




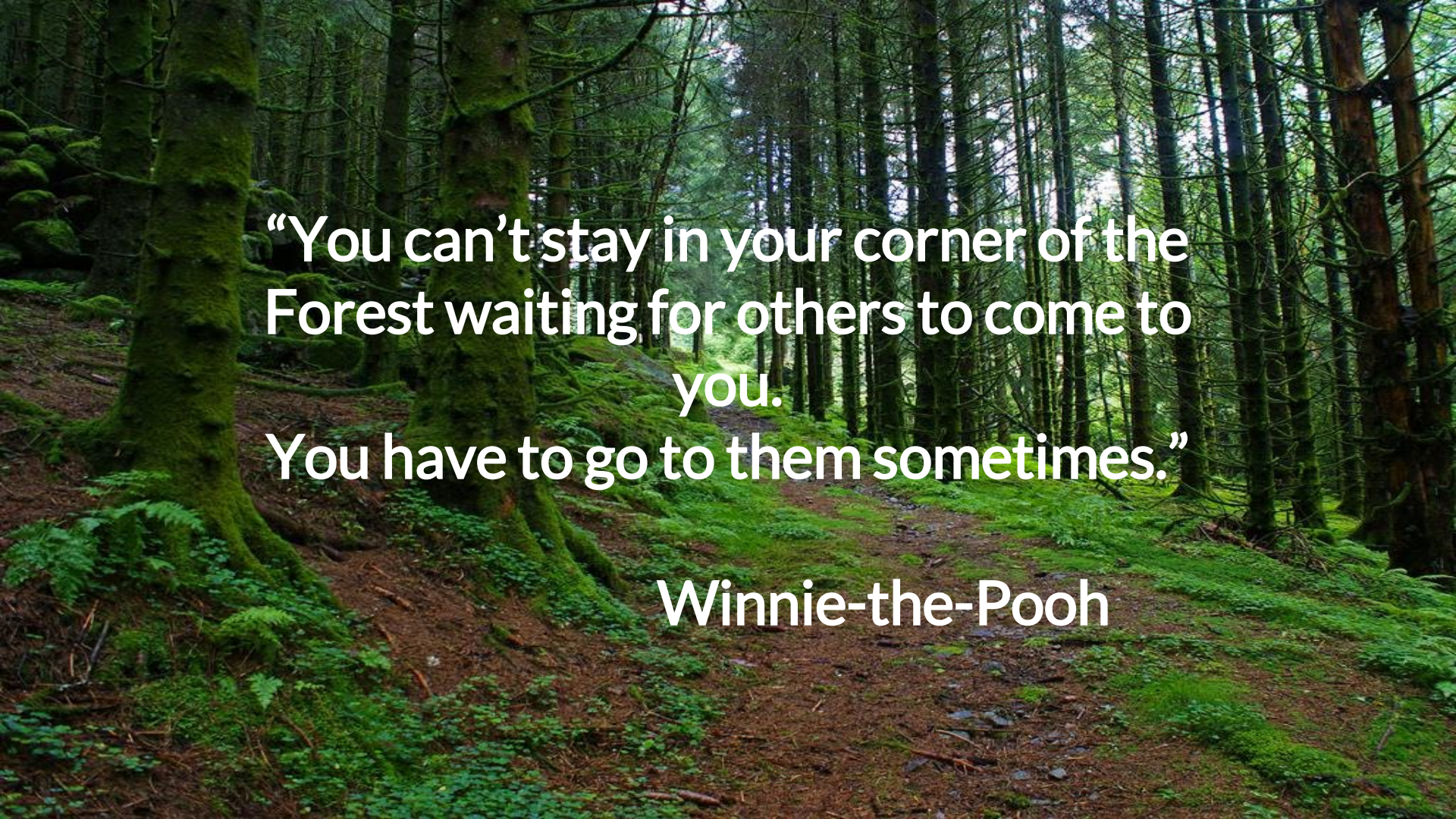
We Care!

For More Information Please Visit IUSD.org/WeCare



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Executive Director of Student Services
Sunghie Okino
Coordinator of Prevention and Intervention
Connie Jacobs
Lead Counselor



A photograph of a dense forest. In the foreground, two large tree trunks are heavily covered in bright green moss. A dirt path, also partially covered in moss and small green plants, leads from the bottom center towards the background. The forest is filled with many tall, thin trees, their trunks also showing some moss. Sunlight filters through the canopy, creating a dappled light effect on the forest floor.

“You can’t stay in your corner of the
Forest waiting for others to come to
you.

You have to go to them sometimes.”

