

#StandByTeens Amplification Partner Toolkit

Center for Parent and Teen Communication

Campaign Overview

There is a spotlight on teen mental health right now, and the Center for Parent and Teen Communication is committed to finding solutions. Crisis messaging risks reinforcing undermining stereotypes of teens and making caring adults feel hopeless. Increasing rates of mental health and emotional distress deserve focused attention, but we must take a different approach.

Through our #StandByTeens campaign, we are working to share resources that empower parents and teens to take action. Strong relationships and open communication position parents to address mental health and emotional challenges. By working together, we can offer parents and young people the support they deserve.

We want to spread the word about the #StandByTeens campaign and we need your help! Please share these resources on your digital channels, and with others you know who want the very best for teens. See below for links and suggested language to help with quick and easy sharing across a variety of platforms.

One-Click Sharing

- [Share on Facebook](#)
- [Share on Twitter](#)
- [Share on Instagram](#)

Sample Social Media Copy

- Our friends at @parentandteen are calling for caring adults to #StandByTeens in support of their mental and emotional well-being. Learn more and join the movement here: <https://parentandteen.com/support-teen-mental-health-stand-by-teens/>
- With a spotlight on teen mental health right now, @parentandteen wants to empower parents with the tools and resources they need to #StandByTeens during challenging times. Discover more: <https://parentandteen.com/support-teen-mental-health-stand-by-teens/>
- It's more important than ever to #StandByTeens to support their mental health and well-being. Check out these resources from @parentandteen and share them with the other parents and caring adults in your life. <https://parentandteen.com/support-teen-mental-health-stand-by-teens/>
- Teens are dealing with a lot these days. @parentandteen helps parents support their children as they learn to navigate the world and manage their mental health and well-being. Check out their resources here. #StandByTeens <https://parentandteen.com/support-teen-mental-health-stand-by-teens/>

Sample Newsletter Copy

- Our friends at the Center for Parent and Teen Communication are working to share strategies that empower parents and teens to take action to support teen mental health. Check out their resources and join the #StandByTeens movement:
<https://parentandteen.com/support-teen-mental-health-stand-by-teens/>
- Teens are dealing with a lot these days. The Center for Parent and Teen Communication is working toward solutions to empower parents with the tools and strategies they need to support teen mental health and well-being. Click here to learn more and join the #StandByTeens movement.
<https://parentandteen.com/support-teen-mental-health-stand-by-teens/>

Hashtags & Handles

Please tag CPTC when you post on social media

#StandByTeens
#parentandteen
@parentandteen

Graphic & Video Assets

[Download here](#)

Questions? Want to find other ways to partner?

For general questions, contact Taylor Tropea tropeat@chop.edu

For media inquiries, contact Eden Pontz pontze@chop.edu

If you or your organization want to create content for this campaign, let's chat about some important messages and framing!