

# **The HELP Project Fact Sheet**

## **Why the HELP Project?**

A need has been determined to provide children and youth with the information they need to initiate help for themselves or a friend in a safe, confidential way. There are times when friends and family are not the ones that young people will go to for reasons of shame or shyness or isolation, so a means of providing a connection using technology and consistent access is the focus of this project.

## **What is the HELP Project?**

This project seeks to engage the community in a wide way on informing them of the resources available to young people who need emotional support in general or in crises. This is to be done by distributing a wallet card and posters and maintain this information with a website and/or on Facebook. The project has the goal of making resources and awareness a stable, sustainable means of keeping 'help' resources in the view of the public, not just a temporary campaign.

- Wallet cards: a QR code that connects mobile devices to a Facebook page and/or website containing help resources, entry level phone contact numbers, and a sponsorship offer on the flip side that encourages children and youth to keep the wallet card
- Posters: image and words by a child to catch their eye so the information on getting help at a young age is made.

## **The HELP Project Image Contest:**

We are asking youth in the community to create a drawing, image, poster, picture or anything that we can use on the materials we are producing. You can create it on paper, on the computer ... just show us an image of how help can happen! The winning images will be used to create promotional and awareness materials. These materials will give fast, confidential, safe sources of help for kids, anytime, anywhere. The images might go on a poster, a wallet card, Facebook or other things that the Help Project Committee will be distributing all around the Fraser Cascade area.

The Image contest is open to youth in our community from Kindergarten to Grade12. Deadline for entries to the contest, is the end of November.

## **Awareness:**

In the week of September 10, it is the goal of the committee to use this time period to do an initial awareness raising of the project to school district administration/principals/teachers and community agencies.

- Roll out with letter to Superintendent of School District #78 and community agencies
- Publicize the contest to generate awareness of the HELP Project
- Press release about the project
- Contest
- Offer support and information to school staff with the hope that teaching staff will incorporate participation in HELP Project contest into the classroom.

## **Who is involved?**

A committee was struck for the initial purpose of suicide prevention is providing a professional platform for the HELP project to grow from. It is this group that has the specialized knowledge to offer in an advisory capacity. Additionally, community agencies and groups will be approached to become part of building resources for the HELP Project. Also in progress, is bringing SD #78 into the process. It is essential that they, as a front line connection to local children and youth, be part of the development of the resource content of The HELP Project, and to be willing to engage the students in contributing. SD #78 will also be a main component in the dissemination of the final products (wallet card, poster, web page).

## **Sustainability of the HELP Project:**

The card and poster will have a standard logo and banner of information directing a child or youth to a website for information or have a phone number to call for instant help. Winning images will be printed and distributed to be posted in all school classrooms, public libraries, any location that sees activity with Kindergarten to Grade 12 . Wallet cards will be given out to individual students by “community greeters” at schools in SD #78. The wallet cards will have information that directs them to a website and/or Facebook Page containing even more resources for youth in need of emergency or help of any kind. The posters will have information more suited to children. These things will be distributed annually, and the website and/or Facebook Page maintained.