



# Club Leader Workbook

## Maintaining Your Club's Success

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# Introduction

## Dear BC2M Club Leaders,

Welcome to a new school year with Bring Change to Mind! We are thrilled to dedicate another year to ending the stigma surrounding mental health through our high school program! You have the amazing job of creating a safe and inclusive space with your peers. This may seem like a daunting task, but have no fear! We are here to support you in any way we can!

We are thrilled to present the Club Leader Workbook, a brand-new resource designed to set our clubs up for success this school year. This interactive guide covers the key components of a BC2M club, from effective leadership and strategic recruitment to creative event planning and more! In this workbook, you will find important information, tips and tricks and fillable worksheets that you can complete to help you plan this school year! Guidance is not limited to this workbook, if you have any questions or need additional advice, please reach out to your BC2M staff member, they are here to help you.

We **highly recommend** that your club leadership team actively engage with this workbook throughout the school year. The effort and dedication you invest in this resource will directly reflect in your club’s impact.

Before you deep dive into preparing and planning, we want to send you all our deepest gratitude for taking a club leader role. We are beyond thankful for you, and can’t wait to see all the amazing things you do to raise mental health awareness and reduce stigma in your school communities and beyond.

With love,  
BC2M Staff



# Club Structure

Club structure involves establishing your club’s framework and foundation. **In this section, you will find detailed information on the three key components that make up a strong club structure:**

<b>Leadership</b>	<b>Membership</b> Recruitment Retention	<b>Meetings</b> Club Leader Only General Member
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# Leadership

## Why do BC2M clubs need club leaders?

Club leaders are critically important in ensuring a BC2M club is efficiently structured, is organized around BC2M's mission, and is a welcoming space for club members. As leaders of your club, it is your job to set goals for the year which will inform the development of meeting agendas and delegation of tasks as you drive the club towards successfully impacting the school community. By creating a safe and inclusive space, members will feel heard and will be motivated to participate in discussions and event preparation. As club leaders learn key leadership skills, it is important to act as a role model and mentor to other students. This will ensure a successful transition of leadership from year to year.

## Club Leader Responsibilities:

Here are some of the critical club leader responsibilities:

- **Organize & Lead Meetings:** Plan, coordinate, and facilitate weekly or biweekly meetings to ensure members stay engaged, informed, and active. This includes selecting topics, setting agendas, and guiding discussions. | [\*See Meeting Section for more info!\*](#)
- **Plan and Execute Activities & Events:** With help from your club members, plan and host multiple activities & events throughout the school year to promote mental health awareness and reduce stigma. These can be small club-only activities at your meetings or large school wide events and activations | [\*See Activities & Events section for more info!\*](#)  
[\*See School Wide Activation Section for more info!\*](#)
- **Recruit & Engage Club Members:** Actively recruit new members to join the club and maintain current member involvement. Foster a positive club environment by encouraging active participation, recognizing members' contributions and providing opportunities for leadership and growth. | [\*See Membership Section for more info!\*](#)
- **Maintain Clear Communication:** Leaders are in charge of communicating with BC2M staff in a timely manner to ensure we are in the loop about how the club is doing and what you are planning for the school year. In addition to communicating with BC2M staff, you must also communicate effectively with each other, your club advisor(s) and your general members.

**Want more guidance on club leadership? Check out these leadership resources on the club portal:**

- [Club Leader Roles & Responsibilities](#)
- [Club Leader Do's & Don'ts](#)
- [Year of BC2M Timeline](#)

## Creating a BC2M Club Framework

## Our Why & Tangible Goals

Purpose: Why do you have a BC2M club on campus? Name 3 reasons:

Goals: Based on those 3 reasons above, what are some tangible goals you want to accomplish? Name 4:

## Club Meeting Logistics

Frequency: How often do you want your club to meet? (we recommend weekly or every other week)

Day & Time: What day and time of the week do you want to meet? \_\_\_\_\_

Location: Where will club meetings be held?

