



THE CENTER  
at Sierra Health Foundation

# 2024 YEAR IN REVIEW

## Youth Suicide Prevention Media and Outreach Program



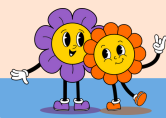
May 2023

Launched CBO Request for Funding Proposals



August 2023

Received a total of 120 CBO proposals, awarded 33 grants



November 2023

Program intro & training for CBOs and youth in Long Beach with 65 attendees



February 2024

CBOs developed and finalized comms and work plans



March 2024

Never a Bother media campaign launches in CA & in communities with CBOs support



August 2024

Youth & CBO capacity building & training in Sacramento with 136 attendees

The Center at Sierra Health Foundation ([The Center](#)) believes that every Californian should have the opportunity to lead a healthy life, including youth from diverse backgrounds. In 2023, we partnered with the California Department of Public Health (CDPH) to launch the [Youth Suicide Prevention Media and Outreach Campaign Program](#). As part of this initiative, we collaborated with Civilian, a marketing agency leading the statewide media campaign *Never a Bother*. The campaign aims to reduce suicide, suicide attempts and self-harm behaviors among young people.

Recognizing the need for targeted, culturally responsive and relevant support, in partnership with CDPH, we identified that American Indian, Alaskan Native, Latinx and African American/Black youth, as well as intersectional populations — including youth with mental health conditions and/or substance use issues, those impacted by the foster care system and Two-Spirit/LGBTQ+ youth — are disproportionately impacted by suicide and self-harm behavior. With these vulnerable populations at the heart of our programming, The Center's Youth Suicide Prevention Program leads 33 funded partnerships with community based-organizations (CBOs) and Tribal partners across 33 counties, from Crescent City in the north to San Diego at the southern border.

### BOTHER ME WHEN...



Program partner Impact Sac hosts a weekly local event, "Bother Me Whensdays." This community-based campaign offers a youth-driven twist on the *Never a Bother* campaign and connects authentically and carefully with young people about their mental health. [Learn more](#)>>



LEARN MORE ABOUT CBO CAMPAIGN EFFORTS

Program partner Youth Outreach and Learning Institute hosts youth during a harm reduction training, where wellness was prioritized and community participants engaged in outdoor activities.



# Never a Bother

## IN COMMUNITY, IN ACTION

Taking the *Never a Bother* campaign into their communities, our partners are delivering thoughtful, targeted and hyper-local programming. From social media efforts to community engagement opportunities, the work of our 33 CBO partners uplifts the *Never a Bother* campaign and translates it in culturally relevant and resonate ways across California.

**75K**

# OF INSTAGRAM FOLLOWERS ENGAGED

**354K**

SOCIAL MEDIA IMPRESSIONS

**1,256**

MESSAGES DELIVERED VIA RADIO, TV OR PRINT

**36K**

PHYSICAL CAMPAIGN MATERIALS DISTRIBUTED

Program partner Berkeley Youth Alternatives identified a need in the local community for Spanish campaign materials and youth participants helped to inform distribution spots.

**Tú nunca eres una molestia.**

Ya sea que estés pasando un momento difícil, una crisis o simplemente necesitas un consejo. Estar un mensaje de texto pueden ayudarte a decir "por qué" para seguir adelante.

Y quieren que sepas que nunca eres una molestia.



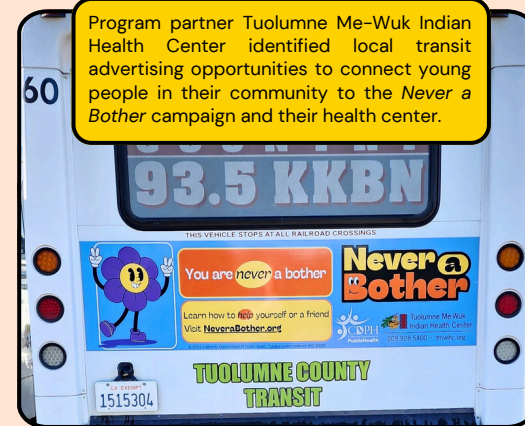
Mejoramos juntos. Consegue ayuda para un amigo en NeveraBot.

