



# NAMI Back to School Community Outreach and Resources Summer 2025

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A decorative header featuring a row of colorful icons including a paint palette, a book labeled 'MATH', a gold medal with the number '1', a ruler, and a lightbulb.

# Connect With Your Community

While NAMI National has created these materials, we need your help connecting them with local communities. Your role as an Alliance member and dedicated mental health advocate means you have the power to help young people develop healthy coping strategies and habits for lifelong mental health awareness.

We've brainstormed a list of community-driven activation ideas you can use to connect your community to NAMI's Back to School resources:

- Connect with your local Girl Scouts troop for a mental health education session, sharing school resources
- Reach out to your local library to partner on summer reading events
- Set up an education session with your local Boys and Girls Clubs, YMCA, or similar youth-serving summer and/or afterschool programs
- Print 5x7 postcard-style information sheets to share at community events like a National Night Out or local baseball game; alternatively, create a QR code for families to scan and reduce printing needs
- Attend school district Back to School nights at your local elementary, middle, and high schools to share resources with educators and parents or caregivers
- Reach out to case managers, social workers, or other youth-serving professionals to share the resources available for parents, caregivers, and students
- Connect with local parks and recs offering summer activities and events to share links to NAMI's Back to School resources in their newsletters and email announcements
- Exhibit at your local farmer's markets or meet on the street events

As you plan your local outreach, we've provided an outreach email template you can use on the next page.



# Set Up Your Activations

As you reach out to local organizations and educators, you may find the following outreach email template handy. Please use this as you see fit to encourage collaboration in supporting students as they learn about mental health this back to school season.

Good afternoon,

My name is [NAME], and I work for NAMI [AFFILIATE NAME OR STATE ORGANIZATION]. In my role as [YOUR ROLE], I'm working with our local community organizations to support our students as they go back to school this year.

I wanted to reach out to you and share the resources NAMI has to support the back to school season. NAMI creates resources for students, parents and caregivers, and educators.

Each resource is tailored to suit the needs of parents helping their kids adjust to school routines, educators supporting students in the classroom, and for students to learn crucial life skills. Resource topics include:

- Time management for students
- Teaching students how to help a friend who is struggling
- Practical tips and activities for parents to connect with kids
- Warning signs of bullying
- Support for educators navigating active shooting drills with students
- A self-paced course about trauma for professionals working with youth

There are lots of ways we can work together to support young people heading back to school this fall! If you're interested in partnering with NAMI [AFFILIATE NAME OR STATE ORGANIZATION], let me know and I will provide you with a few options for collaborating.

Those topics are just a small batch of over two dozen resources meant to help students get back into the classroom after summer break – and we hope you'll help NAMI [AFFILIATE NAME OR STATE ORGANIZATION] spread these across the community.

Thank you for your time,  
[YOUR NAME]

# NAMI's Back to School Resources

## Parents and Caregivers

They're designed to help create a safe space for trusted adults to talk about mental health and develop mental wellness habits with their children. [Share these resources](#) with parents and guardians to help them foster healthy habits for children in your community.



- ["You Are Not Alone for Parents and Caregivers,"](#) - Child psychiatrist and NAMI's Associate Medical Director Dr. Christine M. Crawford provides a comprehensive, compassionate, and practical resource for anyone concerned about the mental health of young people from preschool to high school.
- [10 Questions on a Tuesday](#) - Use these questions to talk with your child about ways to support their mental health. Learn how they like to de-stress, stay connected to their growing hobbies and interests, and understand what makes them anxious.
- [Bullying Warning Signs](#) - Parents and caregivers need to pay close attention to their child's behavior if they believe they're involved in bullying. Use this resource to learn the warning signs and get tips about starting a conversation with children about bullying.
- [Crisis and Relapse Plan](#) - Before a crisis begins, it's useful to have a plan. Document your emergency resources, write down the steps you'll take, and explore how to safely address a relapse.
- [A Guide for Working Parents During the Back to School Transition](#) - As the new school year approaches, managing the demands of work and family life can become overwhelming for parents. This guide offers practical strategies to help you prioritize your mental well-being during this transition period.
- [Suicide Warning Signs](#) - Over the last decade, teens have indicated increased feelings of suicidality. It's important for parents to know the warning signs, learn how to ask the question, and how to navigate a mental health crisis.
- [The Three C's for Parents and Guardians](#) - This resource helps you and your child feel supported as you talk about mental health and wellness, identify support, and connect at home. Use the Three C's to get curious, get concrete, and stay compassionate.
- [A Week of Wellness](#) - The activities in this resource can help you connect with your child every day. Use these ideas to implement wellness time into a daily routine and build on meaningful conversations.

# NAMI's Back to School Resources

## Students

These are meant to help students build healthy habits, understand mental health and wellness, get help early, and know they are not alone. [Share these resources](#) with educators who work with students, parents/caregivers, or with young people you encounter in your own life.

