



# HOLIDAY HEADSPACE THE CHILL KIT



# INTRODUCTION



This campaign focuses on protecting your peace and prioritizing mental wellness during the holidays—a time that can bring both joy and stress. YAC members collaborated to create authentic, impactful content that encourages self-care, balance, and open conversations around mental health.

Welcome to the **Holiday Headspace Toolkit**, designed to foster understanding, support, and advocacy for mental well-Being. The holidays can get a lot—family, school, money, pressure. But your peace? That comes first. Holiday Headspace: The Chill Kit is all about helping you stay cool, set boundaries, and protect your vibe. Breathe. Unplug. Take care of YOU—because mental wellness is the real gift.

Together, we can create a supportive community that acknowledges the importance of mental health and encourages everyone to seek help and share their experiences. Let's unite to raise awareness, break the stigma, and support one another in this crucial journey toward mental wellness.

# THEMES INSIDE THIS TOOLKIT

## 01

### Resting During the Holidays

You don't have to stay on "go" all season. Rest is part of the grind. Slow down, sleep in, and recharge—because powering down helps you power up.

## 02

### Build a Support System

If the holidays feel heavy, don't keep it bottled up. Hit up your circle, a friend, or someone you trust. Speaking your truth is strength. Real ones lean on each other.

## 03

### Self-Care

FiTake your time-out. Throw on your playlist, journal it out, or just vibe in your own space. Protecting your peace is top-tier self-care.

## 04

### Communicating with Family

Family time can be love... and lowkey stressful. Keep it real but respectful. Say how you feel, listen back, and set boundaries when you need to. That's how bonds grow.

# KEY MESSAGES



## 01

### Treat Yourself the Way You Want to be Treated

- Practice self-respect by setting healthy boundaries and speaking to yourself with kindness and respect.
- Honor your own needs, just as you would do for others.

## 02

### Celebrate Your Small Victories

- Supporting yourself, just as you would do for others, can help build a happy and fulfilling life.
- Celebrating your wins, no matter how small, can help build and instate healthy habits.

## 03

### Forgive Yourself and Move Forward

- Forgiving yourself allows you to let go of your past mistakes and release unnecessary guilt.
- Moving forward with self-compassion helps to grow and focus on new opportunities.

## 04

### Your Feelings are Valid

- Reminding yourself that your emotions are fair help you to move past them and embrace who you are.
- Honoring your emotions helps you to process them in healthy ways, leading to greater self-awareness and love.

# KEY MESSAGES



## 05

### Set Healthy Boundaries

- It's okay to step away from tense conversations to protect your peace.
- Respecting your limits helps you enjoy time with family without unnecessary stress.

## 06

### Listen to Understand, Not to React

- Active listening can turn disagreements into moments of connection.
- Sometimes people just want to feel heard, not corrected.

## 07

### Manage Expectations

- You can't control how others act, but you can control your response.
- Focus on enjoying the moment rather than forcing perfect interactions.

## 08

### Communicate with Care

- Speak with kindness and clarity, even during tough conversations.
- A calm tone and thoughtful words go a long way in keeping the holiday spirit positive.

# CAMPAIGN ASSETS

## YAC Podcast Episodes

Click image below to view video



Silence the Shame Podcast x YAC presents: The Power of Rest: Why Young People Need to Slow Down

Click image below to view video



Silence the Shame Podcast x YAC presents: Finding Support When the Holidays Feel Hard

Click image below to view video



STS Podcast x YAC presents: Breaking Silent Cycles: Honest Conversations During the Holidays

## YAC Real Talk Series: Importance of Community and Self-Care

Click image below to view video



STS Youth Advisory Council presents Real Talk: The Power of Community Through Youth Voices

Click image below to view video



STS Youth Advisory Council presents Real Talk: The Self-Care Routines That Keep Us Balanced

## Social Media Assets

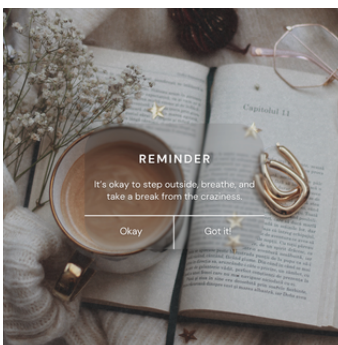


File Type: JPEG

Usage: Social Media Engagement

Accounts: @silencetheshame

- Instagram
- TikTok
- Facebook
- LinkedIn
- Threads



# RESOURCES

## Mental Health Awareness & Education

Silence the Shame provides a variety of downloadable materials designed to promote understanding and support for mental health in our community. Our toolkit includes pamphlets, booklets, one-page handouts, and more, all aimed at raising awareness and providing valuable information. We encourage you to share these resources widely to help foster a more informed and compassionate community. Together, we can make a difference!



[DOWNLOAD RESOURCES HERE](#)



## Silence the Shame Podcast

Discover the Silence the Shame Podcast, where mental health professionals, community leaders, and individuals with lived experiences share their personal journeys in overcoming real-life mental health challenges and discuss how they prioritize mental wellness in every aspect of their lives. Join us on YouTube, SoundCloud, Apple Podcasts, or wherever you enjoy your podcasts!



