



"Free Your Feels" is a youth mental health awareness campaign encouraging Georgia's young people to explore their **real feelings** and share them **fearlessly**.

Why are we doing this?

To empower youth to **spea**k out and express their real feelings, encourage adults and peers to check-in with each other and **listen** judgment free, and to **connect** everyone to resources for further guidance or help.

Who are we trying to reach?



ADULTS CARING FOR YOUTH

Supporting educators, parents, faith leaders, childcare providers, etc. in their support of youth.



TEENS

Teen-developed content to be delivered peer-to-peer.

What is the timeline of this campaign?

SEP 2020

Launch campaign to raise awareness, encouraging sharing and connecting to existing resources.

OCT 2020

Expand campaign with youth-directed peer-to-peer resources.

SEP 2020-
AUG 2021

Boost campaign with targeted messaging on support for the holidays, responding to trauma, and reducing stigma.

How will we know if this campaign is successful?

1

Engagement in and reach of the campaign — get people talking about mental health!

2

Increase in use of resources provided — people are connecting to resources and know where to go to find support.

What is my role in this campaign?

PARTICIPATE ON SOCIAL MEDIA! SHARE YOUR RESOURCES!

We want everyone involved in this campaign to take it and run with it so we can reach as many youth and adults as possible! The "Free Your Feels" website will house a collection of resources from different organizations and agencies and include ready-to-use editable graphics to easily promote and share messaging. This is an opportunity to have your resources reach new audiences and networks.

Voices for Georgia's Children will send updates every couple of weeks with new graphics, social media messaging, and more to keep boosting the campaign.

We hope you'll join us and

#FreeYourFeels