

Use your voice. It takes all of us. There are Zero Reasons why we should hesitate to talk about mental health. Advocate for mental health. Speak out. There are Zero Reasons why we can't make a difference. our voice matters. Break the silence. Open the dialogue for real change. Remove the stigma. Mental health education matters. There are Zero Reasons why conversations about mental health should be taboo. our voices matter. We are a generation of leaders.



**ZERO  
REASONS  
WHY<sup>®</sup>**

**PUBLIC SPEAKING GUIDE**

# Public Speaking Tips

## CONNECT WITH YOUR AUDIENCE

Choose appropriate word choice, style and tone based on who will be listening. Your audience wants to learn from you, so share your insight and experiences. Focusing on them will help calm your nerves and make your presentation authentic.

## PREPARE TALKING POINTS

It's easy to forget what to say when you're in front of an audience. Concentrate on your main message — Frame your story, explain why it matters to your audience and give them a reason to listen. Creating talking points will help jog your memory and make your presentation effective.

## PRACTICE, PRACTICE, PRACTICE

Practice is key to becoming a confident public speaker. Whether you rehearse your speech out loud, in front of a mirror or with trusted friends or family, it all helps build your comfort and confidence for the actual presentation.

## SLOW DOWN, SPEAK UP

Nerves can affect your voice, so practice speaking slowly and projecting your voice leading up to your presentation. This will make your delivery feel more natural. It's important that your audience can hear and understand what you're sharing.

## BE AWARE OF BODY LANGUAGE

If you're standing, stand with your feet shoulder-width apart and in a strong position. Keep your arms above your waist or by your sides. Stand tall with your shoulders back, head up and make eye contact with your audience. If you're sitting, sit up straight, keep your shoulders back and your feet on the floor. Your body language should exude confidence and relaxation.

## NERVES ARE NORMAL

Public speaking makes many people nervous, and that's okay! Find ways to channel your nerves into enthusiasm and share your story with others. The audience can feel your emotions, so embrace the nerves, take deep breaths and effectively share your message!

**For extra confidence try power posing for two minutes before you present to harness your inner power!**



Make your voice heard.

# Campaign 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.

## 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 — the community is able to identify the most impactful actions they can individually and collectively take to disrupt the rise in teen suicides.

## WHAT DOES TEEN-LED MEAN?

The Campaign is driven by teen activists who want to see mental health conversations elevated and the suicide rate amongst their peers reduced. Whether serving on one of our Teen Councils, being a digital advocate on social media or sharing why they care, teens are at the center of our efforts to remove the stigma of mental health.

## CAMPAIGN VS. PROGRAM

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

## WHAT IS A STORY CAMPAIGN?

The Zero Reasons Why story campaign focuses on creating engaging content with an underlying educational purpose to build empathy and de-stigmatize the conversation around teen mental health and suicide. The story campaign produces and distributes multimedia content to initiate peer-to-peer conversations among teens, parents, educators and health professionals.

## WHAT IS COMMUNITY MOBILIZATION?

Community mobilization efforts are focused on empowering community members to take action toward change. It includes bringing together organizations, professionals and non-profits to work alongside one another, lifting up various efforts and initiatives. Community mobilization activities include meetings, both Campaign-hosted and those hosted by partner organizations, as well as strategic initiatives, such as school events or public rallies, and public relations efforts with media.