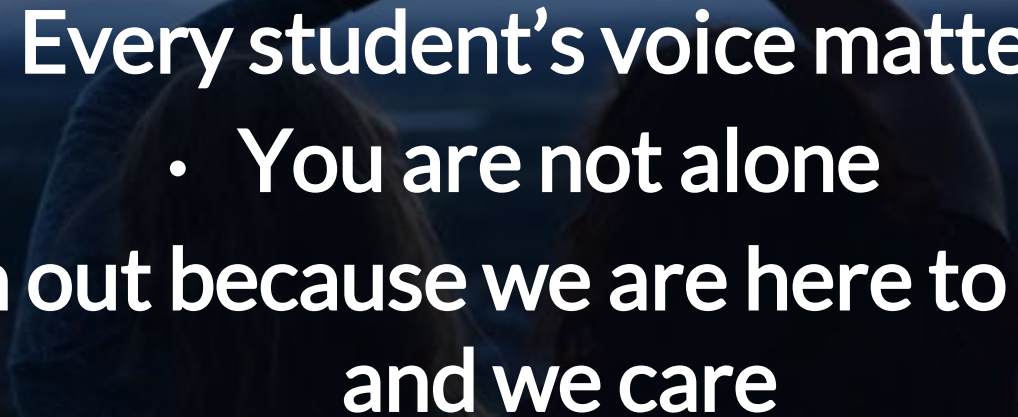
Winnie-the-Pooh

Why the *Speak Up, We Care* Campaign?

To better promote, communicate,
and link students and families to
the mental health and wellness
services and resources available
in IUSD.

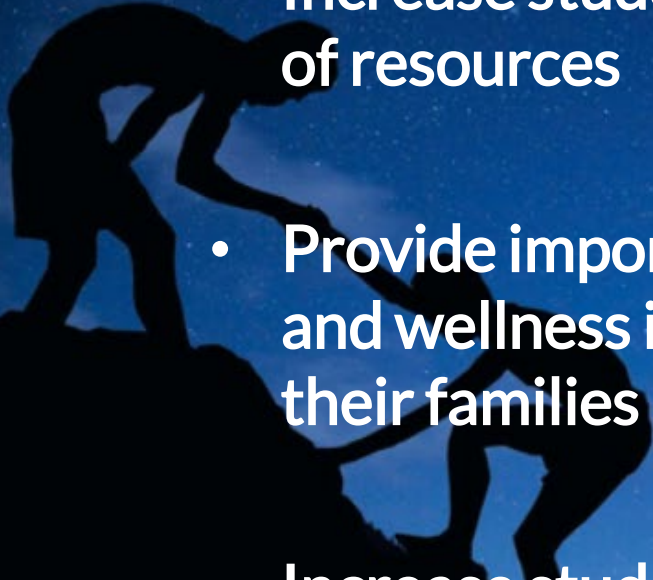


Key Messages

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- A person's hands are raised, forming a heart shape against a sunset sky. The person is wearing a watch on their left wrist and a bracelet on their right wrist. The background is a sunset sky with orange and blue clouds.
- Every student's voice matters
 - You are not alone
 - Reach out because we are here to help you and we care

Main Goals

- Increase student awareness of, access, and USE of resources
- Provide important and relevant mental health and wellness information to our students and their families
- Increase student resilience (ability to respond to various expected and unexpected difficult situations)



Quarterly Themes: Speak Up, We Care...

Link Up (Oct.- Nov.)

Be Kind (Dec. - Feb.)

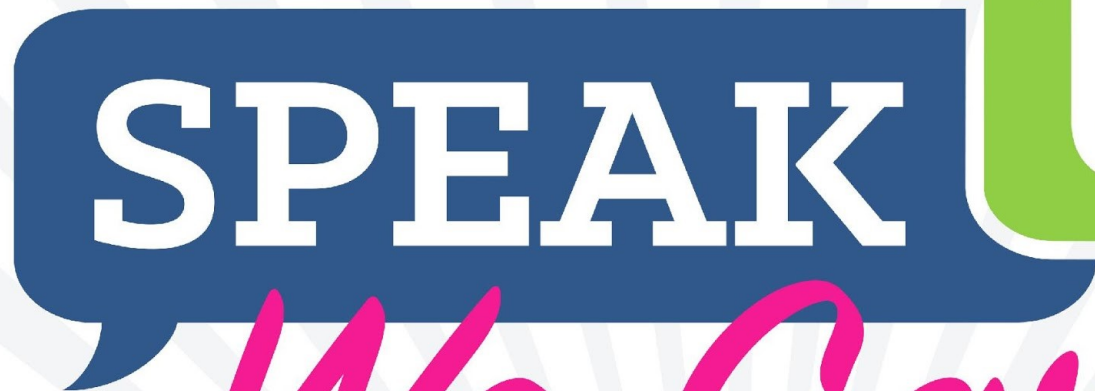
Be Mindful (March - April)

Be Well (May - June)





IRVINE UNIFIED SCHOOL DISTRICT



We Care!

