



## **CHILDREN'S SYSTEM OF CARE (CSOC) MEDIA KIT**

On **WEDNESDAY, MARCH 17, 2021**  
NJDCF is launching a campaign  
to promote **Children's System of Care**  
and the behavioral & mental health services  
available to families throughout NJ.

### **BACKGROUND**

Kids, teens and young adults are coping with a lot, from uncertainty associated with the COVID-19 pandemic to the social impact of civil unrest and protests. On top of the general challenges that come with growing up, many young people are feeling heightened senses of anxiety, depression and loneliness. For some, this can lead to extreme behavioral changes – like acting out, substance use or running away from home.

DCF's Children's System of Care (CSOC) provides children & adolescents with coordinated access to mental health supports, substance use treatment & services for intellectual or developmental disabilities.

### **SOCIAL MEDIA CAMPAIGN**

We're asking for your help to spread awareness about DCF's Children's System of Care (CSOC), so that families throughout the state can learn about and access the services available to them. Below are links to graphics and a new PSA promoting CSOC's services, suggested post copy for social media and flyers that can be shared digitally or printed out for display.

Please join us in sharing the below materials, regularly, across your social media accounts, via email, websites, newsletters or blog posts.

Remember to use #CSOC whenever possible and tag DCF in any posts using the handles below. Thank you for helping us keep NJ families safe, healthy & connected!

## **SOCIAL MEDIA LINKS & HANDLES**

For questions or more information about DCF's Children's System of Care please email [communications@dcf.nj.gov](mailto:communications@dcf.nj.gov)

**PSA for Download:** <https://www.nj.gov/dcf/home/csocmedia.html>

**Graphics for Download:** <https://www.nj.gov/dcf/news/publications/csoc.html>

Facebook: [@NewJerseyDCF](https://www.facebook.com/NewJerseyDCF)

Twitter: [@NJDCF](https://twitter.com/NJDCF)

Instagram: [@newjerseydcf](https://www.instagram.com/newjerseydcf)

CSOC Website: <https://www.nj.gov/dcf/about/divisions/dcsc/>

Performcare Website: <https://www.performcarenj.org/>

## **SOCIAL MEDIA ASSETS**




Below are videos and graphics sized for different platforms and available for download. Post copy and graphics are available in English, Spanish and Korean. The content is divided into groups of coordinated assets as follows (click to jump to preferred assets):

[CSOC PSA](#)

[Is Your Child in Crisis?](#)

[Youth Suicide Prevention](#)

[BIPOC Mental Health](#)

<b>CSOC PSA</b>			
<b>VIDEO</b>	<b>FACEBOOK COPY</b>	<b>INSTAGRAM COPY</b>	<b>TWITTER COPY</b>
<a href="#">0:60 SECOND – ENGLISH</a>  <a href="#">0:30 SECOND – ENGLISH</a>  <a href="#">0:15 SECOND – ENGLISH</a>	<p>All kids have bad days.</p> <p>But unusual behavior for more than 6 months could mean they need help.</p> <p>Don't Wait. For real-time mental health supports and counselling, call @NewJerseyDCF's Children's System of Care.</p> <p> Call #CSOC: 1-877-652-7624</p>	<p>All kids have bad days.</p> <p>But unusual behavior for more than 6 months could mean they need help.</p> <p>Don't Wait. For real-time mental health supports and counselling, call @newjerseydcf's Children's System of Care.</p> <p> Call #CSOC: 1-877-652-7624</p>	<p>All kids have bad days.</p> <p>But unusual behavior for more than 6 months could mean they need help.</p> <p>Don't Wait. For real-time mental health supports and counselling, call @NJDCF's Children's System of Care.</p> <p> Call #CSOC: 1-877-652-7624</p>

