

## SA Speak Up Teen Mental Health Survey Awareness Campaign Media Toolkit

### 1. What is the Campaign?

- An online Mental Health Survey created by teens for teens ages 12 to 19.
- Gathering data for the mental health experience and mental health needs of young people in San Antonio from ages 12 to 19.
- Data will allow San Antonio Youth leaders to create a call to action to improve mental health for young people in San Antonio.
- Youth leaders will share the data with city-wide leadership including our Mayor and Council Leaders.

### 2. Sponsors

- City of San Antonio Metro Health, Project Worth, Teen Ambassadors
- City of San Antonio, Department of Human Services, San Antonio Youth Commission

### 3. Why? Teen Mental Health Data, Mental Health Matters

#### For Young People

- Nationally, Youth Mental Health trends are moving the wrong direction.
- If you have millions of dollars to invest in your neighborhood to help you and your friend's mental health, how would you invest those funds in your community and schools?
- We all get over ten years' worth of class time dedicated to math and science in school, how much time do you get learning how to maintain healthy relationships, and take care of your mental health?
- For middle school and high school, we will often be the first person our friends talk to about these issues or the first person to see the early signs of some mental health concern, what kind of help do you want to get more support with these situations?
- We know it's easier to talk about these issues with people our age, and our goal is to create more of those spaces where young people can connect and work together to address the problems we see in our communities and schools.

#### For Stake Holders (Teachers, School Admin, Parents, School and City Leaders)

- We are all here today because we want what's best for the young people in our lives.
- Even before the pandemic, researchers, school districts, mental health experts, and youth advocates recognized that there were unaddressed needs for the mental health of youth and their families.
- there are no experts better suited to educate us about what it's like to be young in San Antonio right now than the current young people living here.
- As school staff, we know it is beneficial to listen to parents and guardians about what they need. But, it is equally important to hear from the younger members of those households.

- Even your high performing students are experience higher levels of stress, anxiety, and depression. If we are not teaching the skills needed for self-care and how to take care of their mental health, they'll be at a higher risk of chronic stress symptoms and health problems as adults.
- School staff recognize the problem but often feel like they cannot do it all at the level needed. If our teachers and counselors have 100's of students they have to look out for, their mental health, along with their students are not getting the help they need.
- Better mental health support can help increase students' success through better interactions in school, reduced behavioral disruptions, and increased performance metrics.
- We know our schools are experiencing lower attendance rates all over the city,

#### 4. Social Media Posts:

- Mental Health Matters. Teen Mental Health Survey—by teens for teens ages 12-19 in San Antonio. Fill out today and improve mental health. #SASpeakUp #TeenMentalHealth
- Speak up San Antonio! Teen Mental Health Survey—by teens for teens ages 12-19. Fill out today and improve mental health in San Antonio. #SASpeakUp #TeenMentalHealth
- We created this survey to give more of our teenage residents in San Antonio a chance to Speak Up and tell city leaders to fight for our mental health now. (San Antonio Youth Commission and Project Worth) #SASpeakUp
- For more information on the survey, resources, and events coming up, please visit: <https://www.idreamsa.com>

#### 5. Hashtags for posts

- #SA4YP
- #IDreamSA
- #TeenMentalHealth
- #SASpeakUp
- #MentalHealthSA

#### 6. Business card and Flyer sized handouts

*All Attachments in E-mail for correct sizing*

## Card Sized Flyer:

This Teen Mental Health survey was made by young people for young people ages 12-19.

The results of this survey will help San Antonio leaders make suggestions on what would help improve mental health for young people in San Antonio.

We will **not** share any of your personal information from this survey. Survey will close April 10th.

For resources to support your mental and emotional health, visit:  
[www.idreamsa.com](http://www.idreamsa.com)

**SAYC** San Antonio Youth Commission

**PROJECT  
WORTH** TEEN AMBASSADORS



**TEEN MENTAL HEALTH SURVEY**



[www.saspeakup.com/C7716](http://www.saspeakup.com/C7716)

**SHARE YOUR VOICE TODAY!**

## Flyer: 8 in x11in



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## 7. Social Feed Posts:

**INSTAGRAM**  
IMAGE SIZE GUIDE

**POSTS**

<b>1.91:1</b> 1080x608px	<b>1:1</b> 1080x1080px	<b>4:5</b> 1080x1350px
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**STORY & REELS**

<b>9:16</b> 1080x1920px	<b>9:16</b> 1080x1920px
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**STORYS**



**Organization Logos:**



## Continued...Why? Teen Mental Health Data, Mental Health Matters

- In Texas, Youth Mental Health trends are significant and place our state as the bottom-ranked state for mental health treatment
  - Prior to the pandemic, the CDC reported that more students have made a suicide plan, up from 11% in 2009 to 16% in 2019. (Youth Risk Behavior Survey, 2009-2019).
  - Over 60% of youth with major depression do not receive any mental health treatment. **In Texas, the bottom-ranked state** for this indicator, almost 75% of youth with depression did not receive mental health treatment. (Mental Health America, 2022)
  - Texas ranks last in the United States with youth with at least one major depressive episode and not receiving mental health services. (Mental Health America, 2022)
  - 1 out of 5 of Texas youth report suffering from at least one major depressive episode (MDE) in the past year. Childhood depression is more likely to persist into adulthood if gone untreated. (Mental Health America, 2022)
  - More than 1 in 3 Texas high school students felt so sad or hopeless almost every day for 2 or more weeks in a row in the past 12 months that they stopped doing some usual activities. (Texas Youth Risk Behavior Survey, 2018)
  - In a class of 25 Texas high school students, at least 1 (4.5%) made a suicide attempt so severe in the past 12 months that it required medical intervention. (Texas Youth Risk Behavior Survey, 2018)
  - Close to half of Texas high school students who identify as gay or lesbian have attempted suicide in the past 12 months, compared to 9.6% of their peers who identify as straight and 23.2% of their peers that identify as bisexual. (Texas Youth Risk Behavior Survey, 2018)
  - Texas high school students consistently had a higher rate of attempted suicide in the past 12 months than those in the US. In 2017, the Texas rate was 66% higher than the US rate (12.3% vs. 7.4%). (Texas Youth Risk Behavior Survey, 2018)