Location: Where will club meetings be held? \_\_\_\_\_

# Creating a BC2M Club Framework

## Setting Expectations

Inclusivity: How can you create an inclusive environment?

Participation: How can you encourage active participation in your club?

## Roles & Responsibilities

Meetings: Who will oversee meetings? \_\_\_\_\_

Recruitment & Retention: Who will oversee recruitment and retention of members? \_\_\_\_\_

Activities & Events: Who will be responsible for planning activities & events, both on club level and a school-wide level? \_\_\_\_\_

Calendar of Events: Who will maintain the calendar of events? \_\_\_\_\_

Marketing & Promotion: Who will be responsible for spreading information about the club? \_\_\_\_\_

Grant Funding & Budget: Who will be responsible for applying for grant installments and tracking your club’s expenses/budget? \_\_\_\_\_

## Club Logistics

Communication: How will you keep teachers, administration and BC2M staff up to date with what your club is doing?

Membership Tracking: How will you keep track of club members? (attendance, participation, etc.)

## Community Guidelines

What expectations do you want to have set in your club?

How can the leaders navigate disagreements within your club?

# Membership

## Recruitment

### What is recruitment?

Recruitment is the process of inviting new members to join your high school's BC2M club. It's about reaching out to fellow students, raising awareness about our mission to end the stigma surrounding mental health, and encouraging them to become a part of our community. Effective recruitment involves spreading the word about your club's activities and sharing the impact you make.

### Why is recruitment important?

Recruitment is essential for the success and sustainability of your high school's BC2M club. Here's why:

- **Sustainability and Growth:** Bringing in new members keeps your club thriving with fresh ideas and energy, ensuring your activities stay engaging and impactful.
- **Diverse Perspectives:** A diverse group enriches your club with varied perspectives, enhancing discussions and activities, and making the club more inclusive and representative of your school.
- **Increased Impact:** More members mean greater reach, enabling you to host bigger events and make a stronger impact in reducing mental health stigma in your school community and beyond.
- **Peer Support Network:** Expanding your membership builds a stronger peer support network, creating a safe space for students to share experiences and support each other.

**Looking for more help with recruitment?**  
Check out these recruitment resources on the club portal:

- [Recruitment Tips & Tricks](#)
- [Club Fair Tips](#)
- [Club Flyers](#)



## Recruitment Planning Document

### Let's start by brainstorming and setting some general recruitment ideas & goals

What are your recruitment goals this year?

How many members do you want to have by the end of the first semester or by the end of the school year? \_\_\_\_\_

Who is your target audience within the school? \_\_\_\_\_

What are some recruitment ideas you have? List a few:

Recruiting at the start of the school year helps build momentum and gets everyone excited right off the bat! Many schools have a club fair, club day, or another event in the fall to promote clubs on campus. Does your school have an event like this?

### Let's plan for it!

When is your school's club fair? Write down the day & time: \_\_\_\_\_

How is your BC2M club participating? (tabling, setting up an activity, creating flyers, etc.)

# Recruitment Planning Document

What materials do you need? List them out:

When/where will you host this activity/event?

Who is in charge of gathering those materials and setting up your club’s table/activity? \_\_\_\_\_

Recruitment should be a continuous process throughout the school year and not just something that clubs focus on at the start. **Below, plan 1-2 additional recruitment activities/events to sprinkle throughout the school year**

**Recruitment Activity/Event #1:**

Write down the activity/event:

What materials do you need?

Who is in charge of gathering those materials and setting up your club’s table/activity? \_\_\_\_\_

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**Recruitment Activity/Event #2:**

Write down the activity/event:

What materials do you need?

Who is in charge of gathering those materials and setting up your club’s table/activity? \_\_\_\_\_

When/where will you host this activity/event?



# Membership

## Retention

### What is retention?

Retention is all about maintaining the current members you have in your BC2M club. It is critical for BC2M clubs' success and impact to prioritize the experience of current club members. This will show new members that they are joining a club that is welcoming, values their commitment, and is making a difference worth staying for.

