



Tag - you're I.T.

JOIN THE TAG TEAM

About the Campaign

Every student deserves to have an adult in their school who is ready to notice when something may be wrong, listen without judgment, and help connect them with the right support. "Tag - you're I.T." invites school staff to become part of their school's TAG Team. In this campaign, I.T. means "I'm There." Being I.T. doesn't mean being a counselor or having all the answers. It means being an adult who is prepared to:

- **NOTICE:** Learn the warning signs and pay attention when a student may be struggling.
- **LISTEN:** Take students seriously, respond with care, and listen without judgment.
- **CONNECT:** Know the school's referral process and help students connect with the appropriate support.

Supplies

In Your Material Kit:

- 50 Tag Team Commitment Cards
- 50 Tag Team removable stickers

Available to download in Advisor Portal:

- Tag Team Campaign Manual
- Tag Team slide presentation for faculty presentations
- Video/morning announcement script
- Sample Tag - You're I.T. posters

School/Club Supplies

- Pens
- Tape if you do not want to actually stick the sticker to a surface
- OPTIONAL
 - poster board
 - bulletin board materials
 - supplies for creating a school-wide Tag Team display

STEP 1: PREPARE YOUR TAG TEAM MATERIALS

Before launching the campaign, advisors should:

- Review the Tag Team commitment with student leaders.
- Identify the school's established process for referring a student who may need support.
- Complete the referral information on the Tag Team materials:
 - Who do I contact if I'm worried about a student?
 - How do I make a referral?
- Decide how and when your club will introduce the campaign to staff.

Please note: Avidum is not a clinical or crisis support service. Tag Team members should follow their school's established protocols and connect students with the appropriate school professional or other designated support.

STEP 2: INTRODUCE TAG TO YOUR STAFF

Student leaders can introduce the campaign during a staff meeting, professional development session, email, or another appropriate school gathering. Please explore the campaign materials available in the Advisor Portal at aevidum.org/advisor-portal.

Explain:

- Tag - you're I.T.! I.T. stands for I'm There. We are asking adults in our school to commit to being there to NOTICE, LISTEN, and CONNECT.
- Share why this matters to your Avidum Club and why students benefit from knowing there are adults who care and will help.

STEP 3: INVITE STAFF TO JOIN THE TAG TEAM

Give interested staff members a Tag Team Commitment Card.

Ask each staff member to check the three commitments:

- **NOTICE:** I will learn the warning signs and pay attention to changes in students.
- **LISTEN:** I will respond with care and without judgment when a student needs someone to talk to.
- **CONNECT:** I will follow my school's referral process and connect students with appropriate support when I'm concerned.

Staff members can sign the card to officially join the Tag Team.

STEP 4: GIVE THEM THEIR TAG

Once a staff member joins, give them a Tag Team removable sticker to display in their classroom, office, or other appropriate location.

The sticker lets students know:

- I'm there.. I'll notice. I'll listen. I'll connect you to help. I've got your back.

Encourage participating staff to display their sticker somewhere students can easily see it.

STEP 5: MAKE THE TAG TEAM VISIBLE

Don't let the campaign end when the cards are signed!

Your Avidum Club can:

- Create a display introducing your school's Tag Team members.
- Share the Tag Team message in the school newsletter or announcements.
- Feature Tag Team members on school social media.
- Create a "Look for the Tag" campaign encouraging students to identify trusted adults.
- Remind students throughout the year that they can approach a Tag Team member when they need help connecting to support.

The goal is for students to recognize the tag and know they've found an adult who is there for them.