



ONE LIFE ONE YOU

About the campaign

The One life one you campaign is a social media campaign that was developed by youth for youth with the goal of creating messaging specific for youth to address mental health and suicide.

Overall Strategy

The main objectives of this social media campaign are to:

1. Raise awareness about the warning signs of suicide and encourage young people to seek help if they or someone they know is experiencing suicidal thoughts or behaviors.
2. Promote the availability of mental health resources and encourage open communication about mental health.
3. Reduce the stigma around help seeking for mental health issues and ultimately prevent youth suicide.

Target audience

Suicide is the second leading cause of death for youth aged 10-25. This youth-led campaign aims to provide messaging that targets this age group and helps raise awareness, promote resources, and reduce stigma.

We need your help!

Help us spread the word and reduce stigma by using this social media campaign toolkit to post on your social media accounts!

Communication goals

The goals of the messaging in this campaign are to:

- Increase awareness of the warning signs of suicide among young people.
- Encourage young people to seek help if they or someone they know is experiencing suicidal thoughts or behaviors.
- Promote the availability of mental health resources and support for young people.

Key Messages

The key messages of the campaign are organized into three main content areas:

1. Awareness and Education
 - a. Awareness and education messages include warning signs & steps for action, stigma and myth busting, how to start a conversation about mental health, and community specific awareness.
2. Resources/Help
 - a. Resource and help messages include local and national resources, online resources, and other information about how to seek help.

3. Encourage/Inspire

- a. Encourage and inspire messages include normalizing and promoting help-seeking behaviors, acknowledging and validating feelings, and messages of hope.

What to post

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

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

Be sure to use our hashtag when posting: **#oNElifeoNEyou**

Contact

Megan Allen

Senior Research Specialist

University of Nebraska Public Policy Center | ppc.nebraska.edu

megan.allen@nebraska.edu



This campaign is supported by:

The Nebraska Youth Suicide Prevention Grant.

Special thanks to the youth who helped develop this campaign: Ellie Bovaird, Susie Bovaird, Bhagya Pushkaran, Ashlyn Dickmeyer, Reem Ahmed, Meghan Dupre, and Sarah Erdmann.