

DCIU Interconnected MTSS Framework February 2024 Awareness Campaign

Mental Health Literacy: The Vital Role of School Counselors

Social Media Resources

Below are sample social media posts around February's first awareness campaign of Mental Health Literacy, with a focus on recognizing the important work of school counselors around student mental health and wellness. School counselors work to maximize student success, promoting access and equity for all students. As vital members of the school leadership team, school counselors create a school culture of success for all. During School Counseling Week, February 5-9, 2024, it is important that we take the time to focus attention on the contributions of school counselors within our schools.

This campaign includes a PSA in addition to social media posts about the school counselors, and they can help students achieve school success and plan for a career. The YouTube link for the PSA is included below. DCIU will be posting this information across its social media platforms and is pleased to share this material with districts so that they may do the same.

Post #1: PSA



Every day, in schools across our nation, a special group of professionals works tirelessly to guide, support, and inspire our students. They are our school counselors, and during National School Counseling Week (Feb. 5-9), we celebrate their dedication, commitment, and invaluable contribution to shaping a positive and mentally healthy educational journey for all students.

https://youtu.be/ayik_DFnC9c.

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Post #2:



This week, we honor the dedicated professionals who play a crucial role in our schools. School counselors are the guiding stars in our educational system - always there to support, inspire, and lead our students toward brighter futures. Their tireless work in guiding academic paths, providing emotional support, and building safe and inclusive environments deserves our utmost appreciation. So, let's take a moment to thank the school counselors in our community. Their impact extends far beyond the classroom walls, shaping the lives of our young learners.

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Post #3





In our schools, mental health is just as crucial as academic success, and school counselors are at the forefront of addressing this. They provide a safe space for students to express their concerns, helping them tackle challenges ranging from academic pressures to personal issues. Counselors are trained to identify signs of distress, provide emotional support, and refer students to additional resources when needed. Their presence in schools contributes to a healthier, more supportive learning environment. Thank a school counselor today.

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Newsletter Blurbs

DCIU is also pleased to provide these newsletter blurbs around the theme of mental health with an emphasis on the important work of school counselors around student mental health and wellness, to be used in communications to your communities, whether through email, newsletters, blogs, or other channels.

For Families and Community:

Guiding Stars: Celebrating the Vital Role of School Counselors

This week, we take a moment to shine a spotlight on the heart and soul of our school community - our dedicated school counselors!

Every day, our counselors work tirelessly to support, guide, and inspire our students. They are the unsung heroes who help navigate the complexities of school life, from academic challenges to personal growth.

Students, remember that your school counselor is here for you. Whether it's planning for your future, discussing academic concerns, or just needing someone to talk to, they are always ready to listen and help.

Families, please know that our counselors play a crucial role in creating a safe and nurturing environment for your children. They are partners in your child's educational journey, providing invaluable resources and support for both academic and emotional well-being.

Let's take a moment to thank our counselors (during National School Counselors Week -- Feb. 5-9 -- and beyond) for their compassion, dedication, and the positive impact they make every day. Feel free to drop them a thank you note, an email, or just a smile to show your appreciation.

Together, let's celebrate the wonderful work our school counselors do in building brighter futures!

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For Educators:

Guiding Stars: Celebrating the Vital Role of School Counselors

As we navigate through the complexities of modern education, the significance of school counselors in fostering student mental health becomes increasingly clear. These unsung heroes play a pivotal role in our schools, offering a beacon of support and guidance.

Mental health is just as crucial as academic success, and school counselors are at the forefront of addressing this. They provide a safe space for students to express their concerns, helping them tackle challenges ranging from academic pressures to personal issues.

Counselors are trained to identify signs of distress, provide emotional support, and refer students to additional resources when needed. Their presence in schools contributes to a healthier, more supportive learning environment.

By listening, understanding, and advising, school counselors empower our students to thrive both emotionally and academically. Their impact extends beyond the school walls, fostering resilience and well-being in our future generations.

Let's take a moment to appreciate and support the incredible work of school counselors. Their contribution is invaluable in shaping a positive and mentally healthy educational journey for all students.

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Resources

- <https://www.schoolcounselor.org/Events-Professional-Development/Events/National-School-Counseling-Week>
- <https://www.counseling.org/knowledge-center/mental-health-resources/national-school-counseling-week>
- <https://www.schoolcounselor.org/getmedia/ee8b2e1b-d021-4575-982c-c84402cb2cd2/Role-Statement.pdf>