

Use these tips and messages to spread the word about the *Sound It Out* campaign, from the Ad Council and Pivotal Ventures.

KEY MESSAGES

- A child's emotional wellbeing is just as important as their physical wellbeing. It's critical for parents and caregivers to open up conversations about emotions with their children—especially as kids continue to feel the impact of social isolation and other challenges brought on by the pandemic.
- When you and your child can't find the language, find the lyrics. Music can help bridge the gap between parents and caregivers and their children, making conversations about emotional wellbeing a little easier.
- The national *Sound It Out* campaign uses the power of music to help parents and caregivers have meaningful conversations with their middle schoolers about emotional wellbeing.
- For free resources, conversation guides, and an interactive "Conversation Starter Pack" to use with your child, visit SoundItOutTogether.org.

SUGGESTED GUIDELINES & MESSAGING TIPS

- When possible, talk about "**emotional wellbeing**" rather than "mental health."
 - Many people associate mental health with mental illness or mental health disorders, and may not feel it applies to their kids.
- It's OK to acknowledge that kids can experience negative emotions and challenging experiences, but **avoid dwelling on mental illness** or heavier topics like suicide or substance use disorder.
 - While kids as young as middle school can struggle with these challenges, we want to emphasize that it's important for *all* families to have these open and honest conversations, even if their kids seem to be doing fine.





SUGGESTED GUIDELINES & MESSAGING TIPS (CONTINUED)

- Refer to **“parents and caregivers”** (not just parents) to be inclusive of all types of families.
 - Aunts, uncles, grandparents, step parents, and other trusted adults can all help support the emotional wellbeing of kids in their lives.
- **Avoid recommending specific medications or types of treatment.**
 - It’s OK to suggest counseling as an option to consider, but be mindful of the fact that not all families have access to affordable, culturally-appropriate care.
- Feel free to **share personal anecdotes**, such as reflecting on your experiences as a parent/caregiver or memories of when you were an adolescent yourself.
 - Limit your use of statistics, which are harder for audiences to connect with emotionally.

CRISIS RESOURCES

If you, your child, or someone you know needs help, refer to this list of [additional resources](#) or call the Suicide & Crisis Lifeline at [988](#) for **24/7** free and confidential support.

For more messaging guides for different audiences, visit the [Ad Council’s Mental Health Toolkit](#).