

# Below The Surface

---

# Background

The Below The Surface concept was derived from a small group of local Colorado youth.

These youth collectively described how fine the line is between being “okay” and “not okay.”

We believe that having a trained counselor just one text away on a personal, free, confidential line, 24/7 — can make a real difference for a struggling young person.



# Target Audiences

## Primary

Statewide Colorado youth

Coloradans ages 13-22; experiencing a behavioral health challenge or are concerned for others

## Secondary

Black Coloradans ages 13-22

Latinx Coloradans ages 13-22



## POSTERS



## INSTAGRAM



## EMAIL SIGNATURE



## WALLET CARDS



## ZOOM BACKGROUND



## PENS



## STICKERS



# Youth-to-Youth Stories and Coping Strategies



# Below the Surface Ads: COVID-19

**I SEE MY  
FRIENDS  
EVERY DAY**

but online just isn't enough.

Text **TALK** to **38255**

a personal, confidential  
text support line

**I'M EXCITED  
FOR MY  
FUTURE**

but I'm afraid I'll never  
get there.

Text **TALK** to **38255**

a personal, confidential  
text support line



---

# Below the Surface Ads: BIPOC Populations

**I'M HOPEFUL  
THINGS ARE  
CHANGING**

somewhere, because they  
aren't here.

Text **TALK** to **38255**

a personal, confidential  
text support line

**I CAN DO  
IT ALONE**

because I don't see  
another option.

Text **TALK** to **38255**

a personal, confidential  
text support line



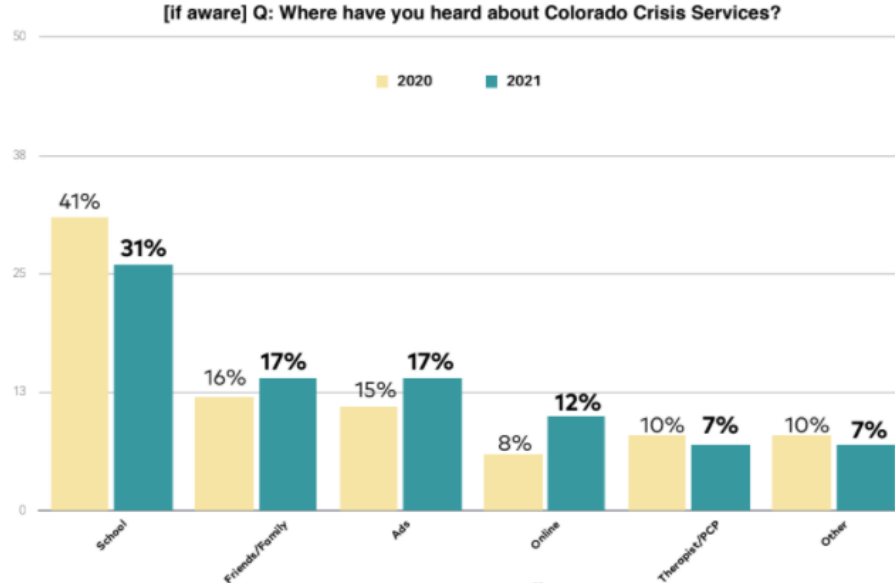
# Grassroots Tactics Drive Awareness

CCS Youth Awareness Study (fielded March 2021)



Q: Have you ever heard of or are you aware of Colorado Crisis Services?

Of the youth participants who were aware of CCS, 31% of them indicated that school was the source of their awareness, followed by friends and family (17%) and advertisements (17%).