	<p>Todos los niños tienen días malos.</p> <p>Pero un comportamiento inusual durante más de 6 meses podría significar que necesitan ayuda.</p> <p>Para obtener apoyo y asesoramiento sobre salud mental en tiempo real, llame al Sistema de atención infantil de @NewJerseyDCF.</p> <p>☎️ Llame a #CSOC: 1-877-652-7624</p>	<p>Todos los niños tienen días malos.</p> <p>Pero un comportamiento inusual durante más de 6 meses podría significar que necesitan ayuda.</p> <p>Para obtener apoyo y asesoramiento sobre salud mental en tiempo real, llame al Sistema de atención infantil de @newjerseydcf.</p> <p>☎️ Llame a #CSOC: 1-877-652-7624</p>	<p>Todos los niños tienen días malos.</p> <p>Pero un comportamiento inusual durante más de 6 meses podría significar que necesitan ayuda.</p> <p>Para obtener apoyo y asesoramiento sobre salud mental en tiempo real, llame al Sistema de atención infantil de @NJDCF.</p> <p>☎️ Llame a #CSOC: 1-877-652-7624</p>
	<p>모든 아이들이 힘든 시기를 겪기도 합니다. 그러나 6개월 이상 일반적이지 않은 행동이 지속되는 경우, 도움이 필요한 상황일 수도 있습니다.</p> <p>미루지 마세요. 실시간 정신 건강 지원 및 상담을 원하시면 @NewJerseyDCF의 아동 보호 시스템에 전화주시기 바랍니다.</p> <p>☎️ 전화 #CSOC: 1-877-652-7624</p>	<p>모든 아이들이 힘든 시기를 겪기도 합니다. 그러나 6개월 이상 일반적이지 않은 행동이 지속되는 경우, 도움이 필요한 상황일 수도 있습니다.</p> <p>미루지 마세요. 실시간 정신 건강 지원 및 상담을 원하시면 @newjerseydcf의 아동 보호 시스템에 전화주시기 바랍니다.</p> <p>☎️ 전화 #CSOC: 1-877-652-7624</p>	<p>모든 아이들이 힘든 시기를 겪기도 합니다. 그러나 6개월 이상 일반적이지 않은 행동이 지속되는 경우, 도움이 필요한 상황일 수도 있습니다.</p> <p>미루지 마세요. 실시간 정신 건강 지원 및 상담을 원하시면 @NJDCF의 아동 보호 시스템에 전화주시기 바랍니다.</p> <p>☎️ 전화 #CSOC: 1-877-652-7624</p>

# IS YOUR CHILD IN CRISIS?

## COPY

## FACEBOOK & INSTAGRAM

## TWITTER

### ENGLISH – TEEN:

Kids, teens & young adults are coping with a lot.

They're missing milestones, time in school & engaging with friends.

If you notice sustained, unusual behavior for more than 6 months, they may need for help.

Call NJ's Children's System of Care for support:

☎ 1-877-652-7624

#### Is your child in crisis?

Know the signs. All kids have bad days. But, trauma and life-changing events can create lasting challenges.

Extreme behavior problems that continue for more than six months could indicate a need for help.

#### Watch for:

- opposition and aggression
- disrespect and property damage
- anxiety or depression
- lying and fighting
- stealing or substance use
- running away or self-harm

Don't wait to get help! For free real time de-escalation and emergency counseling, call the Children's System of Care at 1-877-652-7624.

[Download Graphic](#)

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### SPANISH – TEEN:

Los niños, adolescentes y adultos jóvenes se enfrentan a muchas cosas.

Están perdiendo hitos, tiempo en la escuela e interactuando con amigos.

Si nota un comportamiento inusual y sostenido durante más de 6 meses, es posible que necesite ayuda.

Llame al Sistema de Atención Infantil de Nueva Jersey para obtener ayuda:

☎ 1-877-652-7624

#### ¿Está en crisis su hijo?

Conozca los signos. Todos los niños tienen días malos. Lamentablemente, el trauma y los eventos que cambian la vida pueden crear desafíos persistentes.

Los problemas de comportamientos extremos que continúan por más de seis meses podrían indicar la necesidad de ayuda.

#### Observe en busca de:

- resistencia y agresión
- falta de respeto y daño a la propiedad
- ansiedad o depresión
- mentiras y peleas
- robo y abuso de sustancias
- escaparse de la casa o autolesionarse

¡No espere para obtener ayuda! Para obtener asesoramiento gratuito en tiempo real sobre cómo controlar una crisis y emergencia, llame al Sistema de Atención del Niño y Adolescente al 1-877-652-7624.

