



***CRUSHINGTHECURVE***

# Youth and COVID-19

by

**Edith Cabuslay, MPH**

**San Mateo County Behavioral Health and Recovery Services  
Presentation to North Fair Oaks Community Council**

# Presentation Overview

- Context for campaign
- Campaign structure
- Current messaging
- Fall 2020 planned messaging

# Context for Youth

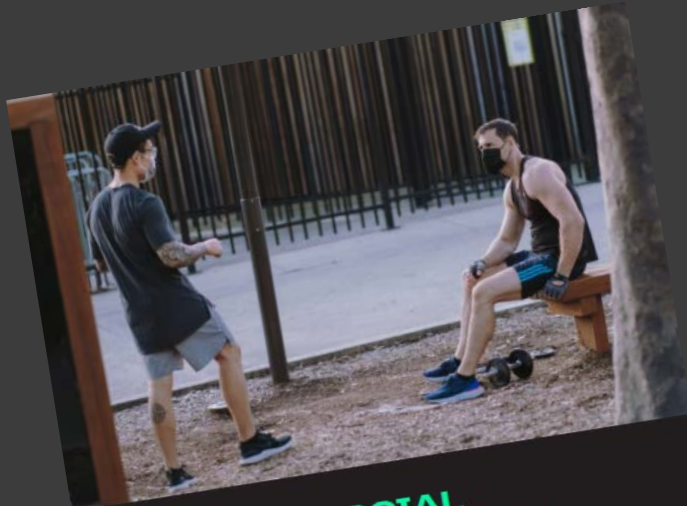
- Confusion
- Fear
- Isolation
- Disconnection

# Structure of Campaign

- Website that includes:  
COVID-19 basics, academic supports, hobbies, volunteer opportunities, nutrition blogs, physical activity opportunities, links to services
- Initial focus on Alameda, San Francisco, and San Mateo counties
- Social media messaging to drive youth and young adults to website
- Parent section

# Website

- [Crushingthecurve.me](https://crushingthecurve.me)



## IDEAS FOR SOCIAL BUBBLING ACTIVITIES

Locations: Alameda County, Marin County, San Francisco County, San Mateo County

JUNE 13, 2020

Now that you know what a social bubble is, it's worth taking some time to...

## WHAT TO DO IF YOU FEEL LIKE HURTING YOURSELF

Locations: Alameda County, Marin County, San Francisco County, San Mateo County

MAY 17, 2020



# Social Media Outreach

**#YOUGOTTHIS**

ALL YOU NEED IS LOVE (AND MAYBE A LITTLE SPACE)



Take care of your favorites by leaning in while keeping physical distance.

**LEARN MORE >>**

**#YOUGOTTHIS**

SAVE THE WORLD ONE TEXT AT A TIME.



A few kind words can change the world forever. Bring the good vibes and pay it forward.

**ONWARD >>**

**#YOUGOTTHIS**

SOME SAY HEROES ARE MADE, NOT BORN. YOUR TIME HAS ARRIVED.



Save lives by making good and simple choices.

**LEARN HOW >>**

# New Campaign Directions

- Funding from CDC Foundation and Chan Zuckerberg Initiative
- Includes Marin, Berkeley, Contra Costa, Santa Clara
- New social media and other products

# Regional Youth Council

- Two youth per jurisdiction
- Will conduct local focus groups, lead youth surveys, provide feedback on concepts and oversee campaign
- Own leadership structure
- Compensated for their time



# Fall 2020 Messaging

**CRUSHINGTHECURVE**

**STEP UP.  
MASK UP.  
CHIN UP.**

We rise up to  
protect our  
families.



**LEARN MORE »**

**CRUSHINGTHECURVE**

**OUR  
FIGHT.  
OUR  
FRIENDS.  
OUR  
FUTURE.**

We step up by  
masking up.



**LEARN MORE »**

**CRUSHINGTHECURVE**

**LET'S  
FACE IT—  
THIS IS  
OUR  
MOMENT.**

Step up.  
Mask up.  
Chin up.



**LEARN MORE »**

**CRUSHINGTHECURVE**

**DISTANCE  
WON'T  
KEEP US  
DOWN.**

We step up to  
support our  
communities.



**LEARN MORE »**

**CRUSHINGTHECURVE**



**WE RISE UP BY  
MASKING UP.**

This is our moment.

**LEARN MORE AT [CRUSHINGTHECURVE.ME](https://crushingthecurve.me)**

# Questions?

[ecabuslay@smcgov.org](mailto:ecabuslay@smcgov.org)