



Youth Behavioral Health Crisis Continuum



Crisis System Project

GOAL:

Develop a statewide marketing communications strategy for Connecticut's **Youth Behavioral Health Crisis Continuum**

1.

Increase awareness, understanding of the services in the continuum

2.

Ensure residents know how to access the full range of the state-funded crisis services when experiencing a mental health need

Crisis System Project Overview

By June 30, create a youth crisis continuum marketing toolkit for Connecticut to use agency-wide that:

1. Is based on SAMHSA's crisis response framework

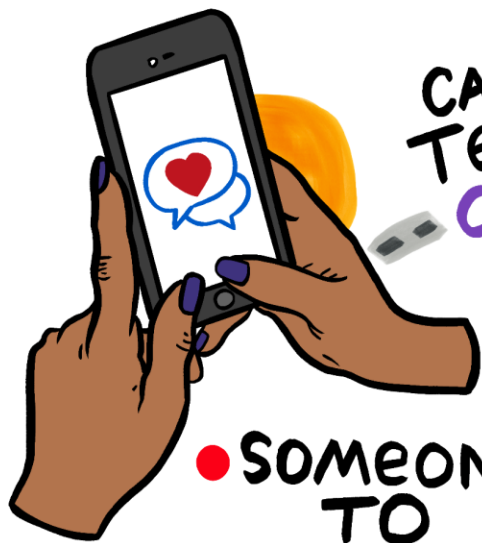


2. Creates consistency in messaging and marketing



3. Includes the following elements:

- Social media posts
- Email blasts
- Flyers
- Web messaging



CALL OR
TEXT
988

- Someone
TO
CONTACT

- Someone
TO
Respond

EMOTIONAL **SUPPORT**

THAT MEETS YOU
WHERE YOU **ARE**



YOUTH
MOBILE CRISIS
INTERVENTION
CALL **2-1-1**



EMERGENCY
ROOM

OR

YOUTH
URGENT
CRISIS
CENTER



- Somewhere
SAFE
TO **GO**

More Info: UWC.211ct.org/YouthMentalHealth



LLAME O
ENVÍE UN
TEXTO AL
988

- ALGUIEN
A QUIEN
CONTACTAR

- ALGUIEN
QUE
Responda

APOYO

EMOTIONAL
QUE LE ACOMPAÑA
DONDE USTED SE
ENCUENTRE

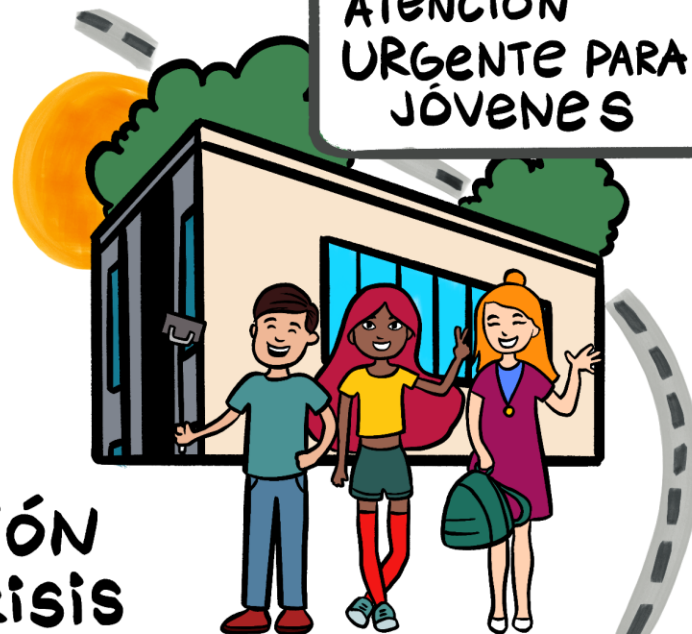


INTERVENCIÓN
MÓVIL DE CRISIS
PARA **JÓVENES**
LLAME AL
2-1-1



SALA DE
EMERGENCIAS

CENTRO DE
CRISIS DE
ATENCIÓN
URGENTE PARA
JÓVENES



- UN LUGAR
SEGURO AL QUE
ACUDIR

Más Información: UWC.211ct.org/YouthMentalHealth

Marketing Toolkit



YOUTH BEHAVIORAL HEALTH CRISIS CONTINUUM Toolkit of Marketing Materials



Working in collaboration with the Tow Youth Justice Institute, the State of Connecticut's Behavioral Health Advocate, Connecticut Department of Children and Families, Youth Mobile Crisis Intervention and Youth Urgent Crisis Centers, United Way of Connecticut has created a Youth Behavioral Health Crisis Continuum Toolkit for Connecticut to use agency wide. The messaging in this toolkit is based on SAMHSA's crisis response framework: Someone to Contact, Someone to Respond and A Safe Place for Help.



Includes English and Spanish
Assets that live on this landing page
uwc.211ct.org/YouthMentalHealth

- Website Content
- Email Template
- Flyer
- Social Media Posts/Graphics

Landing Page

uwc.211ct.org/youthmentalhealth



Are you feeling stressed, anxious or overwhelmed? Having thoughts of self-harm or suicide? In need of mental health support?

Parents: is your child experiencing these thoughts and feelings?

You don't have to handle it alone. Connect to help in one of three ways:

- **Someone to Contact:** Call or text 988 anytime for free, confidential support, 24/7.
- **Someone to Respond:** Call 2-1-1 and press option "1" for "crisis." A trained counselor from youth mobile crisis intervention services will come to you quickly to provide support at home, in school or in another preferred location.
- **Somewhere Safe to Be:** Visit a safe [Youth Urgent Crisis Center](#) for specialized compassionate care. No appointment or insurance required.