[Download Graphic](#)

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[Download Graphic](#)

**KOREAN – TEEN:**

어린이, 청소년 및 청년들은 많은 문제를 겪고 있습니다.

각 발달 단계를 놓치고 학교 생활, 친구들과 나누는 시간을 그리워하기도 합니다.

6개월 이상 일반적이지 않은 행동이 지속되는 것을 발견하면, 도움이 필요한 상황일 수도 있습니다.

뉴저지 어린이 보호 시스템에 전화하여 도움을 요청하시기 바랍니다.  
☎ 1-877-652-7624



[Download Graphic](#)



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**ENGLISH – CHILD:**

Disruption to daily structure, separation from friends & the loss of milestone events can weigh heavily on kids.

Know the signs of crisis & get help from NJ Children's System of Care if your child is in need.

☎ Call #CSOC: 1-877-652-7624



[Download Graphic](#)



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## SPANISH – CHILD:

La interrupción de la estructura diaria, la separación de amigos y la pérdida de eventos importantes pueden pesar mucho en los niños.

Conozca las señales de una crisis y obtenga ayuda del Sistema de Atención Infantil de NJ si su hijo lo necesita.

☎ Llame a #CSOC: 1-877-652-7624

**Si su hijo está en crisis, ¡OBTENGA AYUDA!**

El distanciamiento social puede crear una sensación de aislamiento de los amigos y sistemas de apoyo.

Para niños y jóvenes con trastornos conductuales o diagnósticos de salud mental, el COVID-19 puede aumentar su ansiedad y angustia.

Los servicios gratuitos de Mobile Response de NJ brindan asesoramiento y terapias de emergencia seguros y en tiempo real, 24/7/365.

¡No espere! Llame al Sistema de Atención del Niño y Adolescente al 1-877-652-7624.

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☎ 1-877-652-7624

**여러분 자녀가 위기에 처해 있을 경우, 도움을 받으세요!**

소셜 디스턴싱(Social distancing)은 친구와 후원제도로 부터 고립된 느낌을 줍니다.

행동장애나 정신건강 진단을 받은 어린이나 청소년들은 코로나-19로 인해 초조와 스트레스가 더 심해질 수 있습니다.

NJ주의 무료 모바일 응답 서비스는 안전하고 실시간 응급 상담과 치료요법을 연중 무휴 24시간 제공합니다.

기다리지 마세요! 아동후원시스템 Children's System of Care 전화 1-877-652-7624로 연락주세요.

[Download Graphic](#)

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[Download Graphic](#)

# YOUTH SUICIDE PREVENTION

## COPY

You can support a child before a crisis becomes a tragedy.

- Teach non-violent problem solving
- Encourage healthy relationships
- Listen & make sure they feel heard

If you notice sustained, atypical behavior call for help:

NJ Hopeline: 1-855-654-6735

CSOC: 1-877-652-7624

## FACEBOOK & INSTAGRAM

### YOUTH SUICIDE PREVENTION

Children and teens worry. A lot. Sometimes it gets so bad they want to end their lives.

- You can support them by:
- Helping to improve their problem-solving abilities in non-violent ways
  - Cultivating their social connections with families, friends, and community
  - Hiding and restricting their access to lethal means of suicide

DCF's Children's System of Care can help any struggling youth receive:

- crisis stabilization
- individualized care planning
- in-home, in-community and out-of-home supports

If your child needs help, Don't wait!

Call:  
**NJ HOPE LINE at 1-855-654-6735**  
**Children's System of Care at 1-877-652-7624.**



[Download Graphic](#)

## TWITTER

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[Download Graphic](#)

Mental health challenges are the most common circumstances surrounding youth who die by suicide.

If you know a young person who is struggling or have a friend who is contemplating suicide, let them know help is available.

NJ Hopeline: 1-855-654-6735

CSOC: 1-877-652-7624

### YOUTH SUICIDE PREVENTION

Children and teens worry. A lot. Sometimes it gets so bad they want to end their lives.