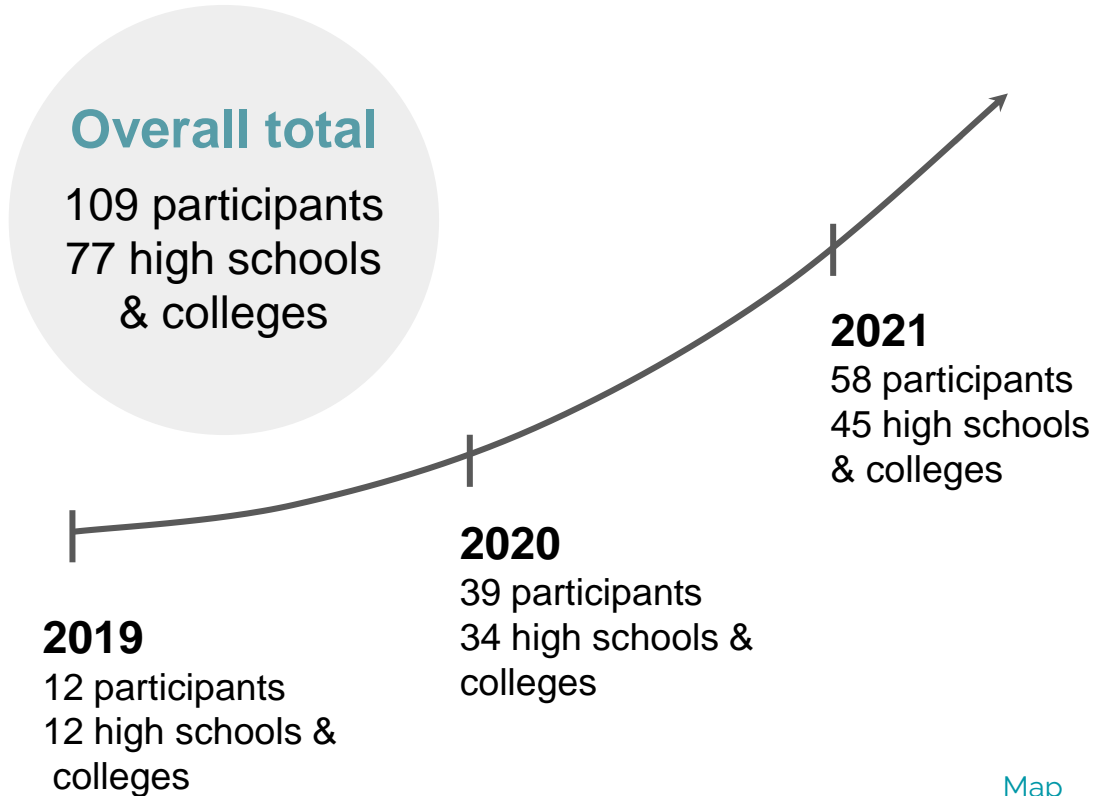




# Youth Leadership Program



# Leadership Program Continues to Grow



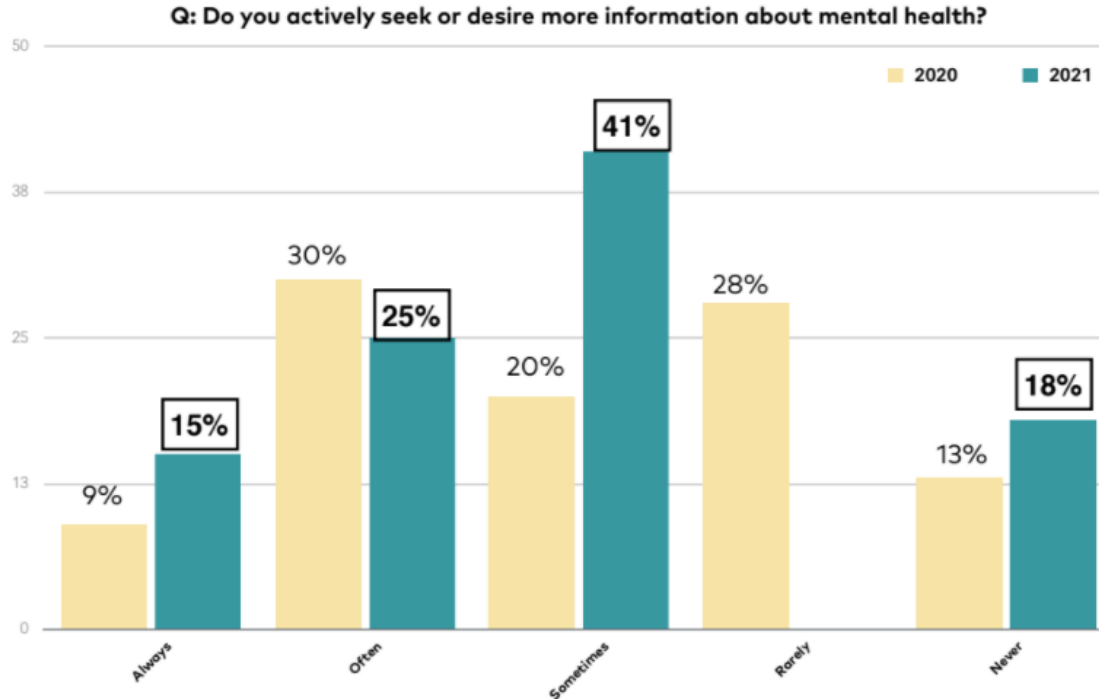
## 2021 Participants

- 78% Female  
22% Male
- 21% LGBTQIA+  
72% Straight/Heterosexual  
7% Unknown
- 10% Asian  
5% Black or African American  
26% Hispanic, Latinx, or Spanish  
5% Multiracial  
53% White (Non-Hispanic)

