



Tag - You're I.T.

Student Campaign Manual

I.T. = I'M THERE.

Every student deserves to have an adult in their school who is ready to
NOTICE when something may be wrong,
LISTEN without judgment,
and CONNECT them with the right support.

"Tag - You're I.T." invites school staff to become part of their school's TAG Team.
*Being I.T. doesn't mean being a counselor or having all the answers.
It means being an adult who is prepared to be there for students.*

What is TAG - YOU'RE I.T.?

Your Mission

Your Aavidum Club is going to invite adults in your school to join the Tag Team.

TAG Team members make three commitments:

- 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 your school's referral process and help students connect with appropriate support.

The goal isn't to turn teachers into counselors.

The goal is to make sure students have more adults who are prepared to notice, listen, and help them get connected to support.

Before You Tag...

Before your club launches the campaign, there are a few things you need to do.

STEP 1: Learn the Message

As a club, talk through:

- What does "I.T. = I'm There" mean? What does it mean for a teacher to be there?
- Why does this matter to students?
- What does Notice, Listen, Connect look like?
- What is a Tag Team member responsible for?
- What is a Tag Team member not responsible for?

Remember: Being I.T. does not mean being a counselor. Tag Team members should follow the school's established protocols and connect students with the appropriate school professional or designated support. Aavidum is not a clinical or crisis support service.

STEP 2: Meet with your school's mental health staff

Do this before you give teachers their materials!

Meet with your school's counselor, social worker, psychologist, administrator, or other appropriate mental health/support staff.

You need to determine:

- WHO should a teacher contact if they are worried about a student?
 - Write the appropriate person's name, role, email, phone number, or other information on the Tag Team materials.
- HOW does a teacher make a referral?

- Find out exactly what your school's referral process is.
- For example:
 - Is there an online referral form?
 - Should the teacher email someone?
 - Should they call the counseling office?
 - Should they walk the student to someone?
 - Is there a particular procedure for urgent concerns?

Don't guess! Ask your school.

Before moving on, make sure every Tag Team rack card has the following information added:

- WHO DO I CONTACT?
- HOW DO I MAKE A REFERRAL?
 - You can handwrite this or you could print out a sheet of labels with this information and stick them to that part of the rack card.

How will you introduce the campaign?

There is no single right way to launch the campaign. Choose the approach, or combination of approaches, that makes the most sense for your school.

OPTION 1: Present to Staff

Ask your principal, advisor, counselor, or other school leader if your club can have 10 to 15 minutes during:

- A faculty meeting
- Professional development time
- A department meeting
- An in-service day
- Another staff gathering

What to do

Use the [Tag - You're I.T. Faculty Presentation](#) provided by Aevidum.

The presentation will help you explain:

- Why student mental health matters
- Why adults may be in a position to notice changes
- What I.T. means
- Notice, Listen, Connect
- What Tag Team membership does—and does not—mean
- How staff can join

Links:

[Link to Copy of Google Slides for Staff Presentation](#)

[Link to PDF of Slides](#)

[Link to PDF of Notes for Slides](#)

Student Tip: You don't have to read every word on the slides. A sample speaking script is provided. Tell faculty why this matters to YOU. You could say something like, "We want more adults in our school to feel prepared to notice when a student might be struggling and know what to do next. We're not asking you to become counselors. We're asking you to be adults who are there."

OPTION 2: Send an Email

Can't get faculty meeting time? That's okay. Your club can send the campaign directly to staff by email.

SAMPLE STAFF EMAIL

Subject: Tag - You're I.T. 🧡 Join Our School's Tag Team

Hi,

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.

That's why our Aavidum Club is launching Tag - You're I.T.

In this campaign, I.T. means "I'm There." We're inviting school staff to become part of our school's Tag Team by committing to three things:

- NOTICE: Pay attention when a student may be struggling.
- LISTEN: Take students seriously and respond without judgment.
- CONNECT: Know how to connect students with the appropriate support.

Being I.T. doesn't mean being a counselor or having all the answers. It means being an adult who is prepared to be there for students and help them connect with the people who can help. If you'd like to join the Tag Team, please respond to this email. A member of our Aavidum Club will meet with you to help you complete a Tag Team Card. Once you join, you'll receive a Tag Team sticker to display in your classroom, office, or another place students can see it.

Thank you for being part of a school community where students know that adults are there for them.

Tag - you're I.T.!

Thanks for having your back,
The [School Name] Aavidum Club

OPTION 3: "TAG" THE TEACHERS WHO ARE ALREADY I.T.

This is a fun way to introduce the campaign without starting with a formal presentation.

As a club, brainstorm:

- Which adults in our school already live out the "I'm There" message?
- Think about teachers, coaches, advisors, administrators, secretaries, custodians, nurses, cafeteria staff, or other adults who consistently make students feel supported.

Then... TAG THEM.

Approach the staff member and say:

- "We've noticed that you're someone who is always there for students. So... TAG! You're I.T.!"

- Give them:
 - A Tag Team Commitment Card
 - A Tag Team sticker
 - A quick explanation of Notice, Listen, Connect
 - Then invite them to officially join the Tag Team.

Let the Tag spread.

Ask each person you tag:

- "Who else do you think should be on the TAG Team?"

They can identify another adult.

Your club can then approach that person and say, "[Teacher's name] tagged you! They think you're someone who is there for students. We want to invite you to join the Tag Team, too."

