**Online Here 4 U Peer Support Sessions (2/8 – 2/12) – Communications Toolkit**

Dear National School Board Members

I hope 2021 is off to a great start and you’re staying safe and healthy.

COVID-19 continues to test young adults, making them feel emotionally drained and overwhelmed. We want them to know they’re not alone, especially leading up to Valentine’s Day – a day that celebrates love and connection. However, young adults may not be feeling all that connected to their loved ones right now. We want them to know it’s okay if they feel this way and want to provide them with support.

To help them navigate through this challenging time, **we’re inviting young adults aged 18-24 to join a free,** [***Here 4 U***](https://www.aetna.com/individuals-families/member-rights-resources/covid19/time-for-care/here4u.html) **online peer support session between February 8-12, 2021.** Young adults are welcome to invite one of their friends or loved ones between the ages of 18-24 to join as well.

And because our African-American young adults are experiencing an even greater set of challenges, given the systemic racism and injustice that continues to threaten our country, we’re offering some of these conversations exclusively for them.

We want to reach other vulnerable populations, too, and will provide a few sessions specifically for young adults from the LGBTQ+ community, including a special session on February 11, 2pm-3pm ET, featuring an expert from The Trevor Project, the world’s largest suicide prevention and crisis intervention organization for LGBTQ+ youth.

[**Here 4 U**](https://www.aetna.com/individuals-families/member-rights-resources/covid19/time-for-care/here4u.html) is a program that builds on the success and momentum of our [**Time for Care**](http://www.aetna.com/timeforcare)initiative which provides much needed mental health resources and education to young adults. Here 4 U also encourages young adults to seek the mental health support they need in order to understand and cope with depression, stress, anxiety, isolation, and suicidal ideation.

**Please help us in inviting young adults aged 18-24 to attend a Here 4 U peer support session by sharing this information with your community. To help you in these efforts, we’ve provided the following communications assets:**

* Email communication (also suitable for a newsletter) to your community
* Suggested posts for your social media channels

We appreciate your help in raising visibility of the online Here 4 Upeer support sessions. If you need additional information or have questions, please don’t hesitate to reach out.

Kindest Regards,

Kristen Hutter

Public Sector & Labor, COE

1. **SUGGESTED COPY FOR AN EMAIL (OR NEWSLETTER)**

To: Young adults (18-24 years old)

Subject: Sign up for a free, online Here 4 Upeer support session (2/8-2/12)

Hello,

Young adults experienced a year unlike any other in 2020. And as we begin a new year, the pandemic continues to disrupt their daily lives – making them feel emotionally drained and overwhelmed.

We want them to know they’re not alone, especially leading up to Valentine’s Day – a day that celebrates love and connection. However, young adults may not be feeling all that connected to their loved ones right now. We want them to know it’s okay if they feel this way.

To help them navigate through this challenging time, **CVS Health is inviting young adults aged 18-24 to** [***join a free Here 4 U online peer support session***](https://www.aetna.com/individuals-families/member-rights-resources/covid19/time-for-care/here4u.html) **between February 8-12, 2021.** Young adults are welcome to invite one of their friends or loved ones between the ages of 18-24 to join, too.

And because our African-American young adults are experiencing an even greater set of challenges, given the systemic racism and injustice that continues to threaten our country, we’re offering some of these conversations exclusively for them.

We want to reach other vulnerable populations, too, and will provide a few sessions specifically for young adults from the LGBTQ+ community, including a special session on February 11, 2pm – 3pm ET, featuring an expert from The Trevor Project, the world’s largest suicide prevention and crisis intervention organization for LGBTQ+ youth.

If you or someone you know is between 18 and 24 years old, you can register for a session by choosing one of the times below. Spots are available on a first come, first served basis so please register as soon as possible if you’re interested.

**Here 4 U** is part of CVS Health’s broader [**Time for Care**](http://www.aetna.com/timeforcare)initiative. It encourages young adults aged 18-24 to seek the mental health support they need in order to understand and cope with depression, stress, anxiety, isolation, and suicidal ideation.

Please join one of these open and honest conversations that will provide a safe space to talk about how you’re feeling during these challenging times. Please [**visit this link**](https://www.aetna.com/individuals-families/member-rights-resources/covid19/time-for-care/here4u.html) to view all the sessions scheduled and to register.

Thank you,

NAME

1. **SUGGESTED COPY FOR SOCIAL MEDIA**

If you’re interested in using your organization’s social media channels to raise awareness of the online Here 4 U peer support sessions, please consider the suggested copy below and **use the hashtag #TimeForCare.**

**Suggested posting date:** The week of February 1

**LinkedIn**

Valentine’s Day is about celebrating love and connection. However, many young adults aren’t feeling very connected to their loved ones right now due to COVID-19. To help them, our partner, **CVS Health**, is hosting free, online Here 4 U peer support sessions for young adults aged 18-24 from 2/8-2/12. And because young adults from the Black community and the LGBTQ+ community experience their own unique set of challenges, we’re offering sessions exclusively for them. Please sign up for a session: [aetna.com/timeforcare](https://www.aetna.com/individuals-families/member-rights-resources/covid19/time-for-care/here4u.html). #TimeforCare

**Instagram**

Valentine’s Day will be very different this year – as many of us continue to feel disconnected from our loved ones due to COVID-19. It will be especially difficult for young adults. That’s why our partner, **CVS Health**, is hosting free, online Here 4 U peer support sessions for young adults aged 18-24 from 2/8-2/12. And because young adults from the Black community and the LGBTQ+ community experience their own unique set of challenges, we’re offering sessions exclusively for them. Please sign up for a session: [aetna.com/timeforcare](https://www.aetna.com/individuals-families/member-rights-resources/covid19/time-for-care/here4u.html). #TimeforCare

**Facebook**

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**Twitter** Many young adults aren’t feeling very connected to their loved ones due to COVID-19. To support them as Valentine’s Day nears, **@CVSHealth** is hosting free, online Here 4 U peer support sessions for young adults aged 18-24 from 2/8-2/12. Sign up here: [aetna.com/timeforcare](https://www.aetna.com/individuals-families/member-rights-resources/covid19/time-for-care/here4u.html)