[WATCH PODCAST EPISODES HERE](#)



[LISTEN TO PODCAST EPISODES HERE](#)



### BUILDING HEALTHY RELATIONSHIPS

A Mental Health Guide

Silence  
the Shame



### SUICIDE & SUICIDE ATTEMPTS

A Mental Health Guide

Silence  
the Shame



Silence  
the Shame

### VISUALIZING SELF-CARE



# Silence the Shame &

# 988 | SUICIDE & CRISIS LIFELINE

## Call | Text | Chat 9-8-8

Silence the Shame partners with the City of Atlanta to educate and inform Atlantans about the 988 mental health crisis hotline (previously the National Suicide Prevention Lifeline & Georgia Crisis and Access Line). Our goal is to encourage people to use 988 and make it easier for everyone to get the mental health support they need. Together, we want to make our community healthier and happier!



**988** | SUICIDE & CRISIS LIFELINE

Looking for judgment-free support for mental health, substance use, and more? Consider The 988 Suicide & Crisis Lifeline.

- How do I use 988?**  
Anyone who needs support, or who has a loved one in crisis, can connect with a trained counselor by calling, chatting, or texting 988 nationwide.
- What is 988?**  
988 offers 24/7 call, text and chat access to trained crisis counselors who can help people experiencing suicidal, substance use, and mental health crisis, or any other kind of emotional distress.
- Who can use 988?**  
Anyone with phone or internet access can connect to a trained counselor in English or Spanish, with additional translation services available for over 240 languages through Language Line Solutions.

**What can I expect when I call 988?**

A trained crisis counselor answers the phone, listens to you, works to understand how your problem is affecting you, provides support, and shares resources, if needed. If your local crisis center is unable to take your call, you are automatically routed to a national backup crisis center.





# HOW TO GET INVOLVED

## Social Media Engagement

@silencetheshame

- **Share Campaign Assets:** Share provided graphics, videos, and messages on your personal social media accounts.

## Story Sharing

- **Share Personal Stories/Video Testimonials:** Create a video that shares your personal experience with mental health & the importance of mental health awareness.

## Resource Distribution

- **Distribute Informational Materials:** Provide brochures, flyers, and posters to be displayed in community centers, libraries, churches, and schools.

## Fundraise & Donate

- **Start a Fundraising Campaign:** Use your platform or network to raise funds to support Silence the Shame's mental health awareness campaigns



~~Silence the Shame~~

# YOU ADVISORY TH COUNCIL.

Empowering voices, shaping futures: Join the movement of tomorrow's leaders with our Youth Advisory Council



## Looking to Unlock Your Leadership Potential?

Join the Silence the Shame Advisory Board! We are recruiting youth and young adults to help shape best practices and guide programming for their peers. As a member, you will develop valuable skills in event planning, public speaking, advocacy, resource creation, and community building. You'll have exciting opportunities to serve as panelists, facilitate expression stations, and create resources to support Ambassadors. Make your voice heard and help us make a difference!

### What Will I Be Doing?

- Participate in leadership, public speaking, event planning, marketing, and community building
- Attend Monthly Advisory Council Meetings, stipends available based on participation
- Be trained in leadership and content creation
- Utilize your voice to improve mental health outcomes for peers

### What Are the Requirements?

- Ages 13-21
- Interested in Mental Health
- Open to share feedback and opinions

### Ready to Apply?

For questions, please contact our Program Manager, Niewa Bullock at [NB@silencetheshame.com](mailto:NB@silencetheshame.com) or visit our website [www.silencetheshame.com](http://www.silencetheshame.com)



Scan Here to Apply or Visit [bit.ly/STSYAC25](https://bit.ly/STSYAC25)

**Together We Thrive: Join YAC and Build Your Community!**

Silence  
the Shame

# CONTACT INFORMATION



[www.silencetheshame.com](http://www.silencetheshame.com)



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[Silence The Shame TV](#)



[Silence the Shame, Inc](#)



Text STSCares to 707070  
or click [HERE](#)



## IN CRISIS?

TEXT "SILENCE" TO 741741  
OR CALL 9-8-8

## Where to Get Help

If you or someone you know is struggling, here are some resources that can help:

- **Veterans Crisis Line:** Call 988 and press one or text to 838255. A free, confidential resource that connects veterans 24/7 with a trained responder.
- **Black Men Heal:** Offers free therapy for Black men.
- **National Queer and Trans Therapists of Color Network:** Support for Black LGBTQ+ individuals.
- **Crisis Text Line:** Text "SILENCE" to 741741 for free, 24/7 support.
- **Disaster Distress Helpline:** Emotional support for distress related to natural or human-caused disasters. Call or text 1-800-985-5990 to be connected to a trained, caring counselor, 24/7/365. [www.disasterdistress.samhsa.gov](http://www.disasterdistress.samhsa.gov).