

Email & Newsletter Promotions

Below is sample content you can use for emails, newsletters, or posts on your school website. Here are a few tips:

- Request that the principal or school counselor send an email to help emphasize the priority of using the *At-Risk* simulations at your school or institution.
- Send the emails multiple times during the school year to remind learners to take the simulations.
- Modify the **highlighted** text to fit your needs. Please customize the language as you see fit.

Email: Principal to Teacher

Subject: New PD Resource for Supporting Mental Health at School

Dear **[name]**:

Today's students face increasing pressures that can lead to emotional distress, depression, anxiety, and even thoughts of suicide. As educators, we can take small steps to make a big difference.

[SPONSOR ORGANIZATION] has adopted the Kognito **[NAME OF PRODUCT]**, an online role-play simulation to help us learn to recognize the signs of distress, use conversations to approach a student and discuss our concerns, and, if necessary, refer parents/students to the appropriate resources.

The simulations let you practice these challenging conversations at your own pace through role-play with emotionally-responsive virtual students. The simulations are being made available at no-cost.

About *At-Risk* for **[HIGH/MIDDLE/ELEMENTARY]** School Educators

- Learn to recognize signs of psychological distress and connect students to support services
- 45–60 minute course/s that can be completed in multiple sittings, and at your own pace
- Role-play conversations with virtual students **[if promoting *At-Risk* for Elementary School] and virtual parents**
- Created in collaboration with school and mental health experts and educators
- **National Registry of Evidence-based Programs and Practices (NREPP)—High School version is listed; Middle and Elementary versions have been accepted for review**

Please click the following link to open an account and take the simulation: **[Insert Link]**

Please join us in this **[state/district/schoolwide]** effort to enhance the safety net for youth by ensuring that all of our **[HIGH/MIDDLE/ELEMENTARY SCHOOL]** educators and staff take advantage of this important learning opportunity.

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By increasing the number of “trusted adults” able and ready to connect with students, we increase the chances of intervening with youth who may be struggling due to the stresses of bullying, challenges at home, or emerging signs of psychological distress.

If you have any questions, please don’t hesitate to contact me or [counselor if applicable] at [xx@xx.edu].

Sincerely,

[Signature/ideally the principal or superintendent]

Newsletter or Website: Suggested language for Schools or Community Organizations about At-Risk Simulations

TAKE THE ONLINE ROLE-PLAY SIMULATION AND HELP CHANGE LIVES

Teachers and staff are in the ideal position to recognize when students’ behavior, or changes in behavior, may be signals of distress. Kognito’s [SIMULATION NAME] is a research-proven online simulation that includes role-play with emotionally-responsive virtual students being made available at no cost by [SPONSOR ORGANIZATION].

About *At-Risk* for [HIGH/MIDDLE/ELEMENTARY] School Educators

- Available online 24/7 and can be completed in multiple sittings, and at your own pace
- Learn to recognize signs of psychological distress and connect students to support services
- Role-play conversations with virtual students [if promoting At-Risk for Elementary School] and a virtual parent
- Created in collaboration with school and mental health experts and educators
- National Registry of Evidence-based Programs and Practices (NREPP)—High School version is listed; Middle and Elementary versions have been accepted for review

Help make this training available to your local [HIGH/MIDDLE/ELEMENTARY] school. To learn more about the training and to participate, please go to [INSERT URL].