



Clark County School District MEDIA STRATEGY BRINGS AWARENESS, EFFORT TO SUICIDE PREVENTION

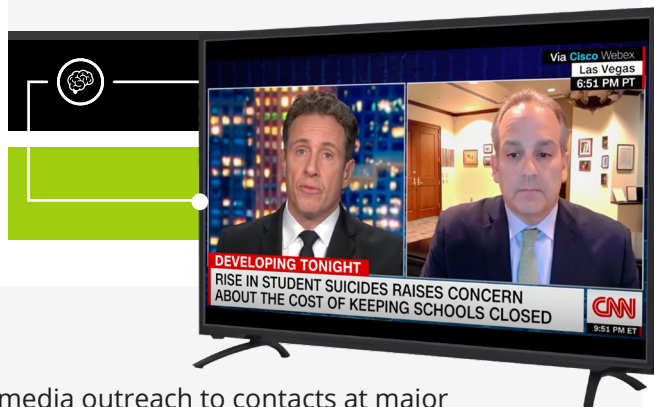
OUR CHALLENGE

The COVID-19 pandemic created a crisis that took a distressing toll on the mental health of many children. School officials nationwide noted alarming upticks in student suicides, including client Dr. Jesus Jara, superintendent of the **Clark County School District**. Clark County was particularly hard hit as the district's Las Vegas location meant many families lost income tied to tourism-industry employment, compounding the stress and isolation felt by many young people. His district reported 18 student suicides during the pandemic's first 9 months.

As an administrator who cares deeply about his students, Dr. Jara felt these losses intensely, and sought to raise awareness of the crisis and improve resources to prevent these tragedies.

OUR VISION

Greene Street realized that Clark County School District, the nation's fifth largest, could serve as a starting point to raise the alarm for this heartbreaking problem faced by communities across the country. As superintendent, Dr. Jara was a powerful subject-matter expert on this issue, and we chose to use our media-strategy skills to address the tragedy of student suicide.



OUR WORK

Greene Street blended our own aptitude for storytelling with media outreach to contacts at major national outlets. Dr. Jara told his story to the **New York Times**, **Washington Post**, **CNN**, **National Public Radio** and others. This generated thoughtful and insightful national media coverage.

OUR RESULTS

This coverage positioned Dr. Jara as a thought-leader in the field of student mental health while directing school and health leaders to seriously discuss prevention of further tragedies.

As a result, Greene Street received a Platinum Award in the MarCOM awards for Strategic Communications, Newspaper Placement.

Most importantly, the coverage generated efforts to prevent further tragedies, including efforts from U.S. Senators and Secretary of Education Miguel Cardona to dedicate more federal resources to the matter of student mental health.

[Click here to view the award-winning article!](#)