Other Crisis Services:

Connecticut now has two youth hospital-based crisis units; one at [Yale New Haven Health](#) and one at [Stamford Health](#). Both use the Emergency Psychiatric Assessment, Treatment and Healing (EmPATH) model. EmPATH units are specialized spaces within the hospital, separate from the main emergency department, for children and adolescents experiencing a mental health crisis. Unlike a traditional emergency room, it offers focused psychiatric care right away without long waits, in a calm, therapeutic setting built to help kids stabilize and heal.

Connect to Help

- [Urgent Crisis Centers](#)
- [988 Lifeline](#)

Toolkit of Marketing Materials

Working in collaboration with the Tow Youth Justice Institute, the State of Connecticut's Behavioral Health Advocate, Connecticut Department of Children and Families, Youth Mobile Crisis Intervention and Youth Urgent Crisis Centers, United Way of Connecticut has created a Youth Behavioral Health Crisis Continuum Toolkit for Connecticut to use agency wide. The messaging in this toolkit is based on SAMHSA's crisis response framework: Someone to Contact, Someone to Respond and A Safe Place for Help.

This toolkit will create statewide consistency in messaging and marketing as you update your website information, email templates and create social media posts. By sharing this message together in one voice, we can bring greater visibility, awareness and understanding about the many entry points for youth to receive mental health support.

- [Email Template](#)
- [Flyer](#)
- [Social Media Posts](#)
- [Web Content](#)

Marketing Toolkit



Are you feeling stressed, anxious or overwhelmed? Having thoughts of self-harm or suicide? In need of mental health support?

Parents: is your child experiencing these thoughts and feelings?

You don't have to handle it alone. Connect to help in one of three ways:

Someone to CONTACT

Connect with a trained Contact Center Specialist anytime for free, confidential support 24/7. You don't have to face difficult moments alone.

Call/Text 988

Someone to Respond

A trained counselor from Youth Mobile Crisis Intervention Services will come to you quickly to provide support at home, in school or in another preferred location.

Call 2-1-1, Press Option "1"

Somewhere Safe to Be

Visit an Urgent Crisis Center for specialized compassionate care. No appointment or insurance required.

Youth Urgent Crisis Center/ER

UWC.211ct.org/YouthMentalHealth

Website Content - English



Are you feeling stressed, anxious or overwhelmed? Having thoughts of self-harm or suicide? In need of mental health support?

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2. **Someone to Respond:** Call 2-1-1 and press option "1" for "crisis." A trained counselor from youth mobile crisis intervention services will come to you quickly to provide support at home, in school or in another preferred location.
3. **Somewhere Safe to Go:** Visit a safe [Youth Urgent Crisis Center](#) for specialized compassionate care. No appointment or insurance required.

For more information about each of these options or for a complete list of youth mental health resources, visit: <https://UWC.211ct.org/YouthMentalHealth/>

YOUTH BEHAVIORAL HEALTH CRISIS CONTINUUM

Social Media - English



ALT TEXT:

An illustrated infographic promoting emotional support resources. It features keywords like "contact 988," "respond," "call 2-1-1" and "somewhere safe to go," with images of two people talking, a youth crisis center and an emergency room. The background is light and includes various colorful icons.

TARGETED TO YOUTH:

Feeling stressed, anxious or overwhelmed? Thoughts of self-harm or suicide? You can call or text 988 anytime for free, private support. Help can come to you, or you can visit a safe Youth Crisis Center to talk with someone who cares. No appointment needed. For more information visit <https://UWC.211ct.org/youthmentalhealth/>

#YouthMentalHealth_#YouAreNotAlone

TARGETED TO PARENTS/CAREGIVERS:

Is your child feeling stressed, anxious or overwhelmed? Having thoughts of self-harm or suicide? You don't have to handle it alone. Call or text 988 anytime for free, confidential support, 24/7. Help can come to you, or you can visit a safe Youth Crisis Center for specialized compassionate care. No appointment or insurance required. For more information visit <https://UWC.211ct.org/youthmentalhealth/>

Email Template



Subject: NEW TOOLKIT: Youth Behavioral Health Crisis Continuum

Dear Partners,

Do you find that your **(partners, clients, families)** are not fully aware of all the services available to them in the youth crisis continuum? Do they understand the differences between them?

We're pleased to share a [new toolkit](#) of resources that was developed in partnership with the Tow Youth Justice Institute, the State of Connecticut's Behavioral Health Advocate, Connecticut Department of Children and Families, Youth Mobile Crisis Intervention, Youth Urgent Crisis Centers and United Way of Connecticut.

You might notice that the [toolkit](#) messaging is based on SAMHSA's crisis response framework: Someone to Contact, Someone to Respond and A Safe Place for Help.

We encourage you to deploy and share the assets in this toolkit so that everyone knows and understands that they are not alone and help is available 24/7/365.

Please feel free to reach out [with](#) any questions.

Name
Title, Organization

Next Steps

Proposed Media Buy

- Connecticut Interscholastic Athletic Conference (CIAC)
- Nail Salons/Barber Shops
- Digital Ads (Yubo, SnapChat, Gaming sites, Discord)
- Mall Ads
- Social Media Ads (Facebook, Instagram, TikTok)



Next Steps

Proposed Promotional Items Purchase

- Ear Bud Storage Case
- Pop Socket for Phone
- Fun Foam Putty
- Chapstick





QUESTIONS? THANK YOU.

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