

Below the Surface Leadership Program

Make a difference. | Learn new skills.



COLORADO CRISIS SERVICES

Below the Surface is an awareness campaign supported by the Colorado Department of Human Services, Office of Behavioral Health that aims to help teens connect to and get support from the Colorado Crisis Services by texting “TALK” to 38255. This text line allows anyone to text 24/7 with a trained counselor on a personal, free, confidential line. Below the Surface was created by youth for youth who feel pressured to appear as if everything is fine, but just “below the surface” struggle with feelings of isolation, stress, anxiety and depression related to studies, drugs, alcohol, and relationships. It tries to reassure young adults that it’s OK to ask for help, that no one dealing with a mental health or substance use challenge is alone, and people who care are available to help, no matter how big or small the issue.

The Below the Surface Leadership Program is a youth-driven behavioral health marketing program offering Colorado teens real-world work experience by putting them in the driver seat when it comes to customizing how Below the Surface messages are distributed in their schools and communities. The goal is to maximize the campaign’s reach in order to raise awareness of this free life-saving resource. Apply at bit.ly/COBTSLeadershipSignUp.

Who:

You. Our chosen champion.

Young Adults 16+

We are accepting passionate students in Colorado to lead the charge connecting peers to mental health support.

What:

Behavioral health marketing experience. Students will receive a certificate of completion and letter of recommendation at the end of the program.

Below the Surface Campaign

Spread the Below the Surface message raising awareness and encouraging use of the Colorado Crisis Services text line.

When:

This three-month program starts in January and requires less than one hour of your time per week.

You Decide

It’s your campaign. You decide when your audience is ready and what message will have the greatest impact.

Where:

In your school and community.

Where it Matters Most

Sometimes the people who need help are those around us who appear to be fine, but struggle with dark feelings just below the surface.

How:

Colorado Crisis Services will provide you with step-by-step guidance.

Think Critically

Research, strategize, get creative, build support, design, execute, and learn.

Why:

Youth voices matter.

Make a Difference

Authentic encouragement from peers to text with a trained counselor can make a real difference for someone struggling.

Send questions to thomas@cactusinc.com.