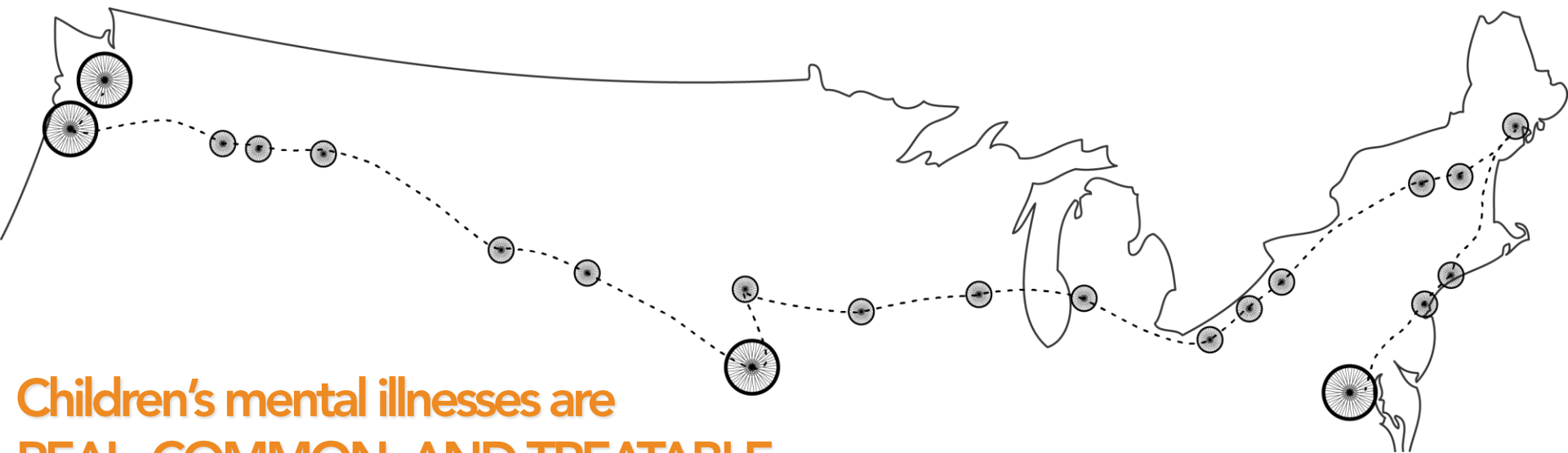




AMERICAN ACADEMY OF
CHILD & ADOLESCENT
PSYCHIATRY
WWW.AACAP.ORG

BREAK THE CYCLE

PROMOTIONAL TOOLKITS



**Children's mental illnesses are
REAL, COMMON, AND TREATABLE.**

Yet today in the United States, this vulnerable population is caught in a vicious cycle of limited access to care, delayed treatment, and worsening illnesses.



WHAT IS BREAK THE CYCLE?

An effort to raise awareness and support to:

- Fund new research initiatives
- Increase the number of child and adolescent psychiatrists
- Help ensure that children suffering in silence get the treatment they need



WHO INSPIRED THE RIDE?

- Andrés Martin, MD, MPH, a child and adolescent psychiatrist and prominent member of AACAP
- Dr. Martin is leading this cross-country bike ride from Washington state to Washington, DC, starting in the summer of 2017, to raise awareness of the challenges faced by children with mental illnesses

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1.

