

California Department of Public Health Social Media Messaging:

Trauma Awareness Toolkit

Instagram Carousel: Mental Health Check

Graphics



Suggested Copy:

May is Trauma Awareness month and there's no doubt this pandemic has been hard on almost everyone.

There is no one-size-fits-all approach to healing, but the first step is acknowledging your feelings and checking-in with yourself. #IAmTraumaAware

Instagram Carousel: Day Reflection Graphics



Suggested Copy:

Healing doesn't happen overnight. It's important to check in with yourself and take note of not only your challenges, but also the things that are going right. It's not always easy, but don't get discouraged if some days are harder than others – be patient, present, and try shifting your perspective to one of gratitude.

Now, how was your day? #IAmTraumaAware

Affirmations

Graphic:



Suggested Copy:

Are you treating yourself like someone you love? Being tender and kind to yourself isn't a sign of weakness - it builds strength and resilience. #IAmTraumaAware

Graphic:

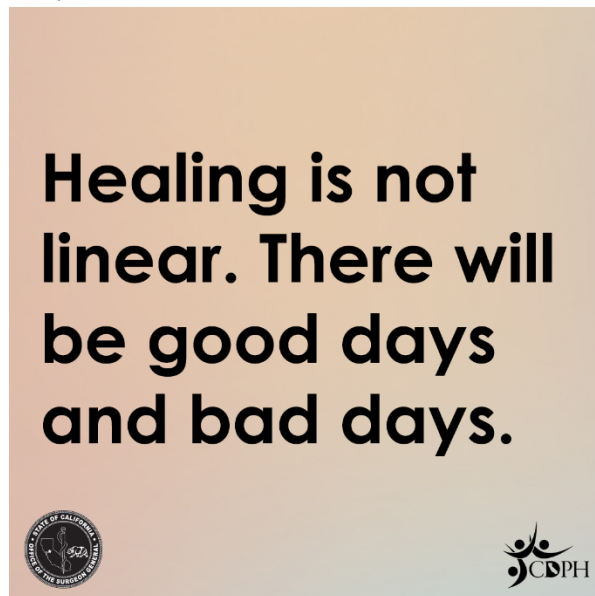


Suggested Copy:

Think of your best friend. When you look at them do you remember their worst moment?
Probably not.

Transition into becoming your own best friend and cheerleader. #IAmTraumaAware

Graphic:



Suggested Copy:

Uncertainty is hard to handle. Sometimes things are beyond our control. Make time for self-care, work to reduce self-criticism and guilt. #IAmTraumaAware

Graphic:



Suggested Copy:

We're all doing the best we can. Emotions may be unpredictable from moment to moment, but work through those thoughts with compassion and kindness - like you would for someone you love. #IAmTraumaAware

Graphic:



Suggested Copy:

Self-care isn't selfish. Sometimes saying "no" is self-care. #IAmTraumaAware.

Graphic:



Suggested Copy:

You never know what someone is going through. We all have battles we're fighting. A little kindness can go a long way for someone in need. #IAmTraumaAware

Graphic:



Suggested Copy:

During #TraumaAwarenessMonth, the recommendations in @OSG_CA's Playbook for Stress Relief are incredibly relevant. Check it out, and remember, self-care is NOT selfish.

<https://bit.ly/3dXcK7W>

#IAmTraumaAware

Q&A

Graphic:



Suggested Copy:

It's great that you check in with others, but you matter, too. Check in and ask yourself, "How am I doing today?" #IAmTraumaAware

Graphic:



Suggested Copy:

Gratitude has been shown to have health benefits. Ask yourself today, "What am I grateful for?" #IAmTraumaAware

Graphic:



Suggested Copy:

Taking a walk and talking to a trusted friend or mental health advisor are positive ways to manage feelings when triggered. What are ways you manage your triggers? #IAmTraumaAware

Graphics:



Suggested Copy:

By knowing what grounds you, you can use these strategies to help cope with trauma and stress when it presents itself. #IAmTraumaAware

Graphic:



Suggested Copy:

On the hardest days, showing yourself some love is exactly what you need. Think about how you can show up for yourself today. #IAmTraumaAware

Graphic:



Suggested Copy:

Why is it sometimes easier to show more love and compassion to others than to ourselves? Take some time to give yourself compassion. #IAmTraumaAware

#IAmTraumaAware

Graphics:

