



PROGRAM SPOTLIGHT

Youth Suicide Prevention Media and Outreach Program



At [The Center at Sierra Health Foundation](#), we believe 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 that led the statewide media campaign *Never a Bother*. The campaign aimed to reduce suicide, suicide attempts and self-harm behaviors among young people.

Recognizing the need for targeted, culturally responsive and relevant support, and 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 or substance use issues, those impacted by the foster care system and 2S/LGBTQ+ youth—were 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 led 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.



S.P.E.A.K. fellows from program partner **Rainbow Pride Youth Alliance** received awards for their participation in the Directing Change Annual Film Contest, hosted by Youth Creating Change. [Learn more>>](#)



LEARN MORE ABOUT CBO CAMPAIGN EFFORTS

Program partner **OCAPICA LUNA** leaders at their LUNA closing celebration for year two of programming.





IN COMMUNITY, IN ACTION

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

96K

OF INSTAGRAM
FOLLOWERS ENGAGED

2.6M

SOCIAL MEDIA
IMPRESSIONS

5,886

MESSAGES DELIVERED VIA
RADIO, TV OR PRINT

112K

PHYSICAL CAMPAIGN
MATERIALS DISTRIBUTED

Youth participants from program partner **Rainbow Pride Youth Alliance** attended the Coachella Music Festival to spread the word about *Never a Bother*.

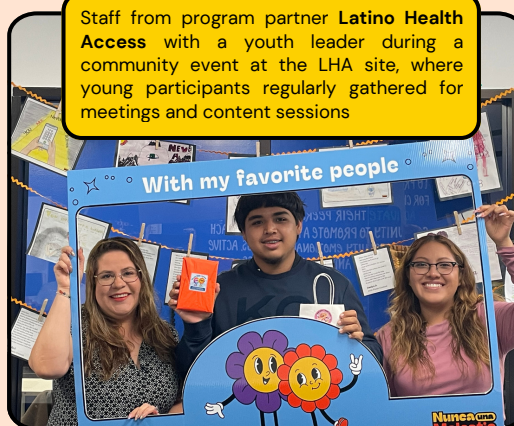


LEARN MORE ABOUT CBO
CAMPAIGN EFFORTS



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

Staff from program partner **Latino Health Access** with a youth leader during a community event at the LHA site, where young participants regularly gathered for meetings and content sessions



5,137

ACTIVITIES
PROVIDED TO...

114,651

YOUTH PARTICIPANTS

"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:

1,297

SOCIAL-EMOTIONAL
LEARNING PROGRAMS

1,708

COMMUNITY AWARENESS &
OUTREACH ACTIVITIES

576

PEER SUPPORT GROUPS

537

PROGRAM YOUTH ADVISORY
BOARDS & LEADERSHIP TEAMS





BEHIND THE SCENES

Support for our Partners

**“EVEN THE SMALLEST
ACT OF KINDNESS CAN
MAKE A BIG
DIFFERENCE IN
SOMEONE’S LIFE. LET’S
KEEP LOOKING OUT
FOR ONE ANOTHER
AND SPREADING HOPE
WHEREVER WE GO.”**

– El Sol Neighborhood
Educational Center Staff

WEBINARS AND TECHNICAL ASSISTANCE

23 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.



273 CBO AND YOUTH
ATTENDEES AT

3 PARTNER
CONVENINGS

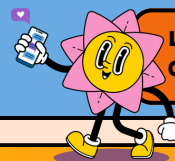
Throughout the duration of the Youth Suicide Prevention Media and Outreach Campaign Program, our team convened funded partners three times. These convenings offered valuable opportunities for partners to participate in workshops and trainings focused on innovative engagement and storytelling strategies. In addition to skill-building, partners had dedicated spaces to share insights, exchange ideas and learn from one another’s experiences. Most importantly, these gatherings fostered meaningful connections among partners, with the hope that these relationships will continue to strengthen youth-focused efforts across California well beyond the program’s conclusion.



Program partners at the 2025 partner convening. [Learn more >>](#)

CONTINUING THE MOVEMENT

Suicide prevention and the destigmatization of mental health are not only essential for saving lives—they are also vital for nurturing and inspiring them. Although formal programming concluded on June 30, 2025, the passion and commitment of our community partners did not end there. Their expertise and leadership remain crucial in reaching and uplifting youth who are often underrepresented or excluded from mainstream mental health outreach and media efforts. What began as a program has grown into a movement—one that continues to ripple across California and beyond. The message of *Never a Bother* is more relevant than ever, and we know our partners will carry it forward, reminding young people that they are seen, valued and never alone. Thank you to everyone who helped make this more than just a campaign. You helped shape a life-affirming message—one that reminds us all that when we come together, we can support and uplift those around us. We can remind them, in both words and actions, that they are **Never a Bother**.



**LEARN MORE ABOUT CBO
CAMPAIGN EFFORTS**

