



"Free Your Feels" is a youth mental health awareness campaign encouraging Georgia's young people to explore their **real feelings** and share them **fearlessly**.

### Why are we doing this?

Prior to the coronavirus pandemic, data shows that our kids were already facing a mental health crisis for years – one that is now exacerbated by these uncertain times. Anxiety, depression, trauma, and suicidal ideation affect an extraordinary number of the 2.5 million kids in our state.

According to the 2018-2019 Georgia Department of Education student health survey:

- Nearly **half** of all middle and high school students surveyed reported feeling depressed.
- More than **61,000** reported intentionally harming themselves.
- Nearly **40,000** said they had attempted suicide, and another **78,000** kids reported having seriously considered it.

### Also, in Georgia:

- Suicide is the **second** leading cause of death in children ages 10 to 18.
- Roughly **one-third** of the youth under the supervision of the Georgia Department of Juvenile Justice qualify for a PTSD, trauma, or stress diagnosis.

### Who are we trying to reach?



#### ADULTS CARING FOR YOUTH

Supporting educators, parents, faith leaders, childcare providers, etc. in their support of youth.



#### TEENS

Teen-developed content to be delivered peer-to-peer.

### What are the goals of the campaign?

#### SPEAK

We want to empower youth to speak out and express their real feelings,

#### LISTEN

To encourage adults and peers to check-in with each other and listen judgment-free,

#### CONNECT

And to connect everyone to resources for further guidance or help.

### What can I do?

#### PARTICIPATE ON SOCIAL MEDIA! SHARE RESOURCES!

The goal is to reach as many youth and adults as possible. The Free Your Feels website houses a collection of resources from different organizations and agencies, including ready-to-use editable graphics to easily promote and share messaging.