



WHAT SCHOOL ADMINISTRATORS CAN DO

Flyers

In the school counselor/principal/nurse and coaches' offices. Posted in every classroom.

Webpage

Update your school's counseling or student wellness webpage to include 'Text BAY to 741741'

Student IDs

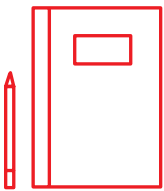
Advertise this resource on the back of student IDs.

Bathrooms

Post stickers with resource in every bathroom stall.

Assemblies

At an upcoming student assembly or PTSA night, have people take out their phones and enter 741741 to their contacts.



WHAT STUDENTS CAN DO

Chalk Campaign

Write the number on sidewalks, in the parking lot, and on whiteboards in classrooms...every week.

Campus Clubs & Publications

Activate student groups to spread the word. Write an article about Crisis Text Line and the data at crisistrends.org in the school newspaper. Create a recurring ad in the newspaper promoting the resource.

Announcements

Include 741741 or Crisis Text Line's PSA video on morning video announcements.

Social Media

Post on Twitter, Tumblr, and Facebook so that you're friends know where to turn in crisis: text BAY to 741741!



WHAT PARENTS CAN DO

Your Community

Be an advocate at your kid's school. Share this flyer with school leaders. Table at farmers markets and community events.

Share 741741 with Your Kids

Tell them about it. Maybe even just subtly put a flyer on the fridge.

Other Parents

Email friends. Post on Facebook. Spread the word to other parents.

Volunteer

Become a volunteer Crisis Counselor. We promise you will feel the impact you are making every single shift. Best of all, you can do it from your couch! Visit crisistextline.org/volunteer.