This turns recruitment into a word-of-mouth campaign rather than simply asking everyone to sign up.

Give Out the Tags

Once a staff member joins the TAG Team, give them their Tag Team removable sticker. Encourage them to put it somewhere students can easily see it:

- Classroom door
- Classroom window
- Desk
- Office
- Laptop
- Bulletin board
- Other appropriate location

The sticker tells students:

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

This visibility is an important part of the campaign.

Tell the Students

Getting adults to join the Tag Team is only half of the campaign. Students need to know what that sticker means. The goal is for students to see the Tag sticker and think, "That's an adult I can talk to if I need help getting connected to support." Here are several ways your club can spread the word.

OPTION 1: Morning Announcement

30-45 second sample announcement

Hey [School Name]! Our Aavidum Club is launching something new called Tag - you're I.T. I.T. stands for "I'm There." We've invited school staff to join our Tag Team by committing to three things: Noticing when a student might be struggling. Listening with support and without judgment. And connecting the student to support. These designated staff have a Tag Team sticker in their classroom, office, or another place you can see it. So, if you see the tag, you'll know you've found an adult who is there to listen and help you connect with support. Remember to look out for the tags!

OPTION 2: Short Video Announcement

Create a 30 to 60 second video featuring several members of your Aavidum Club.

Sample Script:

Student 1: Ever wish there were more adults at school who understood when something was wrong?

Student 2: That's why we're launching Tag - You're I.T.

Student 3: I.T. stands for... I'm There.

Student 4: Our Tag Team members are adults who have committed to...

Student 5: Notice.

Student 6: Listen.

Student 7: Connect.

Student 1: They're not counselors.

Student 2: They're not expected to have all the answers.

Student 3: They're adults who are ready to be there and help.

Everyone: Look for the TAG! [show an example of the sticker]

Student 4: And now you've found a staff member who's there and will have your back.

OPTION 3: "LOOK FOR THE TAG"

Create a school-wide campaign around finding the stickers.

Sample Poster Concept:

LOOK FOR THE TAG.

See the sticker?

You've found an adult who has committed to:

NOTICE.

LISTEN.

CONNECT.

Then encourage students to look for Tag Team members throughout the school.

You could even create a simple hallway scavenger-hunt-style activity:

- How many Tag Team members can you find?

Make the Tag Visible

Don't let the campaign end when the commitment cards are signed. Your club can continue reminding the school community about the Tag Team throughout the year.

Ideas

- Introduce the TAG Team
 - Create a display with photos and names of participating staff.
 - "Meet Your TAG Team"
- School Announcements
 - Periodically remind students: "Need help getting connected to support? Look for the Tag."
- School Newsletter/Newspaper
 - Include a short article introducing the campaign.
- School Social Media
 - Feature Tag Team members and explain what the sticker means.
- Look for the Tag
 - Create posters, hallway signs, or other reminders encouraging students to identify trusted adults.
- Keep TAG Visible
 - Continue reminding students that the Tag Team exists throughout the school year.

The Tag Team Commitment

When a staff member wants to join, give them a Tag Team Commitment Card.

Ask them to commit to:

- 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.

Your Club's Tag Team Launch Plan

Use this page as a planning worksheet.

Our launch date:

Who will we meet with to learn our referral process?

Who should teachers contact if they're worried about a student?

How should teachers make a referral?

How will we introduce TAG to faculty?

- ☐ Faculty presentation
- ☐ Faculty email
- ☐ Department/grade-level meeting
- ☐ "Tag the Teacher" recruitment
- ☐ Other: _____

How will we introduce TAG to students?

- ☐ Morning announcement
- ☐ Video announcement
- ☐ Posters
- ☐ Social media
- ☐ School newsletter
- ☐ "Look for the Tag" campaign
- ☐ Other: _____

How will we recognize TAG Team members?

Who will be responsible for distributing commitment cards and stickers?

Tag Team Checklist

BEFORE LAUNCH

- ☐ Review the campaign with our Aevium Club
- ☐ Understand Notice, Listen, Connect
- ☐ Meet with school mental health/support staff
- ☐ Identify who teachers should contact
- ☐ Identify how teachers make referrals
- ☐ Write referral information on all Tag Team materials
- ☐ Decide how we will introduce Tag to faculty
- ☐ Decide how we will introduce Tag to students

LAUNCH

- ☐ Introduce Tag to faculty
- ☐ Invite staff to join
- ☐ Give interested staff Commitment Cards
- ☐ Collect/confirm completed cards according to school procedure
- ☐ Keep a list of all Tag Team members
- ☐ Give Tag stickers to participating staff
- ☐ Encourage staff to display their stickers
- ☐ Announce Tag to students
- ☐ Explain what the Tag sticker means

KEEP IT GOING

- ☐ Create a Tag Team display
- ☐ Introduce Tag Team members
- ☐ Share reminders throughout the year
- ☐ Use school announcements/social media/newsletters
- ☐ Encourage students to look for the Tag
- ☐ Continue reminding students how to connect with support

Remember, You Are Building a Culture

Tag - You're I.T. isn't about creating a list of teachers who have agreed to help students. It's about making something visible to remind students that they are surrounded by adults who care.

A Tag sticker is a simple signal. It tells students:

- Someone is paying attention.
- Someone will listen.
- Someone can help me find the right support.

And it reminds adults:

- You don't have to have all the answers.
- You just have to be there.