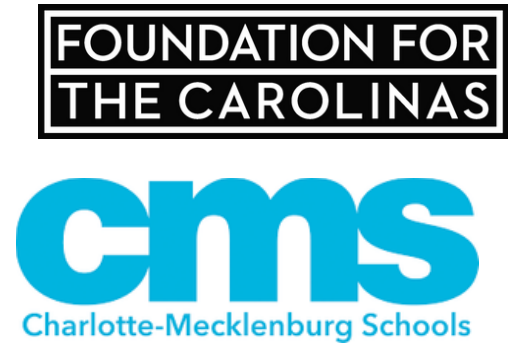


JUNE 2021

Mental Health Campaign



Project Lead: Vernisha Crawford

GOALS

- **Create a sense of urgency and caring to** tackle the social and emotional wellbeing of our students.
- **Reduce the stigma associated with mental health** so that conversations that include seeking help become normalized.
- **Raise awareness of the early signs** of students experiencing social-emotional pain/distress and how to effectively respond and connect to quality support.
- **Reduce the incidence of suicide** and suicidal ideation
- **Promote improvements in overall wellbeing, kindness, and respect for one another.**
- **Build support for and commitment** to expand and invest in efforts to improve access to quality and affordable behavioral health services



PROJECT PROGRESS



Ask Me What's Up was designed as the first phase of a community initiative to address the growing mental health epidemic facing students in Charlotte-Mecklenburg.

2019

- Focus Groups with 600+ students, teachers, parents, & counselors
- 4 middle and 5 high schools



B.Y.E.
BRINGING YOU EXCELLENCE

2020

- The world stopped! Trauma was experienced by many
- 2 Focus groups (40 students & 20 counselors)

2021

- Strategic Planning
- Fundraising
- Pilot Development
- Launch of Awareness Campaign

Previous REPORT FINDINGS



Students

- Academics was the #1 Stressor
- Confidentiality was a large barrier to seeking help
- **Recommendation:** "We want to talk more!"



Parents

- Parents were unaware of available resources in schools or community
- **Recommendation:** Increase access to affordable therapeutic and social services



Teachers

- Teachers did not feel equipped to address student mental health needs
- **Recommendation:** Training to understand mental health & tools for personal self-care



Counselors

- Spend more time completing paperwork than counseling
- **Recommendation:** Proactive work with parents and students

COVID Impact

- 40 Students
- 95% believed counselors were accessible but felt uncomfortable talking with them
- **Stressors:** Remote-Learning, Lack of Social Activities, COVID exposure, Masks, College Admission Process
- **Positive Impact:** Feeling less pressure and having time to self-reflect
- **Recommendation:** Create ways to listen to the needs of students individually or in groups



Future of #MentalHealth

Relevant Facts

1 in 5

U.S adults experience
mental illness each
year

\$1T

How much depression and
anxiety disorders cost the
global economy in lost
productivity each year

+50M 

"#mentalhealth"
hashtags YTD

%↑

Search relevance of
mental health related
topics on Google

■ TWITTER ■ INSTAGRAM ■ FACEBOOK ■ LINKEDIN ■ TIKTOK

#mentalhealth #mentalhealthawareness #mentalhealthmatters #mentalwellness
#mentalhealthsupport #mentalhealthadvocate #mentalhealthrecovery

Future of #MentalHealth

Relevant Facts

Youth form online relationships to connect with others using social media

Few have social contacts in the offline world causing them to experience high rates of loneliness

47% reported using online platforms weekly to feel less alone or less isolated

■ TWITTER ■ INSTAGRAM ■ FACEBOOK ■ LINKEDIN ■ TIKTOK

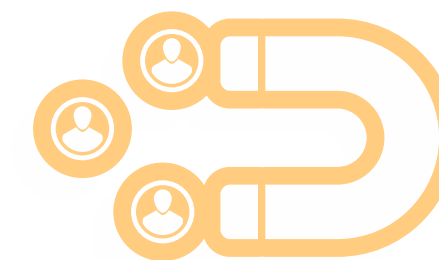
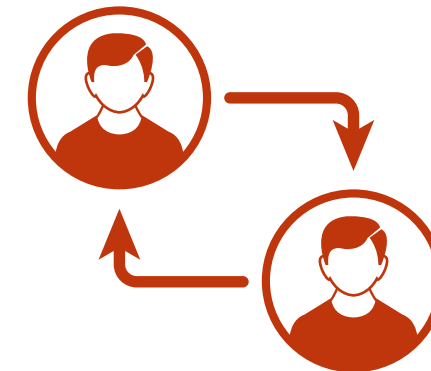
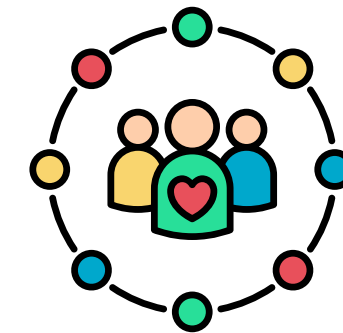
#mentalhealth #mentalhealthawareness #mentalhealthmatters #mentalwellness
#mentalhealthsupport #mentalhealthadvocate #mentalhealthrecovery

Future of #MentalHealth

We consider three unique features of online platforms that may offer benefits for individuals living with mental illness.

These include:

- (1) Facilitating social interaction;
- (2) Increasing access to a peer support network;
- (3) Promoting engagement and retention in services.





THANK YOU

mentalhealthcampaign@byellc.org

