

‘THE TALK’



Insight (Human Truth)

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This campaign aims to prompt parents to avoid letting their fears prevent them from talking to their teens about suicide ideation - early and on their child's terms vs. late and reactionary.

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- **Insight:** Parents are terrified when it comes to their children and suicide, so they oftentimes avoid the topic - not understanding that thinking about suicide is, in fact, a regular teen behavior.
- **Concept Statement:** This campaign aims to prompt parents to avoid letting their fears prevent them from talking to their teens about suicide ideation - early and on their child's terms vs. late and reactionary.

Supportive Messaging:

- The thing is: youth need you to talk on *their* terms - which is hard, but not talking on their terms is even harder.
- Thinking about suicide is regular teen behavior. The majority of teens self harm, and over 1/4 of teens consider suicide.
- Teenagers want to feel heard and validated. Talking to them is a less reactionary way - asking directly, remaining calm, being an active listener, etc. - can be more helpful.
- Rough CTA: Have 'the talk' with your teen today.

How It Comes to Life

It's a conversation that not many parents like to have but [should] know is necessary - preferably, early on vs. after the fact or when it's too late. It doesn't mean that pushing your child to open up is going to plant a seed. If your child is already doing it, it doesn't mean something is wrong with them or with the family. And if you don't get all of the words right, it doesn't mean you fail as a parent.

What's important is that you *do* talk about it with your teen. And no, we're not talking about sex. We're talking about suicide. Because thinking about it is, in fact, normal teen behavior, and over 1/4 teens consider it. 'The Talk' prompts parents to talk to their teens about suicide ideation instead of avoiding the topic out of fear, while also making sure that the conversation takes place on their **teen's terms**.

Our campaign will recognize the challenge parents face in knowing how to approach their child on this topic, while calling attention to why said conversation is important and needed. With teenagers already feeling so much pressure to be 'happy,' the goal is to be **helpful vs. reactionary**. And by meeting teens where they're at, parents can make them feel heard and not invalidated.

The featured video will foster up-close-and-personal visuals - allowing for the characters' facial expressions to be received - and present a moment that parents can vividly see themselves in. The script, itself, will be suggestive (yet serious), hinting at something the audience will *think* they've already thought of, before revealing the big idea - implying the need for more parents to *be* thinking about this topic **just as formally as others** (ie. sex).

Rough Script

This video features parents Indigo and Marty standing outside of their 15-year-old Justin's closed bedroom door, inviting him to participate in a conversation with them.

Indigo knocks on Justin's door.

Indigo: Hi, Justin. It's your parents.

Marty: Hello, son. Uh, we're not sure how to approach this, but...

Indigo: It's time for us to have 'the talk.'

Indigo: We want you to know that for us, your health, mental health, and safety come first.

Marty: And we aren't trying to *put* it on your mind. But the fact is you and your friends are already talking about it.

Indigo: And we understand why you'd rather talk to them, but we want you to know that what you're thinking and feeling is normal for your age.

Marty: Yes. Did you know 1 in 4 teens, actually, is considering it?

Indigo: Teens experience pressure to feel good all of the time, so we don't want to be another source of judgement.

Marty: And this isn't about us. It's about you. We're here for you and here to help - if you want us to and how you want us to.

Indigo: Or just to listen. It's *your* terms. Either way, we know how important it is for us to talk about this with you.

Marty: Every parent needs to talk about this with their child, and it's good to be direct and call it like it is:

Rough Script Cont.

Indigo and Marty look at one another.

Indigo and Marty: Suicide ideation.

Justin opens his door.

TOS: Talking on their terms might be hard for you, but not talking can make things harder for them. Have ‘the talk’ with your teen today. Visit [_____](#) for tips.

TIP YOURSELF



Insight (Human Truth)

Teens are consistently looking for ways to deal with their stress and anxiety, as well as to relax and get calm.

Tip Yourself

This campaign aims to redirect teens from vaping as a coping/calming mechanism by showing that there are more relaxing and fulfilling, less risky recreations to invest in.

Tip Yourself

- **Insight:** Teens are consistently looking for ways to deal with their stress and anxiety, as well as to relax and get calm.
- **Concept Statement:** This campaign aims to redirect teens from vaping as a coping/calming mechanism by showing that there are more relaxing and fulfilling, less risky recreations to invest in.

Supportive Messaging:

- Vaping doesn't actually decrease your stress and anxiety over time.
 - Nicotine can mess with neurotransmitters in the brain that are linked to stress, anxiety, and depression. It can disturb the neural circuits in your brain that regulate mood, causing you to feel anxious, low or withdrawn, easily annoyed, or agitated.
- Vaping might be used to cope, but it puts you at risk. There are other mechanisms that can help you risk-free.
- Rough CTA: Life is stressful, and you do deserve a break. Tip yourself, so you can treat yourself.

How It Comes to Life

Teens are consistently looking for ways to deal with their stress and anxiety. I mean, aren't we all? The need to cope is normal, but one of teens' evolving methods of doing so - vaping - runs them more risk than reward.

"Tip Yourself" reminds teens that they could cash in their dollars for *real* dopamine - relaxing, fulfilling recreations vs. a mechanism linked to *more* stress, anxiety, depression, and additional health risks.

Our campaign content will communicate to the audience the **validity** in wanting to decompress, attached to the importance of doing so productively. In order to spark engagement, we will launch interactive assets across social media - with visuals showcasing what it could look like to take spend formerly placed towards vaping and apply it to more **effectual** activities and experiences.