### Why are members important?

Your BC2M members are key to the success and longevity of your club. Here is why:

- **Creating Club Culture & Community:** Members are at the heart of BC2M clubs. When they build strong connections with one another, they help establish a shared purpose and create a safe environment within the club. These safe spaces encourage members to be themselves, share their ideas, and work together towards a common goal: ending the stigma surrounding mental health.
- **Active Participation:** Members are the driving force behind the club's activities and events. Their participation and engagement is essential for the success of the club. Ensuring members are actively involved in decision making, planning, and execution of activities & events will ensure that they feel personal ownership over the club's successes.
- **Inclusive Environment:** Members bring a range of viewpoints and experiences, enriching the club's discussion and activities. Having diverse membership helps create a more inclusive environment and ensures the club addresses various student needs effectively.
- **Leadership Succession:** Long term members who understand the club's operations can help make leadership transition smoother when leaders graduate. Their familiarity with the club's process ensures continuity and stability. Check out this [Leadership Succession guide](#) for more info!

### Struggling to maintain your club members?

Check out the [Retention Tips & Tricks Document](#) on the club portal.

## Retention Planning Document

What is one goal you have when it comes to your members? (number of members, engagement & participation, etc.)

How are you going to keep members engaged (incentive system, assigning "roles" to members)?

- If you assign roles to members, what might this look like for your club?

Are there bonding activities that you can implement to increase engagement and improve relationships? List two from the [Retention Tips & Tricks Document](#) or come up with your own!



# Retention Planning Document

**Plan out one of those activities:**

Write down the activity/event:

When/where will you host this activity/event?

What materials do you need?

Who is in charge of gathering those materials and setting up your club’s table/activity? Describe.

**If you have time, plan out your other activity from your list or pick another from the [Retention Tips & Tricks Document](#) sheet.**

Describe the activity/event:

When/where will you host this activity/event?

What materials do you need?

Who is in charge of gathering those materials and setting up your club’s table/activity? Describe.

# Meetings

## Club Leader Only

### What is the purpose of club leader only meetings?

Club leader-only meetings are a vital part of making BC2M clubs work well. These meetings give you, the club leaders, the chance to bond, collaborate, and connect! It's a time to plan, brainstorm, and work together as a team. We strongly recommend having at least one club leader-only meeting each month. These meetings will help the club run smoothly and ensures leaders are on the same page and ready to support each other.

### Suggested Discussion Topics for Club Leader Only Meetings:

Reflect on or evaluate successes & challenges related to:

- Membership
- Recruitment
- Meetings
- Activities & Events
- Club Leadership

Brainstorm and plan for:

- Recruitment/Retention - Check out the [Membership Section](#) for more info!
- Upcoming General Member Meetings - Check out the [General Member Meeting Section](#) for more info!
- Upcoming Events - Check out the [Activities & Events Section](#) or the [School Wide Activation Section](#) for more info.
- Leadership Succession

Additional Ideas:

- Club Leader Bonding
- Semester/School Year Goal Setting
- End of Semester/End of School Year Reflection

Looking for Inspo? Check out this [Club Leader Only Meeting Sample Agenda](#)



## Club Leader Only Meeting Planning

*A great way to use club leader only meeting time is to reflect on successes and challenges. Check out the worksheet below and spend time evaluating your club. This exercise will help you identify what is working well within your club and what areas need improvement. Taking time to reflect on these aspects will strengthen your club and its impact.*

Date of Today's Meeting: \_\_\_\_\_

Attendance: \_\_\_\_\_

Check in Question/Icebreaker: \_\_\_\_\_

### Reflection Questions:

#### Recent Success

- Share a club success (ex: membership engagement, recruitment, a club activity or event, etc.): \_

What went well? Be specific!:

How can you continue thriving in this area?

