

Email & Newsletter Promotion

Sample content that you can use for emails, newsletters, or updates on your school website.

Here are a few tips for getting the word out:

- Request that the principal or school counselor send an email to emphasize the priority of using the simulation.
- Tie the program into key initiatives already in place at the school or district level such as school climate, connectedness, and safety.
- Give teachers and staff dedicated time to take the simulation. For example, set aside 30-45 minutes of PD time or shorten a scheduled staff meeting.
- Emphasize the program's relationship to specific school or district goals and outcomes.

From: Principal/Counselor **To:** Teachers/Staff
Subject: New PD Resource: Coping with Loss at School

Dear {Name},

It is difficult to think about losing a student or staff member in our school. But the likelihood is that at some point, an unexpected tragedy will impact our community. A sudden death, whether by suicide or another cause, is devastating and painful for our families, students, and colleagues. How we respond as a {school/district} is critically important. Working together can make all of the difference in our ability to bounce back, support students and colleagues who need extra help during a difficult time, and restore our focus on growth and learning.

{School or District Name} is working towards implementing a proactive response plan for when a death occurs, including preparing all of our teachers and staff on how to communicate and adjust expectations for students and colleagues. To achieve this goal, I strongly encourage you to participate in an interactive online training. Kognito's **Resilient Together: Coping with Loss at School** is focused on fundamentals of crisis response, including suicide postvention which can prevent more deaths by suicide from occurring. This training also features best practices for how to talk with students and colleagues experiencing grief, and learning when and how to make a referral to {our counseling services}.

{Add paragraph with details on PD time or designated time that will be set aside to complete the simulation}

About **Resilient Together: Coping with Loss at School**

- Available online 24/7, completed in as little as 40 minutes
- Includes role-play conversations with students and colleagues impacted by a loss:
 - Learn how to effectively support students by spotting signs of distress, affirming and normalizing their emotions, and connecting them with support, if needed
 - Help identify signs of compassion fatigue in colleagues and advocate for their self-care and support
- Learn best practices for communication and adjusting expectations for students, as well as extra considerations for postvention when dealing with a death by suicide

Please click the following link to open an account and take the simulation: {link and access instructions}

Our goal is 100% participation. If you have any questions about the simulation or how to refer students for counseling support, please don't hesitate to contact me or {Counselor Name if applicable} at {name@email.edu}.

Sincerely,
{Signature}