



# **ZERO REASONS WHY**

**CAMPAIGN BACKGROUND INFORMATION**

# Campaign Talking Points

## **The Campaign**

#ZeroReasonsWhy is a teen-led community mobilization and storytelling 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 campaign 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's Executive Team is comprised of teens who act as a leadership board responsible for the strategic vision and providing guidance to campaign stakeholders.

## **Campaign vs. Program**

#ZeroReasonsWhy is a campaign, not a program with curriculum. Through storytelling and community mobilization, we are creating a movement to remove the stigma by building community support and committing to education around this topic.

## **What is Community Mobilization?**

Community mobilization efforts are focused on empowering community members to take action toward change. This includes teen mobilization in the form of a March & Rally, Advocacy Day at the State Capitol, School Event or quarterly Community Convenings. It includes bringing together organizations, professionals and non-profits to work alongside one another, lifting up various efforts and initiatives.

## **What is a Story Campaign?**

The story campaign focuses on creating engaging content with an underlying educational purpose to build empathy and remove stigma. The story campaign produces multimedia content to instigate peer-to-peer conversations and provide adults with teen voices to reference when considering community action.



# Campaign Origin

## The Name

The name #ZeroReasonsWhy does not suggest there are zero reasons why a teen should struggle with mental health. Instead, there are zero reasons why we can't equip, empower, discuss, educate, remove stigma and come together as a community to advocate for teen mental wellness.

## The Logo

The logo's call to action — "There are #ZeroReasonsWhy \_\_\_" — is a sentence teens, parents and community members can all complete to share their distinctive viewpoint. Everyone fills in the blank differently based on what they think, feel and have experienced.

## The Branding

The four structural components of the hashtag logo icon represent the campaign's call to action: "i = individuals uniting" "!" = immediacy of importance." These components combine to make a hashtag symbol, which serves as a representation of unity and strength in numbers. The hashtag is always used with the campaign name to show ongoing conversation and collective voice.

## The Origin

After a dramatic rise in teen suicide in Johnson County, Kan., the superintendents of the six county school districts came together to discuss how to prevent additional loss in the future. They engaged community leaders, mental health professionals, nonprofit organizations, parents, students and faith groups in the discussion. They also enlisted the help of Overflow, a Kansas City-based idea adoption agency. It was determined that teen voice needed to be elevated, stories needed to be shared and the community needed to come together as a whole to see real change. The #ZeroReasonsWhy campaign was born and has increased momentum each year since its inception.



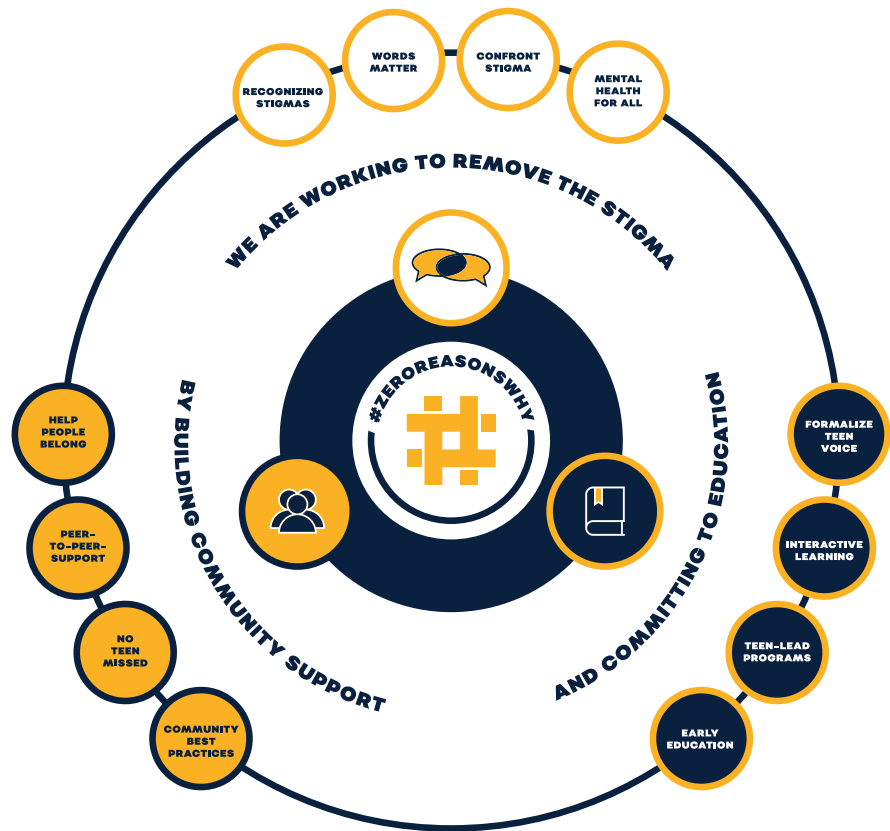
# #ZERO REASONS WHY

## STRATEGY MAP

The teen-led campaign is intended to drive “peer-to-peer” conversations and pull the community together toward common strategic initiatives and tactics.

## THREE PILLARS

By investing in the 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.



### REMOVE THE STIGMA

Eliminate the stigma associated with suicide and open the dialogue for real change.



### BUILD COMMUNITY SUPPORT

Bring the community closer to spur unconditional support without judgment.



### COMMIT TO EDUCATION

Improve/implement mental health (and suicide prevention) education consistently/earlier.

## THE BEGINNING

### WINTER / SPRING 2018

During the first six months of 2018, **teen death by suicide nearly doubled** in Johnson County, Kansas.

## CAMPAIGN STRUCTURE

### FALL 2018

Naming / branding  
Teen Council / Student Ambassadors  
Implementation team  
Deployment team

## COMMUNITY MOBILIZATION

### 2019-2020

March & Rallies  
Community Convenings  
Advocacy Day at the State Capitol  
Speaking engagements  
Swag distribution

## COMMUNITY SUPPORT

### 2019-2020

AT&T Believe KC  
Oak Park Mall storefront  
UCS Excellence in Community  
Service Award  
Telemundo KC  
Increased media coverage

# Campaign Timeline

## THE FIRST CONVENING

### SUMMER 2018

The six school district Superintendents pulled together leaders in the community including health professionals, the county district attorney, mental health focused non-profits, the faith community and parent group representatives.

## THE STRATEGIC PLAN

### WINTER 2019

Parent / student reverse hacks  
Community symposium  
Strategy creation

## CAMPAIGN EVOLUTION

### 2020-2021

Campaign teens now self-select  
Teen involvement grows exponentially  
Meetings & Convenings pivot to remote during COVID  
Committees are formed including a middle school committee to start removing stigma at a younger age  
Teen campaign orientation & training  
BlueKC sponsors KC Metro expansion  
Campaign extends to central Kansas