



**Marketing Matrix &
2021 Portal Email Campaign**

| Topic | Email | Date |
|---------------------------|-------|-----------|
| PSEL & Equity | | August |
| Equity vs. Equality | | |
| Needs | | |
| Protective Mechanisms | | |
| PSEL & Equity Skills | | |
| PSEL & Suicide Prevention | | September |
| Depression | | |
| Diversity and Suicide | | |
| Age and Suicide | | |
| Sexuality and Suicide | | |
| PSEL & Mental Health | | October |
| Anxiety | | |
| Depression | | |
| Stress | | |
| Resilience | | |
| PSEL & Trauma | | November |
| Acute vs. Chronic | | |
| Prevention | | |
| Intervention | | |
| Recovery | | |
| PSEL & Grief | | December |
| Psychological Loss | | |

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| Chronic Deprivation | | |
| Acute Loss | | |
| Stats | | |
| PSEL, Immunity & Health | | January |
| Stress Reduction Recipe | | |
| Growing Immunity | | |
| Stress, Health & Diet | | |
| Physical Health | | |
| SEL & Burnout | | February |
| ICD-10 & CDC | | |
| Burnout & Resilience | | |
| Work/ Life Balance | | |
| Tolerating Distress | | |
| SEL & Relationships | | March |
| Intimacy | | |
| Conflict | | |
| Negotiation | | |
| Support | | |
| SEL & Org Health | | April |
| Indiv. Vs. Org Needs | | |
| Climate | | |
| Collaborative Leadership | | |
| Engagement | | |
| SEL & Ethics | | May |
| Values vs. Ethics | | |
| Whole Child Health | | |
| Social Justice | | |
| Moral Compass | | |

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| Summer Restoration | | June |
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