Via campaign and user-generated content, teens will inspire other teens to invest in themselves - leaving the **possibilities** endless for the audience to conceive. The featured videos and characters will demonstrate that **'ah-ha' moment** of realizing you deserve to and can invest in yourself. The visual aesthetic will be cozy, conversational, and involve colorful lighting.

Rough Script

This video features Miles and Ari, high school students stepping outside (?) to take a break from studying together for an exam.

Ari: Finally, a break. I'll be so glad when this exam is over.

Miles and Ari both reach for their vapes, but both seemingly hesitate to use theirs.

Miles: You know, I heard that vaping doesn't actually help with stress and anxiety. I heard it actually makes it worse and disturbs the balance of your mood.

Ari: I heard that, too. I also heard that the average teen spends \$___ on vaping every year.

Miles: It's like that unit we just reviewed - risk and reward. I guess there are other ways to relax and take a break, risk-free.

Ari: Yeah... Like, with that money, I could treat myself to the best self-care night after taking that exam.

Miles: And I could buy myself those new cleats I want in time for the championship game.

Ari: You know what? We've worked hard. I think it's time we treat ourselves.

Rough Script Cont.

Miles: And put our dollars towards *real* dopamine.

Miles and Ari both pocket/trash their vapes and head back inside.

VO: The effects of vaping can add up, but so can your dollars. Tip yourself, so you can treat yourself. Visit ____ for tips on where to start.

TAKE FIVE



Insight (Human Truth)

Parents want the best for their children and will do anything to protect them from the worst. Although sometimes, that focus and effort gets consumed with things they cannot control vs. little things they *can* that would make all the difference.

Take Five

This campaign aims to remind parents and caregivers that although unable to control everything that happens around their child, they can build them up to handle it successfully - and that *that* plays even into adulthood.

Take Five

- **Insight:** Parents want the best for their children and will do anything to protect them from the worst. Although sometimes, that focus and effort gets consumed with things they cannot control vs. little things they can that would make all the difference.
- **Concept Statement:** This campaign aims to remind parents and caregivers that although unable to control everything that happens around their child, they can build them up to handle it successfully - and that *that* plays even into adulthood.

Supportive Messaging:

- You may worry that your child will get toxic stress because you can't control everything for them. But even before anything hard or bad happens, you can build them up to handle it successfully.
- It's challenging to predict what your child will go through that could cause a toxic stress response.
- Learning to manage our feelings now sets us up to keep our cool for years to come.
- It's okay to learn how to be a better parent or how to parent better.
- Rough CTA: Take five with your child.

How It Comes to Life

Isn't it interesting that we spend the first part of our lives being taught and told what's best for us. We learn the 'right' way to do things, the 'healthy' way to do things. But fast forward, and the next thing you know, you're an adult with so much going on. Who has time to take a break, or to get adequate sleep, or to include all of the food groups within the day? - especially after all you do to make sure that your child has everything good, while protecting them from everything bad.

"Take Five" is your thank you, mothers and caregivers, for trying to do it all; but it's also your reminder that you cannot always do it all, and that's okay. You're **just as human** as your little human, so it's impossible to predict what all will come your way or their way. But by learning to manage our feelings now, we'll be better set up to handle whatever it is.

Our campaign content will recognize parents' genuine desire of the best for their children, while plugging toxic stress reduction techniques in line with healthy eating or adequate time outside - the **need-to-teach-because-I-know-it'll-benefit-them-in-the-future list**. Furthermore, our campaign content will exhibit an **example** of said techniques (along with note other examples) that any parent anywhere could add to their 'program.'

The featured video will foster an intimate, personal visual aesthetic and present moments that parents can vividly see themselves in with their own children. It will also play into children's tendency to imitate or repeat their parents and caregivers.

Rough Script

This video features Michelle, a mother to one son (Caleb), who is reflecting on the parallels between what she teaches her child and what she tries to keep reminded of, herself.

Michelle is looking through the window at Caleb playing outside.

VO: I tell my child it's important to play outside because sunshine is essential, and exercise can decrease stress and increase mood.

Michelle joins Caleb outside and begins to play and laugh with him.

VO: Sometimes, Mommy needs some sunshine, too.

Michelle finishes packing a lunch box and hands it to Caleb.

VO: I teach my child it's important to drink water and eat healthy because certain foods boost the brain and body.

Michelle grabs a packaged snack off of the counter.

VO: Sometimes, Mommy needs to make sure her lunch is not just quick, but also nutritious, too.

Michelle leans down to kiss Caleb on the forehead before tucking him into bed.

VO: I remind my child to not look at his screen right before bed because good sleep is needed to decrease body tension.

Michelle closes her laptop and picks up a book.

VO: Sometimes, Mommy needs to close the computer and wind down before going to bed, too.

Rough Script Cont.

Michelle speaks directly into the camera.

Michelle: And I encourage my child to be mindful, not react - to just talk to me about what's going on - because I won't always be able to prevent stressful things in his life, so I want him to be able to calm himself down and still know it's okay to feel whatever he's feeling.

Caleb: It's okay to feel whatever you're feeling, Mommy. Just take five, and breathe in. Now, breathe out.

Caleb begins demonstrating his learned breathing technique to his mother.

Caleb: Better now?

Michelle smiles at Caleb and softly giggles.

Michelle: Sometimes, Mommy needs to learn to take five, too, hm? Come here.

Michelle welcomes Caleb in for a hug.

VO: Millions of children experience toxic stress. But by taking five with your child, together, you can co-create a 'cool' for them to keep for years to come. Visit [_____](#) to learn more.