# Club Leader Only Meeting Planning

## Challenges Faced

- Share a club challenge (ex: membership engagement, recruitment, a club activity or event):

What specific challenges are you facing?:

What are ways to combat these challenges?:

Who could provide support in resolving these challenges? (club advisor, BC2M Staff, admin, etc.):

## Goal Setting

List specific goals to address the current challenges:

Action Steps: Outline specific steps to achieve this goal:



# Meetings

## General Member

### What is the purpose of general member meetings?

Having general member meetings are valuable to the growth and strength of your BC2M club. It's a time for the whole club to come together, contribute their ideas, and collaborate on tasks and projects. Club meetings are also a time for general members to gain knowledge on mental health topics, prepare activities/events for the school campus, and promote BC2M by spreading mental health awareness.

### There are two main ways BC2M clubs structure their general member meetings:

#### Option #1: Pick an Activity and/or Presentation

- Many clubs choose to focus on an activity and/or a presentation during their general member meetings to educate members about mental health in a fun and interactive way. Hands-on activities encourage active participation and provide an opportunity for members to connect with one another, building a sense of community. Presentations enhance mental health knowledge and spark meaningful conversations among members. Pairing activities with presentations is an excellent way to balance fun and learning!

#### Option #2: Plan for a School Wide Event

- It is important to delegate time for prepping and planning out your school wide activations. School wide activities/events help the club reach a larger audience, spread awareness to more people, and assist in building a more supportive and empathetic community. You can use your general member meeting time to brainstorm ideas, set goals for your event, plan out logistics and complete prep work. Working together as a club to plan and execute events is a great way to bond and bring your members closer together!

While these are popular ways to use your general member meeting time, you are not limited to these two options. Feel free to create your own structure, as long as you use your time wisely and in a way that aligns with BC2M's mission.

### For additional meeting prep help, check out these Meeting Resources on the club portal:

- [General Member Meeting Sample Agenda](#)
- [3 Steps to a Successful First Club Meeting](#)



## General Member Meeting Planning

### Option #1: Activity/Presentation

Meeting Prep: Spend some time brainstorming ahead of your meeting using the questions below:

What topic would you like to focus on during this meeting? Think about topics that are relevant to your club or school community.

Is there a presentation on the club portal related to this topic?  
\_\_\_\_\_

Is there any activity on the club portal related to this topic?  
\_\_\_\_\_

### Now let's practice planning out an agenda!

#### Meeting Details

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Attendance: \_\_\_\_\_

Objectives & Agenda

Meeting Goal:

#### Agenda:

- Check In & Icebreaker
- Introduce Topic
- Presentation/Activity
- Action Items

Check in & Icebreaker (fun activity to get the meeting started!)



# General Member Meeting Planning

Introduce Topic: What topic did you select and why?

Presentation/Activity: What presentation and/or activity will your club be engaging in? How is it connected to the topic?

Action Items: Are there any tasks your club members/leaders need to complete before the next meeting? (ex: getting a permission slip signed, filling out a form, sharing something on social media, etc.)

Next Meeting Agenda (provide the club with a sneak peek of what will be covered at your next meeting)

## Option #2: School Wide Event Planning

We have a whole section of the workbook dedicated to school wide activations and event planning. See [pg. 41](#) for an example event planning sheet and use that as your meeting template!





# Club Content

Club content focuses on the initiatives your club implements to spread BC2M's mission. **In this section, you will find information on the three primary ways clubs achieve this:**

Activities & Events

Education &  
Presentations

Critical Skills





# Activities & Events

## Why do BC2M clubs host activities & events?

Planning and hosting activities and events are at the heart of the BC2M program. These interactive, engaging, and fun experiences are essential for spreading mental health awareness and creating a supportive community. By organizing events, BC2M clubs foster meaningful conversations, educate peers, and promote a positive environment that encourages mental well-being. Get creative and plan events that resonate with your school, making mental health a visible and approachable topic for all.

