

# Campaign Media Kit



## TALKING POINTS

### THE CAMPAIGN

Zero Reasons Why® is a teen-led storytelling and community mobilization campaign working to prevent teen suicide and drive productive conversations that remove the stigma around mental health struggles.

Zero Reasons Why is a campaign, **not** a mental health treatment, an organization or a program with curriculum. We are creating a movement to remove the stigma of mental health by building community support and committing to education around this topic.

### THE STRATEGY

The Campaign's strategy was created by teens with validation from the community. By investing in three strategic pillars – Remove the Stigma, Build Community Support and Commit to Education – communities are able to identify the most impactful actions they can take to disrupt the rise in teen suicides.

### TEEN-LED ACTION

The Campaign is driven by teen activists who want to see mental health conversations elevated and the suicide rate amongst their peers reduced. Zero Reasons Why equips teens with the tools and public platform they need to drive change and build societal empathy through strategic storytelling and community mobilization activities. When teen voices are amplified, communities are invited to engage in the conversation, and we see perspectives shift and mental health stigma reduced.

### THE ORIGIN

In 2018, teen death by suicide nearly doubled in Johnson County, Kansas, mirroring an alarming nationwide trend of increased teen suicides. In response, the county school districts brought together teens, health professionals, government leaders, nonprofit voices and parents to address the crisis. They also enlisted Overflow, a Kansas City-based idea adoption agency, to help establish and propel a movement to prevent teen suicide. It was determined that teen voice needed to be elevated, stories needed to be shared and the community needed to take action to see real change. These became the foundational ideas of Zero Reasons Why.

The once-local campaign is now setting the pace for other communities, showing promise as one way to help decrease teen suicide rates where it has been deployed. The Campaign is scaling a national network of school and community-based clubs to bring the power of Zero Reasons Why to teens everywhere.

### TEEN MENTAL HEALTH CRISIS

According to CDC data, from 2011 to 2021, high school students reported a 50% increase in persistent feelings of sadness or hopelessness, a 38.5% increase of suicide plan creation and a 37.5% increase of considering attempting suicide. CDC data also shows that school-based mental health education and support can make a profound difference for teen's mental health. Effective approaches include **connecting teens to their peers and communities through clubs and community outreach** and providing safe and trusted adults — increasing the belief among students that they are cared for, supported and belong.

## PULL QUOTES

“Zero Reasons Why has been a platform where I’m able to bring about the change that I wanted to see. I was able to work with adults at my school and when we came together, that’s when we started seeing the biggest amount of change.” Omar Abdelmoity, ZRW Teen Alum

“Zero Reasons Why gave me the opportunity to channel my passion for mental health into impactful work through public speaking, event planning and community outreach. It allowed me to channel my fear and frustration in a positive and hopeful direction.” Roariker Swenson, ZRW Teen Alum

“Zero Reasons Why is purpose-built to give teens a seat at the table. We treat them like a board of directors where they’re coming in with their own ideas and perspectives. When that happens, the adults in the room are able to go into the community and remove barriers wherever possible. We give their energy a channel to be effective and purposeful.” Jeff Short, Campaign Director

“The mental health system is a very reactive system. This movement is very much proactive and preventative.” Tim DeWeese, Johnson County Mental Health Center Director

## MEDIA RESOURCES

Zero Reasons Why B-Roll String: [CLICK HERE](#)

Zero Reasons Why Story Trailer: [CLICK HERE](#)

Zero Reasons Why Photography: Included in Media Kit download - reach out if more are needed.

## MEDIA CONTACTS

For media requests or opportunities, please contact:

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Zero Reasons Why® was created by Overflow, LLC with the guidance of mental health experts and community partners.

Overflow deploys the Campaign alongside teens, mental health experts and community champions to promote help-seeking behaviors in young people across the United States.

[WWW.ZEROREASONSWHY.ORG](http://WWW.ZEROREASONSWHY.ORG)

[WWW.OVERFLOWCO.COM](http://WWW.OVERFLOWCO.COM)

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# Reporting on Mental Health: Best Practices



Before interviewing representatives of Zero Reasons Why, please review the following tips for reporting on mental health topics with sensitivity and accuracy.

## WHEN INTERVIEWING ZERO REASONS WHY TEENS AND/OR REPRESENTATIVES:

- **Do not ask** a teen about a particular mental health diagnosis or condition, past or current mental health treatment history or details about their personal experience with mental health.
- At the end of an interview, **do ask** teens if they are comfortable with everything that was said/shared. Let them know it is okay for them to ask for it not to be aired or published if they are not comfortable.
- **Do not ask** teens to offer mental health advice or medical insights about mental illness or suicide – please save those questions for mental health professionals.
- **Do not refer** to Zero Reasons Why representatives or teens as mental health experts or professionals, as this is inaccurate.
- Please remember that Zero Reasons Why is a **campaign**, not an organization.

## GENERAL BEST PRACTICES FOR REPORTING ON MENTAL HEALTH TOPICS:

- **Frame reporting around stories of hope.** Emphasize the positive impact individuals and communities are working toward or experiencing, rather than focusing only on negative statistics or facts. Stories of positive impact and recovery are powerful and can even help reduce stigma.
- **Use correct language.** Avoid using language that places blame or judges people who are experiencing mental health challenges, especially when referring to suicide. Do not refer to a suicide attempt as “successful,” “unsuccessful” or as a “failed attempt,” and do not use the word “committed.” Instead, use “attempted suicide,” “died by suicide” or “took his/her/their life.”
- **Share ways to find help.** Provide information about local resources or national helplines like the Suicide and Crisis Lifeline – free, confidential and available 24/7/365 by calling or texting 988.
- **Report accurately.** Ensure facts and statistics used are correct, current, relevant to the story and coming from a reputable source.
- **Include a combination of personal perspectives and relevant expert voices.** Both are valuable to the mental health conversation to provide lived experience and factual context. Remember to only present people as “experts” if they have the necessary experience and knowledge.
- **Be sensitive when choosing photos or videos** for stories involving mental health and mental illness. Avoid perpetuating stereotypes with visuals of people looking distressed or upset. Imagery that suggests or depicts suicide or self-harm should never be used.

Sources and additional guidance:

[American Foundation for Suicide Prevention Safe Reporting Guidelines](#)  
[Journalism Resource Guide on Mental Health Reporting](#)  
[Mental Health Media Guide](#)