



## **Talking Child Mental Health in Tennessee**

### ***Sample Tweets***

*These tweets illustrate how communicators might incorporate the recommended Values of Human Potential, and Ingenuity as well as the Explanatory Metaphors of Levelness, Brain Architecture, Toxic Stress, and Resilience Scale into an organizational Twitter feed. Most assume that an organization is sharing interesting, useful, or new information about child mental health initiatives or highlighting good examples of programs whose work exemplifies the System of Care philosophy and values, for example linguistic and cultural competence. Treating tweets as “headlines” that lure a reader to click on the link is a good way to drive readers to content, and infusing tested frame elements into these headlines establishes the lens through which readers will view what they read when they get there. (Note that the links here are not live – they are placeholders for content that organizations want to share.)*

Children’s mental health is like the levelness of a table – it can't level itself. How does a System of Care support? <http://sample link>

Children’s mental health is like a table – it needs a level floor to stand on. TCCY working to create for all TN’s kids <http://sample link>

Kids’ mental health like levelness of a table – doesn’t function if it is wobbly. Learn about catching little wobbles early <http://sample link>

Children’s brains are built! Learn how a System of Care provides a strong foundation for promoting mental health <http://sample link>

Early brain dev’t like a game of tennis or ping-pong: back-and-forth interaction the essence of the game. Read more here <http://samplelink>

And then follow ups:

Ed reforms like low child-teacher ratios allow for lots of good serve- and-return interactions for TN kids’ healthy dev’t

Innovative parental leave policies allow for lots of good serve- and-return interactions for TN kids' healthy dev't

Access to appropriate mental health supports allow for lots of good serve- and-return interactions for TN kids' healthy dev't

JustCare's motto is "b/c no one does it alone." Learn more about a coordinated approach to supporting child dev't & well-being. <http://samplelink>

3/18/15 is Mental Health Day on the Hill. Spnsrd by TN Coalition for Mental Health & Substance Abuse Svcs. Get involved: <http://sample link>

When we ensure healthy development of the next generation, they pay that back through productivity & responsible citizenship. <http://sample link>

The System of Care philosophy is informed by linguistic and cultural competence. Read more about why important <http://sample link>

Child Mental Health Awareness Day is May 7<sup>th</sup> 2015. Theme: inspiring resilience, creating hope – read research about resilience scale <http://sample link>