

Mental health matters. There are  
Zero Reasons why we can't create  
change. Remove the stigma.  
Stories are powerful. There are  
Zero Reasons why we should  
struggle alone. Make your voice  
heard. Share your story. There are  
Zero Reasons why we can't be  
happier. It takes all of us.  
You matter. There are Zero  
Reasons why we can't improve  
mental health education. It's okay  
to ask for help. You are not alone.  
There are Zero Reasons why we  
should hesitate to talk about  
mental health. It takes all of us.

The logo features a stylized orange hashtag symbol on the left, followed by the words "ZERO", "REASONS", and "WHY" stacked vertically in a bold, dark blue, sans-serif font. A registered trademark symbol (®) is located at the end of the word "WHY".

## CAMPAIGN BACKGROUND INFORMATION

# 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.



# Campaign Background

#ZeroReasonsWhy

## THE NAME

The name Zero Reasons Why doesn't mean there are zero reasons why teens might struggle with their mental health — but that there are zero reasons why we can't equip, discuss, educate, remove stigma and come together as a community to advocate for teen mental wellness and impact prevention.

The Campaign's name presents an opportunity for all of us to join the conversation by filling in the blank with our own perspective: "There are Zero Reasons Why \_\_\_\_\_."

## THE BRANDING

Hidden inside the hashtag symbol are four structural components that represent a call to action:

i = individuals uniting

! = immediacy of importance



These components represent four key groups of people who should be united in teen suicide prevention: teens, parents, educators and health professionals. They unite to form the hashtag symbol, representing the urgent ongoing conversation and collective voice, while also being functional in the Campaign's grassroots efforts as a social media movement.

## THE ORIGIN

In the first half of 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 district superintendents brought together health professionals, government leaders, nonprofit voices, faith communities and parents to address the crisis. They also enlisted the help of 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 what can happen when an entire community is willing to work together, try something new and amplify teen voice.

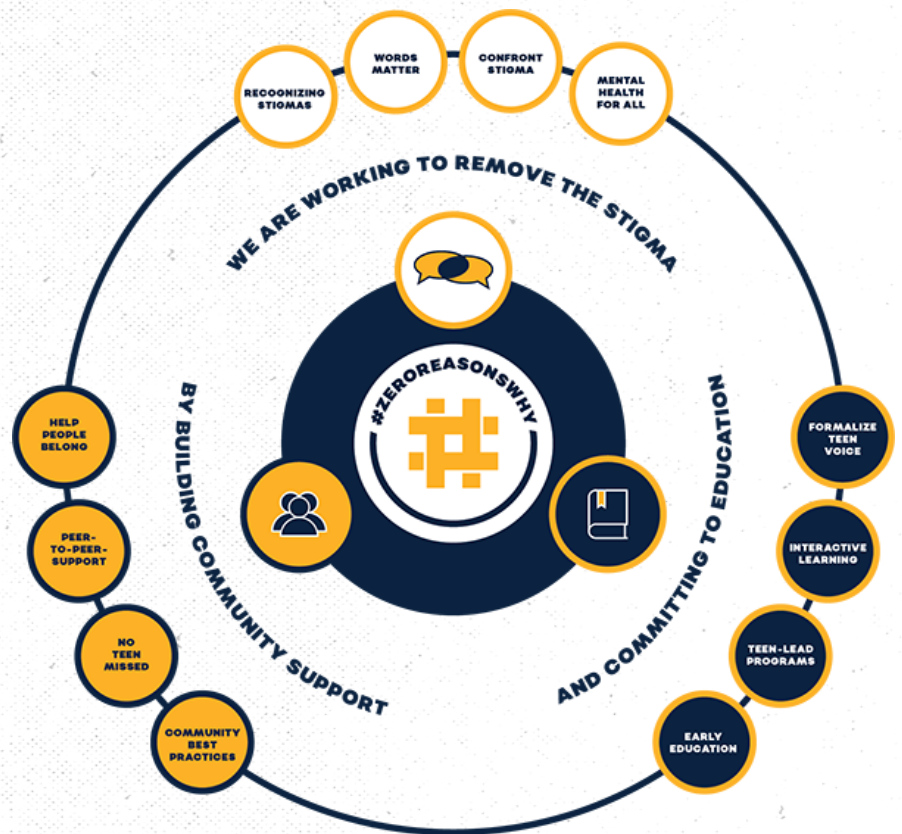


## STRATEGY MAP

The teen-led campaign is intended to drive “peer-to-peer” conversations and pull the community together toward common goals. While the pillars remain the same from one community to another, unique tactics and initiatives are formed under each of the pillars.

## 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 take to disrupt the rise in teen suicides.



### REMOVE THE STIGMA

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



### BUILD COMMUNITY SUPPORT

Cultivate community-wide, unconditional support without judgment.



### COMMIT TO EDUCATION

Improve and implement mental health and suicide prevention education consistently and earlier.