## Tips for Planning Activities & Events:

- Start small! Mental health is an important topic everyone should be aware of, but it can be overwhelming. Make it fun and friendly!
- Collaborate! Consider partnering with your student government or other clubs on campus. Also make sure your school admin is aware of your event.
- Get help from your club members! Spend some time during club meetings to brainstorm & prepare for your event and/or activity.
- Advertise! Promote your event as much as possible.

**Want to keep track of all the awesome activities & events your club does this school year? Check out the [Club Activity & Event Tracker](#)!**

**If you need ideas, explore the [Activities & Events section](#) of the club portal.**



## Activity & Event Brainstorming Sheet

*Planning activities and events can feel overwhelming, especially if you've never planned anything before. We want to ensure our BC2M clubs feel equipped to host activities and events throughout the school year to engage their club members and at times, the larger school wide community. Check out the reflection sheet below to brainstorm activity and event ideas that you are excited and passionate about!*

What mental health topics are you passionate about or interested in? List them out:

What mental health topics are your club members passionate about or interested in? List them out:

What mental health topics are relevant to your school community or community at large? List them out:



## Activity & Event Brainstorming Sheet

Spend some time exploring the [Activities & Events](#) Section of the club portal to see if there are activity & event ideas related to the topics you mentioned above. List your top 5 favorite activities/ events below:

Are there other activity or event ideas you have in mind that aren't on the club portal? List them out:

Does your school have any school-wide events where your BC2M club could add a mental health element to it? (ex: staff/student basketball game, homecoming football game, spirit week, wellness fair, etc.)

Are there other mental health clubs on campus that you could collaborate with to host an activity or event this school year?

Are there other non-mental health related clubs, student orgs, or sports teams you could collaborate with to host an activity or event this school year?

*In addition to these club only activities & events, we also encourage our clubs to host larger school wide/community events to get as many people involved as possible. Check out the School Wide Activation Section starting on [page 40](#).*





# Education & Presentations

## Why is Mental Health Education Important?

Mental health education is super important for young people because it helps them understand and manage emotions, deal with stress, and build resilience. During adolescence, teens face numerous changes and challenges that can impact their mental well-being. 50% of all lifetime mental illnesses are present by the age of 14. Through mental health education, teens can better identify early signs of mental health issues, seek help when needed, and support their peers. Additionally, mental health education helps reduce stigma, fostering a more supportive and open environment where teens feel comfortable discussing their feelings and experiences.

We highly recommend that our BC2M clubs engage with the following three presentations to help create a shared understanding across the club. This foundation of knowledge will then inform subsequent club discussions, decisions, and plans!

## Key BC2M Presentations

- **Defining Mental Health:** This presentation will give you a basic understanding of mental health and the difference between mental health and mental illness. We will also explore mental health literacy and the ways in which our various types of health—physical, emotional, and social—are interconnected. By increasing our awareness and understanding, we can foster a more supportive and inclusive environment for ourselves and those around us.
- **Stigma 101:** This presentation will dive into what stigma is and why it matters. Stigma involves negative attitudes and beliefs about mental health, often leading to shame and embarrassment. These misconceptions can prevent people from seeking help. By learning and breaking down these stereotypes, we can create a more supportive and understanding environment. Let's work together to reduce stigma and promote mental well-being for everyone.
- **Self Care 101:** This presentation focuses on self-care—what it is, why it's important, and how to incorporate it into daily life. Often misunderstood as selfish, self-care is actually crucial for maintaining mental health and improving our ability to engage effectively in various aspects of life. Join us as we explore practical tips and examples to help you take better care of yourself, enhance your well-being, and show up more fully in all your spaces.

In addition to these three presentations, check out the [Presentation Section](#) of the club portal for additional topics and presentations to use!

