

Strength for Catoosa Community Partner Agreement



Thank you for being a part of this exciting new movement in Catoosa County. Please contact Tina Pinkston, Executive Director with LIFT Youth Center Inc, and Strength for Catoosa Project Coordinator with any questions or concerns.

***Strength for Catoosa** is a county-wide Sources of Strength wellness and suicide prevention initiative spreading messages of hope and health. Sources of Strength is a nationally renowned, strength-based, comprehensive wellness program that focuses on suicide prevention but impacts other issues such as substance abuse and violence. Our group will use this program to guide our work because we want to really change the way people engage with issues of Mental Health, wellness, and connection in their own lives, and to enact that change on a cultural and community level.*

COMMUNITY PARTNER COMMITMENT

As a Community Partner, we grant Strength for Catoosa permission to use our logo (or name) on the website (www.strengthforcatoosa.org) and across other marketing platforms (social media, t-shirts, promo material, etc.) in support of the Strength for Catoosa CONCEPT/MISSION in general. This endorsement will not be applied to specific campaigns (events, arts, educational pieces, social media, etc.) but only to Strength for Catoosa as a way to promote the eight "Sources of Strength" (Spirituality, Physical Health, Mental Health, Family Support, Positive Friends, Mentors, Healthy Activities and Generosity) throughout our County.

- We agree to be a General Community Partner in Strength for Catoosa.
- We will email the logo file to Chrissie Brown asap – chrissie@lift-ringgold.org
- We are committing to keeping in the loop with Strength for Catoosa plans as they develop, reading the monthly updates that will be emailed about progress and needs.
- We will be an advocate for promoting a "well world" in Catoosa County and will work to contribute as much as possible to that effort in general.
- We will share ideas for additional Strength for Catoosa campaigns with the Planning Team as they arise and will work to connect people to the resources shared by Strength for Catoosa.

Organization/Business: _____

Your Name & Position: _____

Email: _____ Phone: _____

Signature: _____ Date: _____

CAMPAIGN-SPECIFIC SUPPORT

As a Community Partner, we understand that we will have the **OPPORTUNITY TO OPT-INTO** the promotion and endorsement of specific Strength for Catoosa Campaigns individually. After receiving details about each campaign, we will choose if we would like to be included in that campaign's promotional materials. This will be done by completing a form limited to that campaign. The following could be involved in campaign-specific promotion:

- we could include our logo on that campaign's event pages, flyers or other specific promotional materials.
- we could agree to spread the word about the campaign on our own social media/website platforms.
- we could co-host Facebook events, share/post flyers or posters in our sphere of influence, encourage employees and others to participate, etc.
- we could donate supplies, funding or volunteers to support the campaign.

CURRENT CAMPAIGN IDEAS for each PLATFORM

This section is about campaign ideas which have already been brainstormed by our adult advisors and student peer leaders at our initial training event in the Spring of 2022, and it will expand over time. If you have ideas to add to these lists, please share them. If you have resources to offer for any of these ideas, please list those. As campaigns are being scheduled and finalized. Strength for Catoosa leadership will be in touch about specific needs and give the invitation to officially participate.

There are 5 Platforms by which we will share our messages of hope and health across the community:

1) Have any ideas about the Strength for Catoosa **Art Platform** or know of a community program or event that is already happening that we could partner with? Ideas currently being considered:

- Public Mural - with a design contest leading up to the work (campaign topic tbd)
- Landscape of Resiliency – recorded stories @ kiosks around the county (Mental Health campaign)
- Birdhouses on Ringgold Nature Trail (Physical Health campaign)
- Strength for Catoosa Merch – t-shirts and stickers (general promotion)

Share your ideas or comment on any of the above: _____

2) Have any ideas about the Strength for Catoosa **Education Platform** or know of a community program or event that is already happening that we could partner with? Ideas currently being considered:

- Be There Campaign, Seize the Awkward, etc. (Positive Friends campaign)
- QPR Trainings (Mental Health campaign)
- May, Mental Health Month: Resources Flyers in Restrooms (Mental Health campaign)
- Book Club w/Library and/or w/LIFT Youth Center (Healthy activities campaign)
- Hope Over Suicide – NWG Suicide Prevention Coalition (Mental Health campaign)
- Podcast (campaign topic tbd)

Share your ideas or comment on any of the above: _____

3) Have any ideas about the Strength for Catoosa **Events Platform** or know of a community program or event that is already happening that we could partner with? Ideas currently being considered:

- Free concert w/ info booths & interactive experiences (Healthy Activity; Family Support Campaign)
- Pop-up “Catoosa You Are Beautiful” Photoshoot w/video compilation we share later (Generosity Campaign)
- Youth Night at the Rabbit Valley Farmer’s Market (Healthy Activity campaign)
- Hiking Event (Physical health campaign)
- Ringgold Creek Regatta Event (Healthy Activity, Physical Health, Family Support campaign)

Share your ideas or comment on any of the above: _____

4) Have any ideas about the Strength for Catoosa **Initiatives Platform** or know of a community program or event that is already happening that we could partner with? Ideas currently being considered:

- Morning Greeting at the front doors of your school (Generosity campaign)
- Pep talk Line: 707-998-8410 (Mentors campaign)
- #’s on posts (i.e., #reasonfortheseason or something like that – a spirituality campaign for December; #thanksposting – a gratitude campaign for November)

Share your ideas or comment on any of the above: _____

5) Have any ideas about the Strength for Catoosa **Social Media Platform** or know of a community program or event that is already happening that we could partner with? Ideas currently being considered:

- TikTok Dance (campaign topic tbd)
- PSA “commercials” – connected to different campaigns
- Makeup Tutorials (campaign topic tbd)
- #SpritualSunDay ; #FamilySupportFriday ; #MentorMonday

Share your ideas or comment on any of the above: _____
