

Mom, dad, teacher, coach, grandpa, counselor,

Q i want to kill myself

You can be the first place kids turn to.
Get involved at ymhc.ngo.

YMHC
Youth Mental Health Canada

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The Offline Network

Written Explanation:

If kids felt they had a support system around them, they wouldn't have to turn to a search engine for help. Which is why our idea uses this very mechanism to highlight how kids need something other than generic answers to help them. They need the support of someone who knows them. Of an adult in their community they can trust. Especially with something like suicide or mental health. So using something recognizable like the Google colours creates a sense of urgency for that crucial offline community kids need. This idea can also lend itself naturally to a campaign by using the look and feel of other online platforms that kids turn to such as: Tiktok, Instagram and Snapchat.

Insight:

The first place most kids turn to when they need help is a search engine. But that search engine can't offer personal advice. That search engine doesn't know what a child is really going through. Which is why we want the adults in their lives to step up and be that first point of contact for any kids that need help.