- [Getting the Right Start](#) - For students experiencing a mental health challenge, it can be hard to get help early. This resource helps students consider steps they could take to find help and share what they're going through.
- [NAMI On Campus At-A-Glance](#) - For students who want to raise mental health awareness at their school, NAMI On Campus is a great opportunity. These are student-led, student-run organizations for high schools and colleges. Find out how to get started with this resource.
- [Social Media: Helpful Tips](#) - Connecting with friends, family, and community can be a great way to use social media. However, we know it's important to protect our mental health online too. Find out how to engage safely with tips from this guide.
- [Commitment Planner](#) - Living a full life comes with many different commitments ranging from family and school to self-care and extracurricular activities. This planner helps students prioritize commitments to prevent burnout and mental exhaustion.
- [Finding a Trusted Adult](#) - Asking for help can feel scary, embarrassing, and hard. This resource can help students choose an adult to confide in and get the help they need.
- [How to Help a Friend](#) - Sometimes it's hard to tell if our friends are feeling down or if there's a deeper struggle. There are ten common warning signs that students should know. Use this resource to help students learn the warning signs and understand the next steps they could take to help a friend.
- [Setting Boundaries Guide](#) - It's important to set healthy boundaries to take care of our well-being. Students can learn about different types of boundaries, how to set them, and ways to communicate boundaries to others.
- [Time Management for Students](#) - Balancing school, work, and personal time can be challenging, even for adults! Students can use the tips in this resource to build time management skills.

# NAMI's Back to School Resources

## Educators and Other Youth-Serving Professionals

Educators and other youth-serving professionals may be among the first to notice early warning signs. [These resources](#) can help prepare educators and trusted adults to navigate mental health conversations and build healthy habits with young people.

- [NEW! Compassion Fatigue and Burnout](#) - The demands of teaching can be draining. It's important to take care of yourself, too! This new resource for the 2025 school year shares signs of compassion fatigue and burnout, tips for self-care, and affirmations.
- [Classroom Mental Health Contract](#) - Breaking stigma surrounding mental health can happen in the classroom. With this resource, educators can help their students talk openly and frequently about mental health and well-being.
- [Five Questions for School Staff to Ask When Preparing for An Active Shooter Drill](#) - When preparing for an active shooter drill, it's important to use trauma-informed approaches. Use this resource to help your students understand what's happening and how to "debrief" students after the drill.
- [Mental Wellness Moments for Educators](#) - This resource has daily suggestions for how to bring mental health wellness into the classroom. From Monday Moods to Fridays for Self-Care, these suggestions can help students build healthy habits for their mental well-being.
- [Mindfulness Activities](#) - Developing a state of being aware and present in a moment is called mindfulness. Teaching students how to center themselves and reengage with the world is a crucial skill. Use this resource for strategies to teach students in various age groups about mindfulness.
- [NAMI TraumaInSight](#) - NAMI's first trauma awareness training, NAMI TraumaInSight, is available for all youth-serving professionals. This course can be completed in about three hours, is completely free, and available to the public.
- [The Three C's for Educators](#) - This resource is meant to help educators, and their students feel comfortable talking about mental health and wellness. Using these three C's, educators can connect with students empathetically.
- [Three Keys for a Successful Back to School Transition](#) - As teachers are preparing their classrooms, it's important to understand how being trauma-informed can help create a safe and supportive environment for all students.

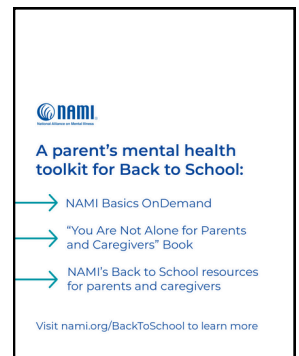
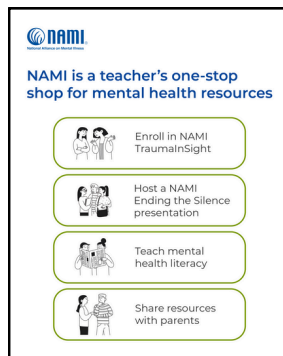
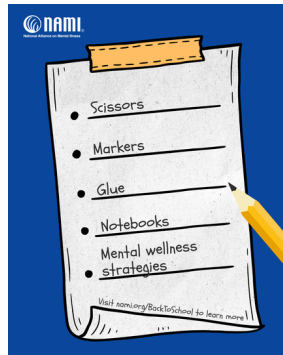


# Social Media Outreach

## NAMI Back to School Resources

### Sample Captions

✅ Are your kids heading back to school? While you're collecting everything on your classroom supplies list, remember to add "mental health and wellness strategies." Then visit [nami.org/BackToSchool](https://nami.org/BackToSchool) to learn how you can support your children's mental wellness. #NAMIBackToSchool



🍏 Teachers, as you prep your classroom for students' return, include mental health and wellness tips in your preparation! NAMI's Back to School hub is a one-stop shop for the resources you need to develop healthy coping strategies, discuss trauma, teach about mental health conditions, and more! Visit [nami.org/BackToSchool](https://nami.org/BackToSchool) to learn more.

✏️ Do you know how to help a friend when they're struggling? Can you set boundaries when you need to protect your mental health? NAMI's Back to School resources are full of key life skills that can help you lead a successful, healthy life. Check them out at [nami.org/BackToSchool](https://nami.org/BackToSchool) #NAMIBackToSchool

Remember: NAMI's Back to School campaign overlaps with the Macy's Round Up at the Register campaign. From July 1 – September 14, Macy's customers can round-up their purchase to support children's literacy with Reading Is Fundamental and youth mental health with NAMI. [Download graphics](#) to share about the Macy's campaign on NAMINet.