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LEARN MORE ABOUT CBO CAMPAIGN EFFORTS



Campus-wide suicide prevention event at Palomar College, hosted by program partner True Care's youth participants. [Learn more >>](#)



Program partner Tuolumne Me-Wuk Indian Health Center identified local transit advertising opportunities to connect young people in their community to the *Never a Bother* campaign and their health center.

**2,629**

ACTIVITIES PROVIDED TO...

**70,692**

INTERACTIONS WITH YOUTH

**"THIS PROGRAM GAVE MY LIFE A PURPOSE."**

- Good Seed Community Development Corporation youth participant  
Los Angeles County



Program partner Indian Health Center of Santa Clara Valley created a social media campaign to uplift *Never a Bother*, with their own messaging "Culture is Prevention."

Tell a friend you're glad they're here.

Culture Is Prevention.

Most frequently offered activities:

**894**

SOCIAL-EMOTIONAL LEARNING PROGRAMS

**531**

COMMUNITY AWARENESS & OUTREACH ACTIVITIES

**332**

PROGRAM YOUTH ADVISORY BOARDS & LEADERSHIP TEAMS





# BEHIND THE SCENES

## Supporting Our Partners

**“I’VE BECOME MORE AWARE OF HOW IMPORTANT IT IS TO TAKE CARE OF MY MENTAL HEALTH.”**

- Orange County Asian and Pacific Islander Community Alliance youth participant

### WEBINARS AND TECHNICAL ASSISTANCE

**19** Webinars and technical assistance sessions held in late 2023 through early 2025, creating forums for topics including:

SUPPORT FOR 2S/LGBTQ+ YOUTH

RESPONDING AND POSTVENTION AFTER A SUICIDE LOSS

STORYTELLING, ETHICS AND ACCESSIBILITY

**15** Partner visits — focused on capacity building, technical assistance, strategic consulting and program development — to CBO partners across the state.

Program partners at the 2024 partner convening. [Learn more >>](#)



## 136 CBO AND YOUTH ATTENDEES AT 2ND ANNUAL PARTNER CONVENING & SUMMIT

Hosted in Sacramento, this event provided opportunities for youth and their adult leaders to learn, share and co-create together through interactive workshops and activities. Participants built leadership skills, learned strategies for messaging and storytelling, and explored practices to support mental health and overall wellness. Additional learning objectives that partners walked away with included:

HANDS-ON EXPLORATION OF YOUTH MENTAL HEALTH MESSAGING

INCREASED LEARNING AROUND DIVERSE COMMUNITIES THROUGHOUT CA

EXPOSURE TO IMPACTFUL STORYTELLING, NETWORKING AND CO-CREATION

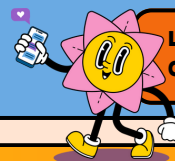


Program partners at the 2024 partner convening. [Learn more >>](#)

### LOOKING AHEAD

The Center remains deeply committed to ensuring that every Californian has the opportunity to lead a healthy life. We recognize that suicide prevention programming and the destigmatization of mental health are essential not only for saving lives, but also for nurturing and inspiring them.

As we look forward, we are particularly proud of our [Youth Suicide Prevention Program partners](#) and community messengers, whose partnership has been essential to the progress of this important work. With programming extending through June 2025, we recognize that there is still much to accomplish in the months ahead. The expertise of our community-based partners and Tribal leaders will remain vital for engaging more youth, especially those young people who are underrepresented and excluded from critical discussions and mainstream outreach and media efforts regarding mental health.



**LEARN MORE ABOUT CBO CAMPAIGN EFFORTS**