# Presentation Prep Document

*We highly suggest starting with the “Defining Mental Health Presentation” so that all of your club members have the same basic knowledge and information at the start of the school year. It may feel intimidating to talk about mental health and engage with educational materials, so use this worksheet below to plan it out!*

Presentation topic: \_\_\_\_\_

When do you want to go through this presentation with your BC2M club? Pick a meeting date: \_\_\_\_\_

Before that meeting, review the whole presentation so that you feel ready and prepared to present to your club! Decide who will be in charge of presenting which sections of the presentation and who will help out with getting tech set up. List out those people below:

If discussion questions are not provided in the presentation, brainstorm some potential discussion questions for before, during or after the presentation:



# Presentation Prep Document

How does this topic connect to your school community?

What questions might your club members have after you go through this presentation? List them below and provide answers:

If the presentation doesn't include activity ideas, take a look at the [club portal](#) and see if there are any activities that align with this presentation that you could do with your club to put your learning into action! List out the options below:

What resources, if any, do you have in your school or community that connect to this presentation topic that you could highlight to your club members?





# Critical Skills

At Bring Change to Mind, our mission is to end the stigma by empowering young people to cultivate communities that are educated, supportive, and empathetic. To achieve this, we want to focus on developing three critical skills within our BC2M clubs: learning how to help a friend, developing self-help & coping strategies, and accessing mental health support. These skills are essential for fostering a compassionate community and empowering students to take care of their own mental health and support their peers.

## Learning How to Help a Friend

- Knowing how to help a friend who may be struggling with their mental health is crucial for fostering a supportive community. It empowers students to recognize signs of distress, offer support, and guide their peers toward resources and/or professional help, promoting a culture of care and empathy.

## Developing Self-Help & Coping Strategies

- Developing self-help and coping strategies equips students with tools to manage stress, anxiety, and other mental health challenges. These skills enhance resilience, improve emotional well-being, and foster independence in navigating stressors.

## Accessing Mental Health Support

- Knowing where and how to access mental health support ensures that people can get help early and effectively. Accessing resources equips people with tools to manage their mental health proactively.



## Skill Building Exercises for the Whole Club!

*We highly encourage our clubs to implement the prompts/exercises below in their club meetings to ensure that everyone in the club has the opportunity to build and practice these vital skills.*

### Learning How to Help a Friend

- Recognize the Signs:
  - List five signs a friend might be struggling with mental health
- Start the Conversation:
  - Role-play with a partner: one person is the friend in need, the other initiates a supportive conversation. What are three phrases you can say to start the conversation?
- Provide support:
  - Brainstorm five ways to support a friend (ex: listening, spending time together, etc.)
- Refer Resources:
  - Identify three mental health resources available at your school or in your community.

### Developing Self-Help & Coping Strategies

- Coping Strategies Brainstorm:
  - In small groups, list as many coping strategies as you can think of that would help you and or someone else who may be struggling with their mental health.
- Personal Coping Plan:
  - Create a personal coping plan and keep it accessible so that you can refer to it whenever you need! List out: top three stressors, top three coping strategies and a safe person they can talk to when they need support

### Accessing Mental Health Support

- Resource Identification:
  - List all of the mental health support resources available at your school (counselors, support groups, etc.) and discuss the process for how to use these resources.
  - See [page 40](#) for more information on resource identification and how to implement it school-wide.
- Create a Resource Map:
  - Draw a map of your school and mark where each mental health resource is located! Make the map colorful and engaging and then hang it in a common area for all students to



# School Wide Activations

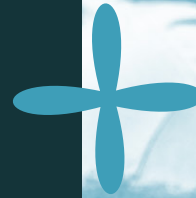
In this section, you will find information on school-wide activations, which are large, all-school events and activities designed to spread BC2M's mission to a broader audience. We aim for school-wide activations to reach as many people as possible, not just club members. **There are four main topics that we encourage our clubs to engage with:**

Resource  
Identification

Mental Health  
Basics &  
Prevalence

Self-Care  
Strategies

Real Life  
Stories of  
Mental Illness  
& Success





# Resource Identification

## What is resource identification?

Resource identification involves finding and recognizing the different supports and services that individuals can use to address their mental health. This can include a variety of resources, including:

