



Youth Mental Health Awareness Month February 2025

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Join the Suicide Prevention Council of Roanoke Valley and Blue Ridge Behavioral Healthcare as we focus on Youth Mental Health for the month of February 2025.

We can all help “Break the Stigma” when it comes to mental illness! We are asking the community to promote positive mental health messages and resources to “Break the Stigma” and reduce suicides.

Fear or lack of understanding and misleading information about mental illness may lead to stigma and impact someone reaching out for help.

Through this guide, you will find a contest for schools/groups with cash prizes, ideas for awareness activities, sample social media graphics and resources!

Speak up. Educate. Show Compassion.



For more information, scan the QR code or visit
www.brbh.org/suicide-prevention/#campaigns





\$250 PRIZE to 3 GROUPS!

Group Contest

This contest is a great way for any group to demonstrate their creative abilities, show why mental health is important to them and ways to “Break the Stigma.”

Contest Criteria

1. Must address the theme: ‘Break the Stigma’ #youthmentalhealthmatters.
2. Implement at least one mental health awareness activity (see page 4) in the month of February.
3. Participating groups must be from Roanoke City, Roanoke County, Salem City, Craig County, and/or Botetourt County. Open to any group of youth.
4. Must submit a brief report on activities in order to be entered into the prize drawing. Report forms will be sent to groups after registration and are due by 5 pm on 3/7/25.

Sign up [HERE](#) or scan the QR code if your group would like to participate:



Winners will be selected and contacted by 3/10/25!

LATE ENTRIES WILL DISQUALIFY GROUPS FROM ENTERING OR WINNING A PRIZE.



Ideas for Awareness Activities

- Announcements with positive quotes, facts, practical self-care tips
- Door decorating contest
- Poster contest with positive messages
- Host Comedy Sketch Show or a Poetry Slam
- Create a Public Service Announcement focused on wellness
- Set Up a Challenge: unplugging from social media for 24 hours; exercise routine; step count; drinking more water, etc.
- Tie activities into Kindness Week (Feb. 13-19): develop a project to help your school, local families, or your community
- Spirit Days or Spirit Week: e.g., School Spirit; Emoji Day; Wear PJs; Mix It Up Day; Dream Day (dream job or passion); Wear Green (ribbon color for MH Awareness), etc.
- Host a Wellness Walk
- Self-Care Day: Have self-care stations, make positive announcements to start the day, post positive quotes and/or ways to participate in self-care, put tips for self-care on your social media and/or messaging, etc.
- Assemblies or pep rallies focused on mental health and resources
- Encouragement wall for youth and adults to leave positive messages
- Create a small pamphlet with all the information displaying mental health information and the suicide & crisis lifeline
- Meditation/stress management unit in health/PE class
- Letter writing campaign: postcards to youth with notes of encouragement; Thankful Thursdays: youth send notes to adults
- Pay It Forward activity or volunteer event that everyone can participate in
- Create Wellness Wednesdays with these topics and share out information: Week 1. Awareness/Education; Week 2. Resources; Week 3. Self-care; Week 4. Connection/Speak Up

Be creative and ask youth to help with planning!

Social Media Kit

Access our social media graphics to help promote Youth Mental Health Awareness Month through positive mental health messages and resources.

Scan the QR code or [CLICK HERE](#) to access the full social media kit.



Follow us!



@SPCRV

Examples:



988 Suicide and Crisis Lifeline posters & wallet cards are also available.

To request, contact Sheila Lythgoe at slythgoe@brbh.org or 540-982-1427 ext. 2328



Resources

Blue Ridge Behavioral Healthcare

24-Hour Crisis Line: 540-981-9351
 Referral and Assessment: 540-343-3007
www.brbh.org

Connect

1-800-284-8898 OR 540-981-8181 (24/7)

Access and Response Center

1-800-541-9992 OR 540-776-1100 (24/7)

Teen Line

1-800-TLC-TEEN; TEXT 839863
 Teen Talk App

DePaul Community Resources

888-233-7285; www.depaulcr.org

Family Service of Roanoke Valley

540-563-5316; www.fsrv.org

Family Preservation Services

540-344-9501; www.fspcorp.com

Project Back On Track

540-853-0900; www.carilionclinic.org

[#youthmentalhealthmatters](https://www.instagram.com/youthmentalhealthmatters)



**Blue Ridge
 Behavioral
 Healthcare**

Hope Spoken Here

CRISIS TEXT LINE |

Text HELLO to 741741
 Free, 24/7, Confidential

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