[Map](#)

# Youth Want Information

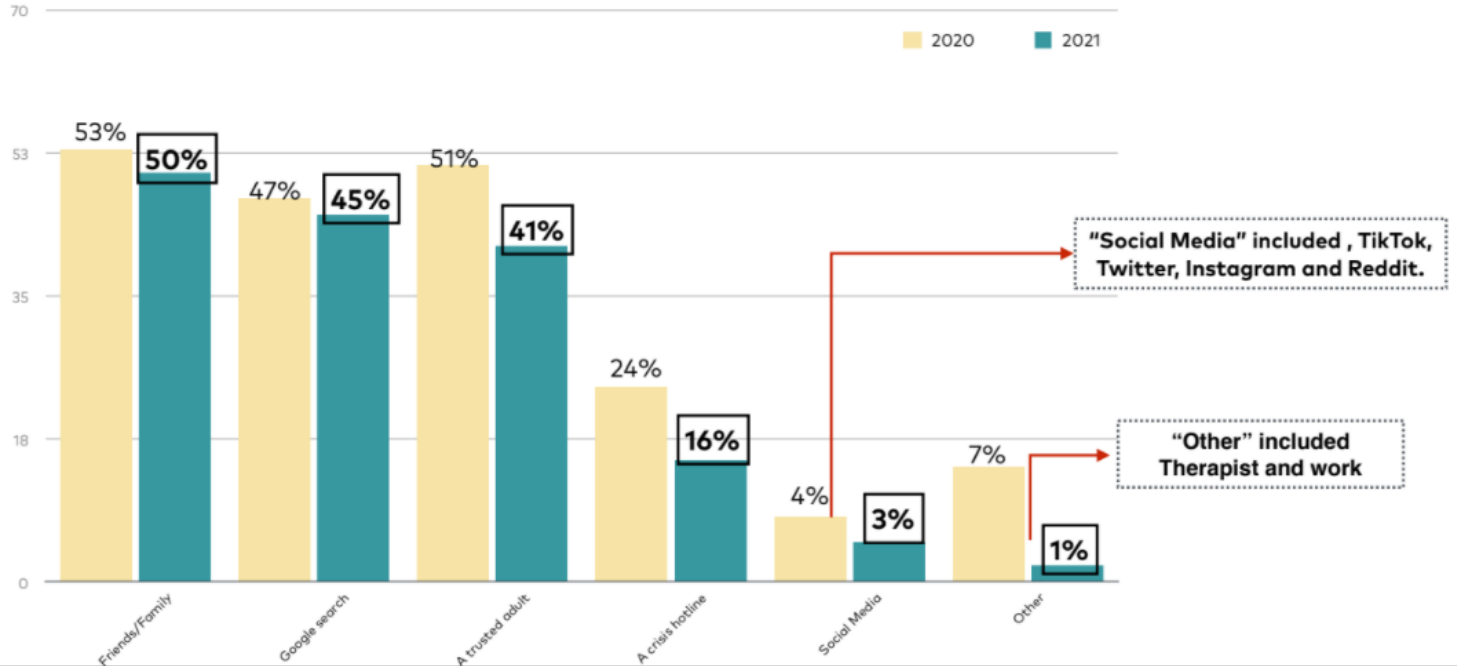
In 2021, we measured how often youth are seeking information about mental health and found that a majority of Colorado youth are actively seeking information. 40% indicated 'Often' or 'Always' and 41% indicated 'Sometimes.'



# Their Information Sources

While our youth participants are still consulting friends and family during a crisis, they are primarily going to them for more information, while also utilizing online resources surpassed trusted adults.

Q: Where would you go to learn more about mental health?





# Contact

Maria Livingston, Communications Manager  
[maria.livingston@state.co.us](mailto:maria.livingston@state.co.us)

Website: <https://BelowtheSurfaceCO.com/>

Below the Surface Youth Toolkit:  
<https://coloradocrisisservices.org/toolkit/youth-campaign/>

For immediate support:  
Call 1.844.493.8255 or text TALK to 38255.