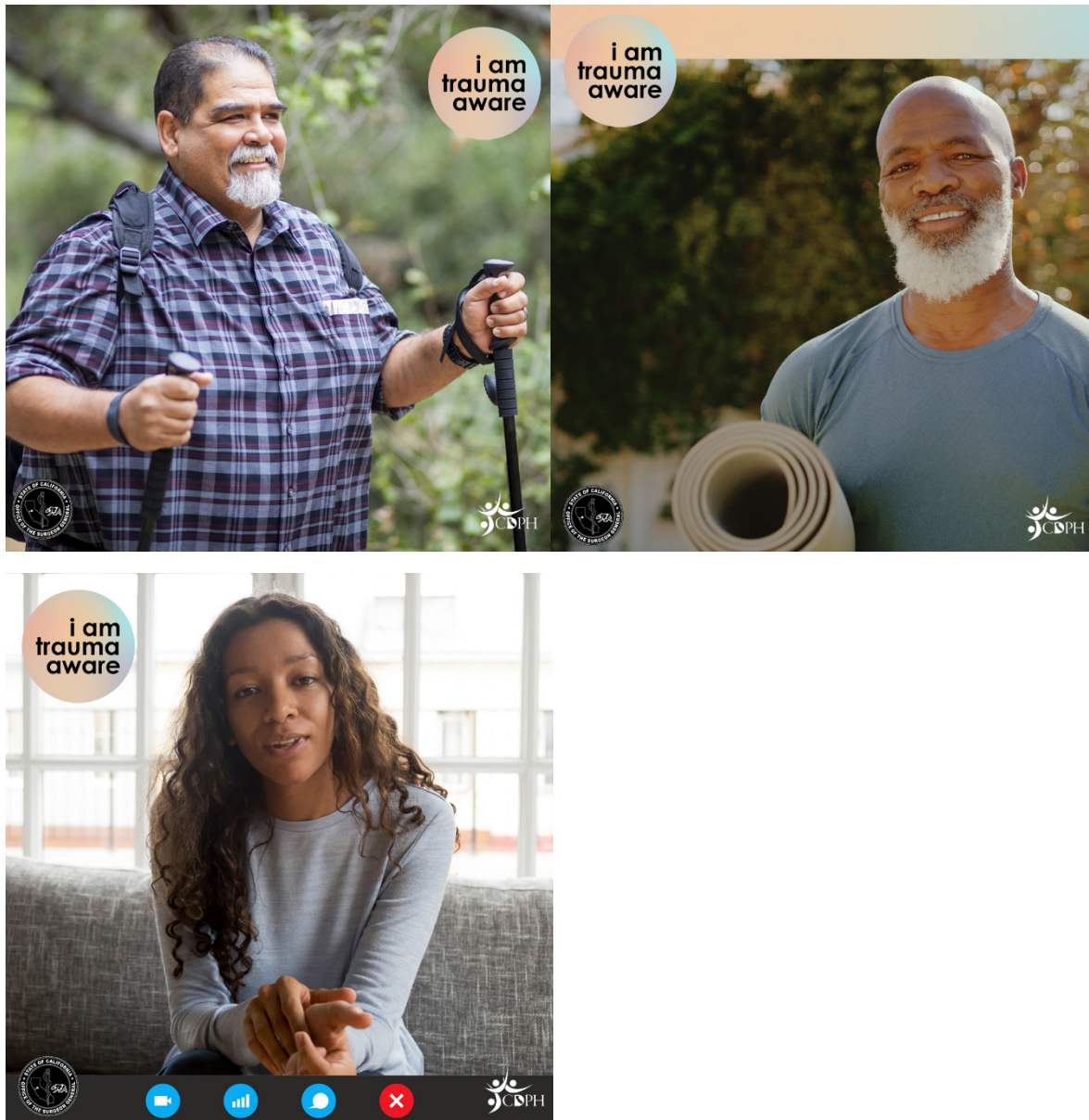


Suggested Copy:

Mindfulness and meditation can benefit both our bodies and minds. Studies have shown that these techniques can relieve stress, improve focus and cognitive flexibility, lower blood pressure, reduce chronic pain, improve sleep, and alleviate gastrointestinal difficulties. How do you integrate mindfulness techniques into your day?

#IAmTraumaAware

Graphic:



Suggested Copy:

If you feel comfortable, we ask you to share your story of healing and resilience with someone you trust or by using the hashtag #IAmTraumaAware.

It's not only empowering for you, but you may also help someone on their healing journey.

Graphics:



Suggested Copy:

This pandemic has brought about additional trauma for Californians young and old. There is no one-size-fits-all approach to healing when you've experienced trauma. For some, it helps to share your story of healing and resilience.

If you feel comfortable, we ask you to share your story using the hashtag #IAmTraumaAware. You never know who you may bring healing with your story.