IRVINE UNIFIED SCHOOL DISTRICT

SPEAK UP!

We Care!

For More Information Please Visit IUSD.org/WeCare
Alan Schlichting
Executive Director of Student Services
Sunghie Okino
Coordinator of Prevention and Intervention
Connie Jacobs
Lead Counselor
“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

• 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)
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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

If you or a friend needs help, ask a grown-up!

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Middle and High School Poster Examples
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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
Guidelines for Staff

- Acknowledge
- Empathize
- Inform an administrator or appropriate staff
Thank you!