

## A guide to help your school be a proud supporter of the LINK program



**Goal:** To promote *The Link* program with your students continuously throughout the school year.

The following information provides simple, easy ways to increase the visibility of *The LINK* program in your school.

### Promotional Suggestions:

-  Create a LINK bulletin board or trifold display. This will help rekindle the interest of those who pass by.

This is a bulletin board that the staff or students can replicate:

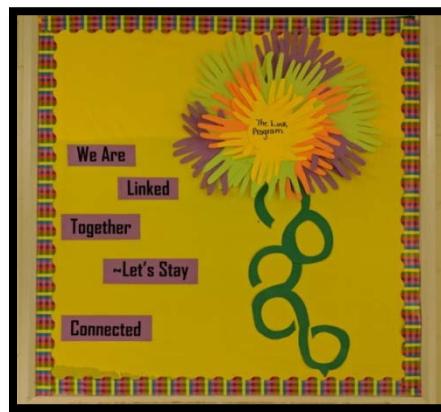


Materials needed:

- Purple, green, orange, yellow and white cardstock
- Scissors
- Yellow back drop (or other color of your choice)
- In Microsoft Word, create a title for the bulletin board. An example is: "We are all linked together ~ let's stay connected"

Steps to design your bulletin board:

1. Trace and cut out between 30-35 hands on colored paper.
2. Trace and cut the link change on colored paper.
3. Print the slogan "We Are Linked Together ~ Let's Stay Connected" on colored paper. Preferably in large print.
4. Staple yellow back drop on bulletin board and apply a border if one is available.
5. Staple hands to together to form a flower.
6. Add and staple link chain as the stem of the flower.
7. Staple slogan next to flower to complete your bulletin board.



### **Promotional Suggestions:**

- Organizing an event? Why not add *The LINK* logo?
- You can put *The LINK* stickers on bottles of water served to guest speakers.
- Are you announcing an activity during morning messages? Why not slip in a little announcement about *The LINK* or add a “Did you know that” about *The LINK*? The content of the announcements can vary, but should include: what *The LINK* program involves, how to access it, how *LINK* companions can be found, issues *The LINK* program can deal with, etc.
- Do you have *The LINK* posters displayed in your school? Try rotating them every three months or so.
- Have your committee members set up a *LINK* booth. Try setting up a booth a few times during the year in connection with another school activity or during theme days or weeks, such as Pink Shirt Day. To deliver a successful kiosk, it is important to provide an incentive for students to visit the booth. Incentives could include: prizes for student participation or a nutritious snack (see Policy 711). A good way to get students to utilize their *LINK* card is to have them bring their card to the kiosk to put their name in a draw for a prize.
- Invite students to wear yellow during school activities.
- Have *The LINK* cards available at various locations in the school, including the main office, library, and/or guidance department.
- Put up *LINK* posters in the bathrooms and/or bathroom stalls.
- Do you have a school newsletter/website? Mention *The LINK* from time to time and/or include the program’s logo.
- Mention *The LINK* as a helping resource during Diversity and Respect Week or any other theme day related to wellness.
- Ask students to present their *LINK* cards to participate in a school activity (example: dance, sporting event, etc.). This is a good way to make sure all students have their cards.



### **Promotional Suggestions:**

- During an activity, hand out *The LINK* promotional items as prizes. This increases the program's visibility and does not require any additional organizing.
- Organize a *LINK* walk to be held in connection with a theme week, such as Wellness Week.
- At the start of the school year, hold an activity where *LINK* companions introduce themselves to students in Middle (Grades 6 to 8) and High (Grades 9 to 12) schools.
- Hold a rally related to *The LINK* helping tree.
- Have a *LINK* poster contest.
- Create a *LINK* bulletin board display.
- Put your *LINK* banner in a visible location in the school. Write positive words, actions or thoughts around the banner.
- Host a *LINK* themed treasure hunt.
- Have a lunchtime photo booth display. On a white board, invite students to complete the following sentence: "For me, *The LINK* is..." or "*The LINK* is used to..." Photos can be displayed on morning video announcements, school televisions, or on a bulletin board display.
- Host a *LINK* parade.
- Hold a slogan contest; make an acrostic using the words *The LINK*.
- Make a *LINK* fortune teller with the students. Write down situations that students may experience, indicating that the solution is *The LINK*. Instructions for making a paper fortune teller:  
<http://www2.needham.k12.ma.us/nhs/cur/howto04/tg/movie.htm>



## Internet sites that may inspire you or help you to develop new activities



-  [www.programmelemaillon.com](http://www.programmelemaillon.com)
-  <https://letstalk.bell.ca/en/our-initiatives/>
-  <https://mytoolkit.ca/>
-  <http://www.jcshpositivementalhealthtoolkit.com/>
-  <https://kidshelpphone.ca/tools-and-resources? ga=2.197650927.1784269982.1529953896-421174497.1529953896>
-  <https://www.cyberaide.ca/app/en/index>

If you know of any interesting websites, please share them with your colleagues at other schools!

***\*\*Don't forget to include The LINK in your new activities\****

**Try promoting *The LINK* at the following events:**

<b>September</b>	
15	Becca Schofield Day (Random Acts of Kindness)
21	International Day of Peace
30	Orange Shirt Day (honouring survivors of the residential school system)
<b>October</b>	
1 to 7	Wellness Week
2	International Day of Non-Violence
11	International Day of the Girl
15-19	Safe Schools Week
<b>November</b>	
12-16	Provincial Diversity and Respect Week
20	National Child Day
25	International Day to End Violence Against Women
<b>December</b>	
7	Ring a Bell for Kids Mental Health
10	Human Rights Day
Mid-December	Provincial Anti-bullying Day (Blue Day)
<b>January</b>	
21	International Hugging Day
	Bell Let's Talk Day End the Stigma
<b>February</b>	
	Suicide Prevention Month
	Black History Month
27	Pink Shirt Day
<b>March</b>	
	Nutrition Month
8	International Women's Day
20	International Day of Happiness
21	Youth Day
<b>April</b>	
7	World Health Day
22	Earth Day
<b>May</b>	
Week 1	Mental Health Week
17	National Day Against Homophobia
<b>June</b>	
	End of the school year

**Suggested Morning Announcements to Promote *The LINK* program:**

- Hey are you looking for someone to talk to in the school? Did you know that LINK companions are here for you? LINK companions are teachers and support staff that will help guide and direct you to the resources you need to help solve your problem before it becomes too big. Seek support when needed. Remember we are here for you.
- Do you wonder how to find a LINK companion at our school? Look for the LINK program stickers attached to the companion's door! Don't forget to reach out when you need help, because the LINK program is here to help you.
- Did you know the LINK program can help you with a verity of issues...such as academic support, addictions, mental health, and relationships? Ask LINK companions in your school to help guide you to the right resource. Remember we are here for you.
- You might be asking yourself what is the LINK program? Well the LINK program is for students just like you. When you have a problem and are not sure how to deal with it the LINK program will help you find someone in your school to help you resolve your problem. The idea is to get help before your problem becomes too big for you to solve. Seek support when needed.
- Are you experiencing a difficult situation? **The Link Program** is there for you. With the support of a **LINK COMPANION**, you will have an opportunity to talk about your concerns and, if needed, to access support services. Seek support when needed.
- Need someone to talk to? Remember the LINK program is here for you. If your experiencing any kind of problem seek out a LINK companion. They will listen to you and guide you to the resources you need before your problem becomes too big. The LINK is here for you.