- Here are some contributing factors:
- A recent or serious loss, including a breakup, parent divorce or death of a loved one.
  - Lack of social support from friends or family.
  - Being a victim of in-person or cyber-bullying, sexual or physical assault.
  - A family history of suicide, mental illness, addiction disorder or abuse.
  - Struggling with sexual orientation.
  - Societal, cultural or religious stigma related to asking for help.
  - Access to lethal means.

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[Download Graphic](#)

Black & African American Youth experience unique stressors that can exacerbate thoughts of suicide.

If someone you know needs immediate help, call:

NJ Hopeline 1 855-654-6735

CSOC 1 877-652-7624

### RACIAL DISPARITY IN YOUTH SUICIDE

According to a national survey conducted by the CDC, suicide attempts among Black youth significantly increased between 1991 - 2017 across the United States and in New Jersey.

Black youth also have the highest rate of non-fatal suicide attempts.

DCF's Children's System of Care can help any struggling youth receive:

- crisis stabilization
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# BIPOC MENTAL HEALTH

## COPY

## FACEBOOK & INSTAGRAM

## TWITTER

For youth in the Black, Indigenous, People of Color (BIPOC) community, the disproportionate impact of COVID-19 & ongoing civil unrest can affect individual well-being.

If you know someone feeling stressed or overwhelmed, help is available.

☎ CSOC 1 877-652-7624

**HOW ARE YOU, REALLY?**

For many youth in the Black, Indigenous, People of Color (BIPOC) community, the answer is *'I'm not ok.'*

- Disproportionate COVID-19 impact
- Civil unrest
- Tough conversations about race

These, and other stressors, can impact mood, sleep cycles, energy and productivity.

For youth exhibiting signs of behavioral health challenges, call the Children's System of Care at 1-877-652-7624 or introduce them to 2nd Floor, an anonymous youth helpline with trained staff and volunteers at 1-888-222-2228

[Download Graphic](#)

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Para los jóvenes de la comunidad Negra, Indígena, Gente de Color (BIPOC), el impacto de COVID-19 y los disturbios civiles en curso pueden afectar el bienestar individual.

Si conoce a alguien que se siente estresado o abrumado, hay ayuda disponible.

☎ CSOC 1877-652-7624

**¿CÓMO ESTÁS, REALMENTE?**

Para muchos jóvenes negros, indígenas, personas de color (BIPOC), la respuesta es *'no estoy bien.'*

- Perspectivas decepcionantes sobre eventos actuales de amigos o familiares
- Sobreexposición a la hostilidad en las noticias y las redes sociales
- trauma generacional

Estos y otros factores estresantes pueden afectar el estado de ánimo, ciclos de sueño, energía y productividad.

Para los jóvenes que muestran signos de problemas de salud del comportamiento, llame al Sistema de Atención Infantil al 1-877-652-7624 o preséntales 2nd Floor, una línea de ayuda anónima para jóvenes con personal capacitado y voluntarios al 1-888-222-2228

[Download Graphic](#)

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[Download Graphic](#)

흑인, 원주민, 유색인(BIPOC) 공동체에 속한 청소년들은 코로나19로 인한 여파와 지속적인 시민 운동으로 인해 개인 건강의 균형이 깨지면서 상당한

**정말 잘 지내고 있습니까?**

흑인, 원주민, 유색인(BIPOC) 공동체에 속한 청소년들은 "잘 지내고 있지 않습니다"라고 답변합니다

- 현재 상황에 대한 친구나 가족의 암울한 시각
- 뉴스 및 소셜 미디어에서 다루는 적대감에 과다하게 노출
- 세대 간 트라우마

이와 같은 스트레스 요인과 더불어 기타 스트레스 요인은 기분, 수면 주기, 에너지 및 생산성에 영향을 줄 수도 있습니다.

청소년이 행동 건강에 문제가 있다는 징후를 보이는 경우, 아동 보호 시스템 1-877-652-7624에 전화하거나

교육받은 직원 및 자원봉사자가 있는 청소년 익명 지원 센터인 2nd Floor (2nd Floor) 1-888-222-2228로 연락하여 해당 청소년에 대해 알려주시기 바랍니다.

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