Hello I'm here to talk to you today about what's the best name for our team. This is a frequent question that we get related to name a team, why the team name is important and to have one that really helps with how we advertise and market the team to the community that we're in. There's a lot of different opinions about how to name these teams and certainly a lot of examples of how teams have been named before in the past, we have things like behavioral intervention teams, which is one of the most common names that we hear, though we also hear names like CARE teams, threat teams, a threat assessment team or a violence risk assessment team. The options are almost endless in terms of what a college, university, K-12 or primary or elementary secondary school might name a team as well as a workplace team.

One of the reasons the team name is important is really the first thing typically your population, your community is going to hear. And we bring in attachments. We bring ideas along with how we think about the team related to the team name itself. So while it might seem like a quick decision that could be made around the table and a quick brainstorm meeting that comes up with a good team name, it really should be a thoughtful process where you consider how the team name might impact the advertising in the marketing of the team. And what I mean by that is the team itself as a multidisciplinary collaborative group is really focused on collecting information from the community to ensure that you can run this through a good process, making sure that we're assessing and analyzing information coming in and developing good interventions. So at the heart of this, if we don't have a good team name, we don't have a good marketing and advertising strategy, we're not going to get the information that we need in order to move forward to successfully analyze the level of risk and then move towards intervention.

One of the things I will say, I'll just tell you right on the outset, one of my favorite names is a CARE team itself. And the idea of a CARE team really focuses in here on the importance of creating an image or an idea that we care about you. We're trying to help and assist what's going on now. When we think about CARE, it often breaks down that acronym a bit. Different folks call it coordination, concern or campus assessment, response and education or evaluation. So people tend to kind of adjust the letters as you move forward. For me, I like the idea of instead of getting very specific with these letters, what they stand for, just going with the idea of care. What are we were the care team, what is it that you do? We care about the community and we want to ensure that they're getting what they need from us in terms of safety and connection.

As I mentioned, one of the main reasons the team name matters is it's the first time often faculty, staff, students, employees are coming in contact with some of with your group. And if we're in that position, those first impressions do make a difference. So if they have a negative first impression, they're worried that you might take information and use it against them, that you might get someone in trouble. There might be some larger punishment that happens. This is why scary or overly tactical or law enforcement based team names are going to be problematic and likewise, overly, if I can use the phrase touchy feely therapeutic, those kind of names tend to also have problems in that space. So creating a good middle ground, if you will, for your team is really critical. As I mentioned, it's the too scary, the too serious that we really want to avoid. And this has a negative impact on the marketing. And I never want a college, for example a faculty member, to feel blocked or unable to make a report because they're worried that things aren't serious enough or I don't want to the student who just lost their parents or they're going through a difficult breakup, I don't want to report this to the threat team position or threat quite here yet so you can see how the team name matters. And if we have

a creation of a team name that's like a threat team or, you know, the emergency response team, one of the problems that we run into in this space very directly is going to be the difficulty in getting those reports forward that we're going to have, if you will, a chilling effect on some of the reports. And similarly, if we have a silly name, obviously we want to avoid those were overly therapeutic name. I think we run into some problems as well. And we want to support the students, the staff, the people that we're working with in the workplace as well, or the children.

We want to make sure that we also understand that sometimes we can create a name that might limit ourselves in terms of how we might connect. There's some great examples, especially from the college space, one of my favorite examples here is using something that people already feel connected to in your community. If we're playing off the word care, as I mentioned earlier, the idea that a CARE team is there to support and help, taking information, finding resources and connecting the community members to those resources. So if your mascot, for example, on their campus, happens to be a tiger, a lion, whatever sports mascots you might have leaning into that, having a Tigers CARE team or Panthers CARE, you see some examples here can really do a nice job helping build that community connection to the team and having them see what the team's true mission is, which is assessing the concerns coming up with a clear and connected approach to building those interventions to help.

It's really at the core of what we're looking for. When you think about this and some very quick ideas here at the end, takeaways, if you will, picking a team name that helps market the team, what I like to say here is the team name is not for you on the team. It's instead for the community of the people out there. So when you think about your team name, consider who is hearing it and how that's going to play within the community, not just how it feels sitting around the table. Make sure that your cross marketing that team, this is why I think there can be a real benefit to pulling in some folks with advertising experience who can talk about the idea of using your team name to improve people's willingness to share reports or share concerns moving forward. We do have to have to address the stigma attached to sharing information you don't want to think about here. And we'll have other TODDs on this.

But at this point, I want to stress that people might be hesitant to report things to the team because they're worried they're going to get someone in trouble. They're worried that once they make the report, all the decisions are taken from them. So they might not be able to have some input. And I think they're also worried about retaliation at times that they make a report or they share a concern about someone and then they're worried that's going to come back and potentially put them in harm's way. So we want to be careful about how we can or attend to, if you will, how we can attend to mitigating some of those obstacles that might be in place. And as I mentioned, my favorite personal line, if you're looking for one, I love the idea of tying in a mascot name to that kind of team connection. Also looking around your community, seeing if there's certain things like a lighthouse, if you happen to be near the ocean that you can lean into. In terms of how we play with some of those metaphors, I particularly like the lighthouse metaphor as it stands there. It casts this protective light around and people can know some of the obstacles that might be on the way. So really brainstorm and think about your team name, but please consider choosing a name that really helps your marketing and advertising of the team. And avoiding those two problems of being in a space with a team name is a little bit too scary, that might have a chilling effect on reporting or that it might be overly silly or odd or just a lengthy acronym that doesn't make a whole lot of sense. So take some time and really consider how to best pitch that team name. Thanks for joining us today on the TODD.