SOCIAL MEDIA

GET INVOLVED

- Follow @AACAP on Twitter
- Like the 'American Academy of Child & Adolescent Psychiatry' on Facebook
- Say 'you're going' to AACAP's Break the Cycle Facebook event and share the event on your page
- In any post, we recommend you include:
 - A call to action – ask your network to pledge, spread awareness, ride, plan an event, fundraise, etc.
 - A link to breakthecycle.aacap.org
 - An image – use our Visual Toolkit or relevant personal pictures
 - Break the Cycle hashtag(s) – #AACAPBtC and #WhyWeRide



FACEBOOK SAMPLES

- I just got involved with Break the Cycle, a cross-country bike ride from Washington state to Washington, DC, starting in the summer of 2017 to help raise awareness and support for children's mental health! Learn how you can get involved too at breakthecycle.aacap.org.
- Break the Cycle is raising awareness and support to not only help ensure that children suffering in silence get the treatment they deserve, but also to remove the stigma associated with children's mental illnesses. Pledge to break the cycle of children's mental illnesses today at breakthecycle.aacap.org.
- I support Break the Cycle because... Learn more and show your support today at breakthecycle.aacap.org.
- I did __ because I believe in the cause of Break the Cycle! Will you help me support children with mental illness by taking the pledge, joining the ride, or donating at breakthecycle.aacap.org? Together, we will Break the Cycle!
- Over 15 million children are caught in a cycle of limited access to mental health care, delayed treatment, and worsening illnesses. Learn how you can help Break the Cycle at breakthecycle.aacap.org.
- *Or create your own!*



TWITTER SAMPLES

- Learn about Break the Cycle, a cross-country bike ride to raise awareness for children's mental health: breakthecycle.aacap.org #AACAPBtC
- I just pledged to break the cycle of children's mental illnesses! Take the pledge at breakthecycle.aacap.org #AACAPBtC #WhyWeRide
- I support #AACAPBtC! Will you support children with mental illness by pledging, riding, or donating? Visit breakthecycle.aacap.org
- Help kids who are caught in a cycle of limited mental health care access, delayed treatment & worsening illnesses at breakthecycle.aacap.org
- *Or create your own!*



INSTAGRAM SAMPLES

- I just got involved with #AACAPBtC, a cross-country bike ride from Washington state to Washington, DC, starting in the summer of 2017 to help raise awareness and support for children's mental health! Learn how you can get involved too at breakthecycle.aacap.org.
- #AACAPBtC is raising awareness and support to not only help ensure that children suffering in silence get the treatment they deserve, but also to remove the stigma associated with children's mental illnesses. Pledge to break the cycle of children's mental illnesses today at breakthecycle.aacap.org.
- I support #AACAPBtC because... Learn more and show your support today at breakthecycle.aacap.org #WhyWeRide
- I did __ because I believe in the cause of #AACAPBtC! Will you help me support children with mental illness by taking the pledge, joining the ride, or donating at breakthecycle.aacap.org? Together, we will Break the Cycle!
- Over 15 million children are caught in a cycle of limited access to mental health care, delayed treatment, and worsening illnesses. Learn how you can help Break the Cycle at breakthecycle.aacap.org.
- *Or create your own!*



2.

EVENT PLANNING

PLAN AN EVENT

- Gather your planning team
- Choose a date, time, location, and audience
- Set goals – raising awareness and/or raising funds
 - Decide if you will raise funds via sponsors, by selling tickets, by accepting donations, or through any other method of your choice!
- Approach AACAP with questions about Break the Cycle
- Make a budget
- Determine paperwork to be completed
- Reserve the location
- Make an event schedule



PROMOTE AN EVENT

- Contact potential sponsors (optional)
- Advertise - start early!
 - Social media
 - Flyer
 - Radio, TV, newspapers
 - Contact related organizations
- Take a lot of pictures during your event to post on social media using #AACAPBtC and #WhyWeRide

WRAP UP AN EVENT

- Submit your total amount raised online at breakthecycle.aacap.org under Make a Donation
- Send check to:
AACAP, Attn: Break the Cycle
3615 Wisconsin Ave NW
Washington, DC 20016
- Send thank you letters to sponsors, donors, etc.