Video Presentation

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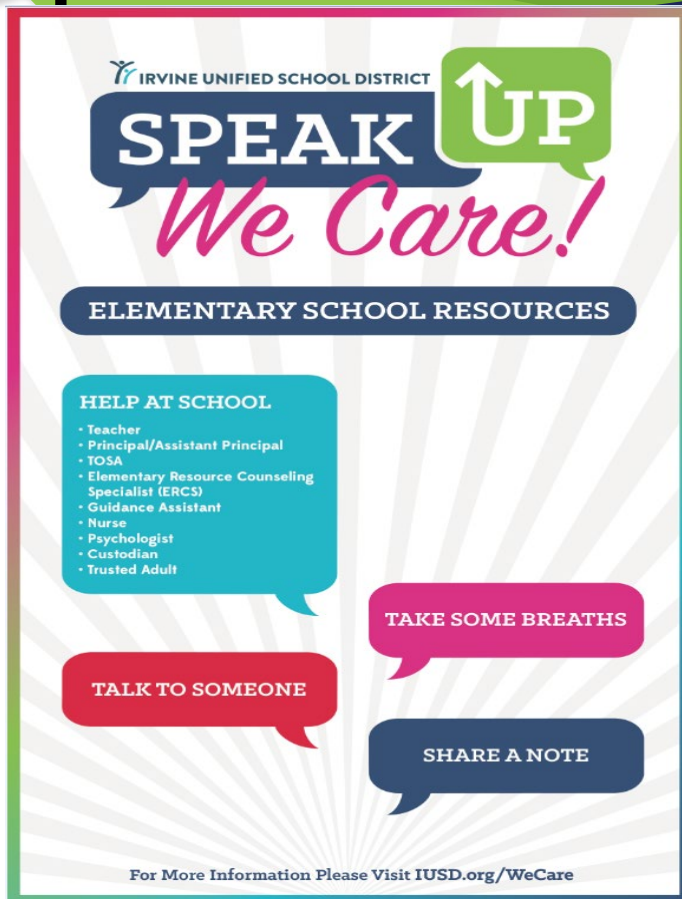
Communication Strategies




- October 29 - Campaign Launch
- District communications support
- Quarterly staff and parent letters
- Age appropriate posters
- Banner
- Website: iusd.org/WeCare



Elementary Poster Examples/Ideas



Middle and High School Poster Examples



IRVINE UNIFIED SCHOOL DISTRICT

SPEAK UP
We Care!

MIDDLE SCHOOL RESOURCES

ON CAMPUS HELP

- Teacher
- School Counselor
- School Administrator
- Wellness Coordinator
- School Psychologist
- School Nurse
- School Resource Officer
- Trusted Adult

CALL

- 24-Hour Teen Crisis Hotline
1-800-448-3000
- The Trevor Group (LGBTQ Youth)
1-866-488-7386

TEXT

- 24-Hour Teen Crisis Hotline
Text HOME to 741741
- The Trevor Group (LGBTQ Youth)
Text TREVOR to 1-202-304-1200

• CRISISCHAT.ORG
• CALL 911 FOR EMERGENCIES

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IRVINE UNIFIED SCHOOL DISTRICT

SPEAK UP
We Care!

HIGH SCHOOL RESOURCES

ON CAMPUS HELP

- Teacher
- School Counselor
- School Administrator
- Wellness Coordinator
- School Psychologist
- Project Success
- School Nurse
- School Resource Officer
- Trusted Adult

CALL

- 24-Hour Teen Crisis Hotline
1-800-448-3000
- The Trevor Group (LGBTQ Youth)
1-866-488-7386

TEXT

- 24-Hour Teen Crisis Hotline
Text HOME to 741741
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Banner Example



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Meetings with Key Stakeholders

- Students and Youth Action Team
- Principals and Staff
- Community Organizations
- Advisory Committees
- Union Leaders
- Irvine Police Department



A close-up photograph of pink cherry blossoms, which serves as the background for the entire slide. The flowers are in various stages of bloom, with some showing multiple layers of petals. The lighting is soft, creating a gentle pink hue throughout the image.

Guidelines for Staff

- Acknowledge
- Empathize
- Inform an administrator or appropriate staff

Thank you!