

Active Minds' V-A-R™ Social Media Toolkit

Suicide Prevention Month, September 2019





An Everyday Guide for Everyday Conversations

We are grateful for the support of our partners in changing the conversation about mental health. Thank you in advance for helping us spread the word about new mental health resources offered by Active Minds this month!

During September's Suicide Prevention Month, [your help would be greatly appreciated](#) in spreading the word about Active Minds' skill-building guide to having conversations about mental health.

You'll find sample social media posts to amplify awareness of the V-A-R conversation guide on the following pages. Please contact Margo Collins (margo@activeminds.org) if you need additional resources to support this campaign.

[activeminds.org/var](https://www.activeminds.org/var)



**YOU DON'T NEED TO BE
AN EXPERT TO HELP.
YOU JUST NEED TO BE THERE.**

Social Media Assets

 Please use the enclosed social media images and sample posts to promote V-A-R conversations!

- [Follow this link to a Dropbox folder where you can download social media images](#)
- Our posting schedule themes:
 - Week 1, Sept 1 - 7: “Introducing V-A-R”
 - Week 2, Sept 8-14: “Validate”
 - Week 3, Sept 15-21: “Appreciate”
 - Week 4, Sept 22-28: “Refer”

ADDITIONAL WAYS TO HELP:

- Share stories posted to Active Minds’ [Blog](#) throughout September
- Use and reference Active Minds’ [Mental Health Statistics](#)
- Share the [Signs & Symptoms of Mental Illness](#)
- What would you say to a friend who’s struggling? Post & tag Active Minds for a repost/retweet!

Background



A conversation can be life changing. For many people, feeling supported is just what they need.

It can be challenging, though, to know exactly what to say when someone tells you they are stressed, having a difficult day, are in pain, or have a mental health need.

In fact, 76% of young adults turn to a friend first when they are struggling with their mental health – but an astonishing **61% of students do not feel prepared to help a friend who is struggling.**

Active Minds suggests a three-step conversation guide so you'll know what to say and do in those moments: **V-A-R**. A conversation that includes the elements of Validate-Appreciate-Refer (V-A-R) is one that allows you to actively listen to someone you care about and help them cope. **A conversation could make all the difference and prevent a crisis from developing later.**

With V-A-R, Active Minds lets everyone know that someone doesn't need to be in a crisis to seek help; you don't have to be an expert to provide help; and help can come in many different forms. Being there for someone in a moment of need is what it's all about.

Week 1 Sample Posts: Facebook & Instagram

A conversation can be life changing. For people who are struggling, feeling supported is just what they need. Active Minds*'s new V-A-R guide is an easy, three-step approach to listening and helping someone cope using elements of Validate, Appreciate, and Refer. You don't have to be an expert to help, you just have to be there. Learn how to have the conversation at activeminds.org/var.

#SuicidePreventionMonth #VAR

*Tag Active Minds on Facebook: [activemindsinc](https://www.facebook.com/activemindsinc)

*Tag Active Minds on Instagram: [active_minds](https://www.instagram.com/active_minds)

Consider enabling your post to raise funds for Active Minds!

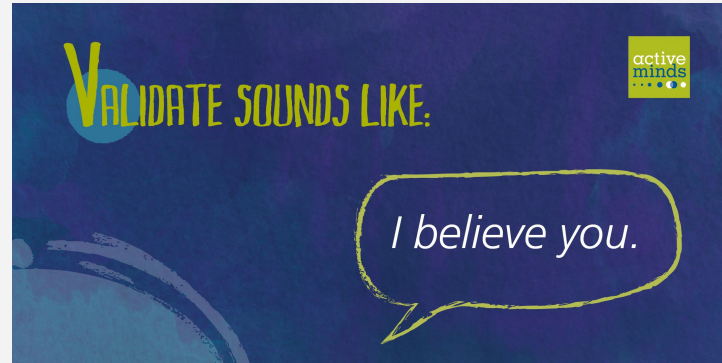


Week 1 Sample Posts: Twitter

A conversation can be life changing.
@Active_Minds' V-A-R guide is a 3-step approach to help someone cope. Validate, Appreciate, and Refer. You don't have to be an expert to help, you just have to be there: activeminds.org/var.
#SuicidePreventionMonth #VAR



Week 2 Sample Posts



Facebook / Instagram:

September is Suicide Prevention Month. When someone tells you they're struggling, how do you respond? First step: VALIDATE their feelings. Let them know what they're feeling is okay and that you believe them. Validation sounds like, "I believe you." Learn more about how to support a friend or loved one at activeminds.org/var. #SuicidePreventionMonth #VAR

Twitter:

When someone tells you they're struggling, how do you respond? First step: VALIDATE. Let them know what they're feeling is okay. Validation sounds like, "I believe you." Learn more at activeminds.org/var. #SuicidePreventionMonth #VAR

Week 3 Sample Posts

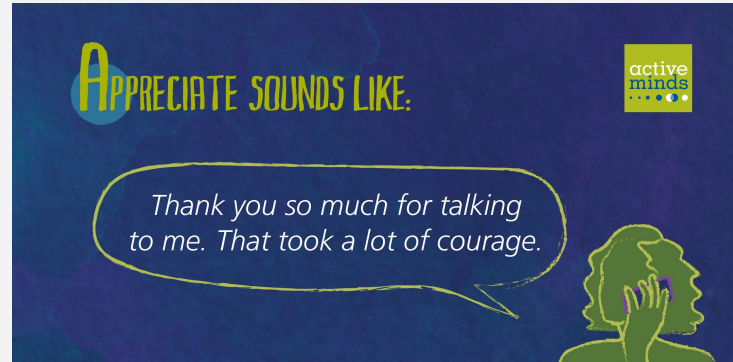


Facebook / Instagram:

A friend tells you they're struggling. It was probably hard to open up. First, validate their feelings. Then, take the V-A-R Step 2: APPRECIATE their courage. Appreciate sounds like, "I'm so happy you shared that with me." Learn more about how to support a friend or loved one at [activeminds.org/var](https://www.activeminds.org/var). #SuicidePreventionMonth #VAR

Twitter:

A friend tells you they're struggling. It was probably hard to open up. V-A-R Step 2: APPRECIATE. Appreciating their courage sounds like, "I'm so happy you shared that with me." Learn more at [activeminds.org/var](https://www.activeminds.org/var). #SuicidePreventionMonth #VAR



Week 4 Sample Posts

Facebook / Instagram:

A friend tells you they're struggling. Don't try to fix it, but do consider offering help. First, validate their feelings. Next, appreciate their courage. Then, take V-A-R Step 3: REFER them to resources. Refer sounds like, "I think it might be helpful to talk to someone. I can stay with you while we call/text a hotline." Learn more about how to support a friend or loved one at activeminds.org/var. #SuicidePreventionMonth #VAR

Twitter:

A friend tells you they're struggling. First, validate their feelings. Next, appreciate their courage. Step 3: REFER them to resources. Learn more about how to support a friend or loved one at activeminds.org/var. #SuicidePreventionMonth #VAR



Thank you for sharing!

Have questions about the campaign? Please don't hesitate to reach out to our communications department.

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