

## SPREAD THE WORD

# Email & Newsletter Promotions

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

- Request that the Chancellor, Provost, Dean, or Vice President of Student Affairs send an email to help emphasize the priority of using the *At-Risk* simulations on your campus.
- Send the emails multiple times, such as at the beginning of a semester, during midterms, and during finals.
- Modify the **highlighted** text to fit your needs. Please customize the language as you see fit.

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### ***Email: Faculty & Staff***

**Subject:** Are you worried about one of our students?

Dear Colleague:

Students today face increasing pressures that can lead to emotional distress, depression, anxiety, substance abuse, and even thoughts of suicide. As faculty and staff, we can take small steps that make a big difference.

**[SPONSOR ORGANIZATION]** has adopted an online conversation simulation, *At-Risk for Faculty & Staff*, to help us learn to notice signs of distress, use techniques to discuss our concerns, and, if necessary, refer students to appropriate resources.

*At-Risk for Faculty & Staff* lets you practice these challenging conversations at your own pace through role-play with virtual students. In a national study of effectiveness, this simulation has been shown to increase the number of student referrals to counseling. It is also listed in the Suicide Prevention Resource Center's Best Practices Registry and under review for inclusion in the National Registry of Evidence-based Programs and Practices.

**Open an account [insert url link]** to take the simulation. It can be completed in multiple sittings and your progress will be saved.

Please be sure to complete the simulation by **[date]**.

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

Sincerely,  
**[Signature]**

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### **Email: Students**

**Subject:** Are you worried about a friend or classmate?

Dear Student:

College can be stressful at times, but have you ever been truly concerned for a friend? Would you feel comfortable expressing your concerns and motivating your friend to get help? It can be difficult to deal with these kinds of issues, but an effective conversation can help more than you think—it can help change someone’s life.

At **[INSTITUTION]** we want to make sure that we can all recognize signs of distress and know what to say if a friend needs help. *At-Risk for Students* is an online simulation that lets you practice conversations with a virtual student, so you’ll know what to say in real life. You’ll learn how to determine when a friend needs help, how to talk with a friend who you’re worried about, and where you and your friend can turn to for help.

To complete the simulation, follow the instructions below:

- Go to **[YOUR SIMULATION HOME PAGE]**
- Create a New Account
- Use Enrollment Key: **[YOUR ENROLLMENT KEY]**
- Follow the on-screen instructions
- Choose your simulation and click “LAUNCH”

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

Thank you,  
**[Name] [Title]**

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### **Newsletter or Website: Suggested language to promote availability of At-Risk on Campus**

CONVERSATIONS CAN CHANGE LIVES

Have you ever been worried about a student or friend on campus? Faculty, staff, and students are in an ideal position to recognize when someone is struggling emotionally and may need help. **[SIMULATION NAME]** is an online simulation that lets you practice conversations with a virtual student, so you’ll know what to say in real life. **[SPONSOR ORGANIZATION]** is making this program available to **[SPONSOR LEARNERS]** to help create a safer and more supportive campus. To access this free resource, visit **[URL of counseling center page]** or contact **[program champion]** at **[xx@xx.edu]** for more information.