

script

Speak Up
Act Louder!

Speak Up, Act Louder

Use this script to make announcements to promote Speak Up, Act Louder at your school. Feel free to read from it directly or use it as a guide and make adaptations as you see fit! You can shorten or change language as needed based on your school's guidelines.

promotional-before the campaign

Next week, we encourage everyone to Speak Up and Act Louder! We all go through tough times, and we all want to be there for our friends when they're struggling, but sometimes it's hard to know how to reach out or what to say. **With Speak Up, Act Louder, we can practice how to support our friends in need who might be feeling down or overwhelmed.**

Speak Up, Act Louder will begin on [insert the date you are planning to start] and continue until [insert the date you are planning to conclude your campaign]. Listen out for more announcements and keep an eye out for the posters that will be up in [insert location]. **We want to hear from you about how you would reach out to a friend, what you would say, and what you would do to support them.** Let's show our friends we care and help them get the support that they need!

day 1

Hey y'all/friends/folks/school mascot, it's the first day of Speak Up, Act Louder! My name is [your name] and I'm [insert your role in school/grade if you're a student]. I'm here to talk to you about Speak Up, Act Louder, because [insert why you have chosen to implement Speak Up, Act Louder at your school. I.e: I believe that we can help our friends in need if we practice how]. **For the next three days, we'll take some time to practice how to reach out to someone who is struggling and how to help them get the support that they need.**

Why should we practice Speaking Up? **Teens often turn to their friends or peers for help before adults,** so you will likely be the first person a friend comes to when they need help or shows signs of needing help. Some teens are hesitant to start the conversation because they don't want to be a burden to others and need extra support to feel comfortable talking about their mental health. So if you practice reaching out to a friend to see how they're doing, you can feel more confident checking in on someone for real and letting them know they can talk to you.

Today, we need your help to brainstorm what to say to a friend who seems to be feeling down. Read the text messages on the poster at [insert location] and write down how you would **speak up** and ask your friend if they're okay.

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day 2

It's the second day of Speak Up, Act Louder! Yesterday, we practiced how to Speak Up and check on a friend. **Today, we're practicing how to Act Louder** by taking action to support our friend.

Why should we practice Acting Louder? Reaching out and checking in on a friend is a great first step, but to **really help someone we need to follow up and take action**. That might include setting up a time to meet in person or on FaceTime to talk more, or going with them to get help from a trusted adult. If you practice taking action to support your friends, you will feel more confident in the future. **You could help save a life.**

So now, we need your help to brainstorm on the poster what to do when it's clear that your friend is struggling with their mental health. How would you Act Louder? How would you take action to support your friend?

day 3

On the final day of Speak Up, Act Louder, take the time to read over the posters and see how our school plans to Speak Up and Act Louder. Were there messages that were similar to yours? Were there suggestions that you think you could put into practice if you noticed someone needed help? Do you think our school community is more prepared to Speak Up and Act Louder?

Today, help us finish this campaign strong by stopping by and filling out a pledge card to show why it is important to you to Speak Up and Act Louder. Once you do, you get a custom pin! You can also sign up to take the free Be There training from Lady Gaga's Born This Way Foundation to be even more prepared to help others who are struggling with their mental health.

If we all pledge to Speak Up and Act Louder, everyone will be able to get the support that they need and no one will be left to face tough times alone. Thank you for being part of the movement working toward the day when no teen dies by suicide!