EXAMPLE

- Elected members of our steering committee to lead this project
- Chose a potential date, time, and local studio
- Decided to focus on raising awareness and promoting Break the Cycle
- Contacted local cycle studio, Zengo, to determine pricing and possibilities
- Confirmed date, time, and contract with Zengo
- Invited AACAP staff and local AACAP Members
- Decorated the studio in a Break the Cycle theme on the day of the event
- Provided instructor with relevant facts to share throughout the work out
 - Ex. Thank you to our participants for raising awareness and support for children's mental health!
 - Ex. Children are currently caught in a cycle of limited access to mental health care, delayed treatment, and worsening illnesses – it's time to break the cycle!
- Took plenty of pictures and shared on social media with the hashtags #AACAPBtC and #WhyWeRide



3.

MEDIA

CREATE A MEDIA LIST

- A list of journalists, reporters, bloggers, or other members of the media; their contact information; and associated outlet
- Research:
 - Local writers who cover children's mental illnesses and mental health
 - Local writers who cover bike-related stories
 - Others in your area who will be interested in your story, in relation to the topic and/or planned event
- To identify these writers, search:
 - Local newspapers (online or print)
 - Local radio stations
 - Local television stations
 - Blogs
 - Social media accounts

GIVE A MEDIA PITCH

- Contact your recently created media list and sell them on your story by answering the following questions
 - Who? You, with the support of the American Academy of Child and Adolescent Psychiatry (AACAP)
 - What? Break the Cycle - a cross-country bike ride from Washington state to Washington DC, Summer 2017, led by Andrés Martin, MD, MPH, a child and adolescent psychiatrist and prominent AACAP member, in an effort to help raise awareness and support for children's mental health
 - When? Your event's date
 - Where? Your event's location
 - Why do **YOU** ride? Share your personal story



WRITE A PRESS RELEASE

- A short article that provides background information and key facts of a story
- Used to determine whether or not reporters want to learn more and pursue a story
- See a sample on The Tools – Media page at breakthecycle.aacap.org
- Send to your recently created media list



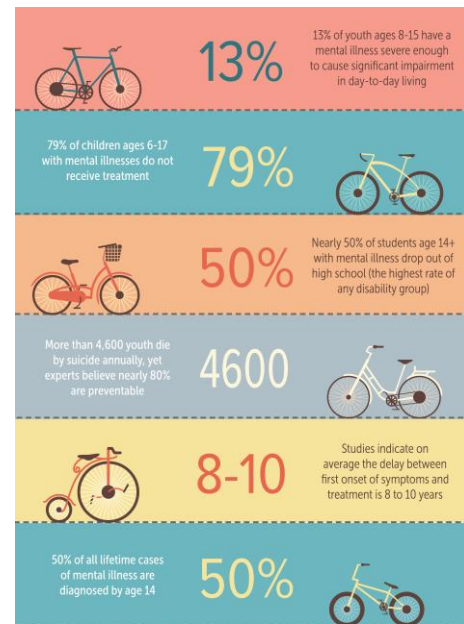
WRITE AN OP-ED

- Short for “opposite the editorial page”
- Includes your opinion or commentary on a specific topic that is current in the news
- Makes a direct appeal to your local community
- Typically published by newspapers, magazines, and the like
- See a sample on The Tools – Media page at breakthecycle.aacap.org
- Only send your op-ed to one media outlet so choose the one that will be most likely to publish your piece
- Find the op-ed requirements by checking the website of your chosen media outlet

4. VISUAL

DOWNLOAD

- Download the Break the Cycle cover photo, infographic, logo, and more at breakthecycle.aacap.org/tools
- Use these graphics to promote your event, spread awareness about Break the Cycle, and support the ride on social media
- Don't forget to use #AACAPBtC and #WhyWeRide!



JOIN US ON OUR BIKE RIDE ACROSS THE NATION AND HELP US **BREAK THE CYCLE** OF CHILDREN'S MENTAL ILLNESSES

Children's mental illnesses are real, common, and treatable. We need your support to help spread the word. Visit BREAKTHECYCLE.AACAP.ORG and take the pledge, sign up to be a rider, or make a donation.



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CONTACT

- AACAP Communications Team:
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