

# ONE LIFE ONE YOU

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Nebraska Youth Suicide Prevention

Social Media Campaign

# **About the Campaign**

- The ONELIFEONEYOU campaign is a social media campaign designed by youth for youth with the goal of creating messaging specific for youth to address mental health and suicide

**This is done through three objectives:**

- Raising awareness on suicide warning signs
- Promoting available resources and open communication
- Reducing mental health stigma to prevent youth suicide

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# Key Messages:

- Awareness and Education
- Resources/Help
- Encourage/Inspire

**YOU HAVE THE  
POWER TO BREAK  
THE STIGMA  
SURROUNDING  
MENTAL HEALTH!**

#ONELIFEONEYOU

**Here's how...**

## **Awareness and Education:**

- Warning signs
- Steps for action
- Stigma/Myth busting
- How to start a conversation about mental health
- Community specific awareness

**SUPPORT  
IS  
ALWAYS  
AVAILABLE**

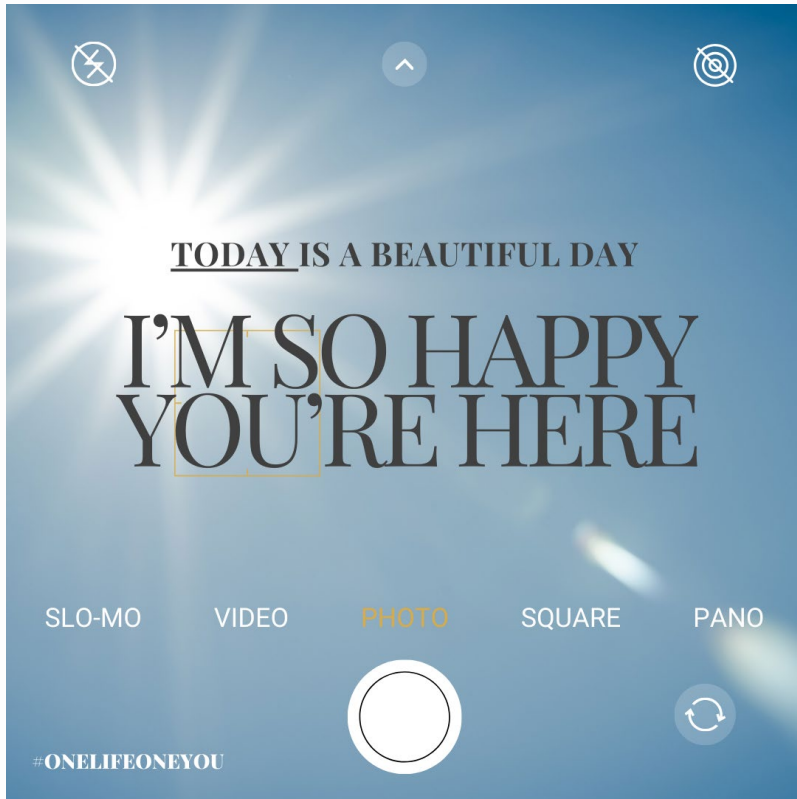
For 24/7 help  
**CALL or TEXT**

**988**

#ONELIFEONEYOU

## **Resources/Help:**

- Local and national resources
- Online Resources
- Information about how to seek help
- Identity group specific resources and outreach



## Encourage/Inspire:

- Normalizing and promoting help-seeking behavior
- Acknowledging and validating feelings
- Messages of hope



# **Preview of Campaign:**

# Preview of Campaign:

YOU ARE NOT ALONE - THERE IS HELP - THERE IS HOPE

**#ONELIFE  
ONEYOU**

YOU ARE NOT ALONE - THERE IS HELP - THERE IS HOPE

**Suicide and Crisis Lifeline-**  
Call or text 988

**American Foundation for Suicide Prevention-**  
<https://afsp.org/>

**NE Prevention Website-**  
[youthsuicideprevention.nebraska.edu](https://youthsuicideprevention.nebraska.edu)


**Your Life Your Voice-**  
[yourlifeyourvoice.org](https://yourlifeyourvoice.org)

**JED Foundation-**  
[jedfoundation.org](https://jedfoundation.org)

**Jason Foundation-**  
[jasonfoundation.com](https://jasonfoundation.com)

**SUICIDE  
PREVENTION  
RESOURCES**

**#ONELIFEONEYOU**



SPOTLIGHT:

**HELPFUL  
RESOURCES  
FOR  
BLACK  
YOUTH**

**➔**

**#ONELIFEONEYOU**





# Preview of Campaign:

## How to start the conversation:

How can you help someone you think may be considering suicide?

Source: QPR Institute #ONELIFEONEYOU

### 9 STEPS TO POSITIVE MENTAL HEALTH

MAKE A SOCIAL  
CONNECTION

STAY ACTIVE

TALK TO  
SOMEONE

APPEAL TO  
YOUR SENSES

TAKE UP A  
RELAXATION  
PRACTICE

GIVE  
YOURSELF  
LEISURE TIME

EAT A BRAIN-  
HEALTHY DIET

TAKE SOME  
TIME TO REST

ACCEPT  
YOURSELF

#ONELIFEONEYOU

## Mental Health Issues Aren't Always Visible



Check in on your family  
and friends

#ONELIFEONEYOU

# **Campaign Access:**

A library of shareable graphics is available for use on Facebook, Instagram, and Twitter

Use our guides and templates to post and spread the word!

Link to toolkit:

<https://youthsuicideprevention.nebraska.edu/resources/one-life-one-you/>

Use the Hashtag: #oNElifeoNEyou

Contact: Megan Allen, [megan.allen@nebraska.edu](mailto:megan.allen@nebraska.edu)