining the goals of the game
- CCF-branded swag (stickers, wristbands, etc.)



# PROMOTIONAL SUPPORT

In addition to providing information and swag at the game, our Marketing & Events Manager, Amanda, will also work with you to promote the game beforehand. We are able to advertise Stick it to Stigma™ games on our social media channels, website, and (depending on the timing of the game), our electronic Quarterly Newsletter, which is distributed to a network of over 2,000 contacts. Using the latest social media marketing strategies and platforms, we are able to time our posts to ensure that they reach the broadest audience possible. Amanda can also work with you to develop an announcement that can be posted to our online news feed, including photos, quotes from team members, and other info to encourage event attendance.

To discuss media marketing options in more depth, please contact Amanda at [amanda@connorsclimb.org](mailto:amanda@connorsclimb.org).

## SOCIAL MEDIA MARKETING TIPS

The best posts are the ones that get seen! We can promote your game on our social media channels, but to really spread the word, it's best if you promote it as well. Here are some tips for making the most of your social presence:

### Mix It Up!

While it's tempting to post the same content to every platform you use, research shows that different demographics prefer different platforms, and even when there is overlap in audiences, folks use different platforms for different purposes. Tailor your content for each platform to keep things fresh and interesting for your followers!

### Personalize It!

People love to see people! Adding photos or short videos to your posts can increase the likelihood that followers will engage with (and remember) your content. Try posting photos of the team members along with their reasons for playing the Stick it to Stigma™ game, or a short video of the team at practice as a teaser before the big day!

### Time It Right!

Most social media platforms offer planners where you can schedule future posts; these tools often have features that let you know the best time(s) to post as well, based on your specific audience and their engagement with prior posts. Make use of these tools and metrics to leverage the highest traffic times, thus ensuring your posts are seen!