- **Professional services:** therapists, counselors, psychiatrists, support groups
- **Community resources:** crisis hotlines, local mental health clinics, non profit organizations
- **Online resources:** teletherapy services, mental health apps, informational websites
- **School Resources:** school counselors and psychologists, student clubs & organizations, safe spaces
- **Self Help Resources:** books and workbooks, mindfulness and meditation tools

## Why is it important to not only identify resources, but spread awareness around those resources?

Spreading awareness around existing mental health resources is important for several reasons:

- **Empowerment & Self Advocacy:** When people are knowledgeable about mental health resources, they are better equipped to advocate for themselves and make informed decisions about their care.
- **Increased Utilization of Resources:** Many individuals may not seek help because they are not aware of the resources available to them. When individuals are informed about where and how to get help, they are more likely to seek support early on.
- **Increased Support Networks:** Mental health professionals, hotlines, and support groups provide crucial support networks for individuals. These connections enhance emotional support, reduce feelings of isolation, and build community resilience, creating a more supportive environment for all involved.

## Check out these mental health resources from the club portal and share them with your club and school community:

- [Crisis Resources](#)
- [Suicide Prevention Resources](#)
- [Grief & Loss Resources](#)

# School Wide Activation Planning Guide - Resource Identification

*Spreading awareness about mental health resources is key to providing support and encouraging help-seeking behavior. We encourage our BC2M clubs to host a school wide activation to highlight these resources and educate their entire school community. We have provided some activity/event ideas below, but you are welcome to develop your own ideas, as long as it is focused on resource identification. If you have any questions, ask your BC2M staff liaison. Once you have selected your activity/event, use the planning guide below to plan it out. Let's ensure everyone is informed about the resources available to them!*

## Activity/Event Ideas:

- **Option #1:** [Mental Health Bulletin Board \(simple\)](#)
- **Option #2:** [Mental Health Resource Fair \(complex\)](#)
- **Option #3:** [Cocoa with Counselors \(simple\)](#)

## Worksheet Outline:

### Event/Activity Details:

- Name of Event/Activity: \_\_\_\_\_
- Activation Topic: \_\_\_\_\_
- Date & Time: \_\_\_\_\_
- Location: \_\_\_\_\_
- Objective: What is the goal of this activity/event?

### Planning Team:

- Team Members: \_\_\_\_\_
- Roles & Responsibilities: Assign specific tasks to each team member

# School Wide Activation Planning Guide - Resource Identification

Timeline: How long will it take you to plan this activity/event? Create a timeline!

Other needs? (ex: guest speakers, vendors, snacks, etc.)

**Audience & Promotion:**

- Target Audience: \_\_\_\_\_
- Estimated Attendance: \_\_\_\_\_
- Promotion Plan: How will you promote this activity/event?

**Approval:** Do you need to receive approval from your school’s admin before hosting this event? If so decide when you will discuss this with admin:

**Follow Up & Reflection:**

Event/Activity Evaluation for Participants. Create an evaluation form for participants to fill out and provide feedback.

What went well?

Areas of improvement?

**Resources Needed:**

Materials & Supplies: List all of the items you’ll need for this activity/event

Budget: Estimate the costs for this activity/event. Remember to use your BC2M Grant Funds!

# Mental Health Basics & Prevalence

## What is mental health and how does it impact us?

According to the CDC, mental health includes emotional, psychological, and social well-being. It affects the way we think, feel, and act. Many people use the terms “mental health” and “mental illness” interchangeably. However, not everyone has a mental illness; but everyone has mental health. We all need to foster our mental health and take care of it just like we would our physical health.

## Why is raising mental health awareness important?

Spreading mental health awareness is a key part of being a Bring Change to Mind Club. Here’s why:

- **Reduces Stigma & Discrimination** When we have more knowledge on mental health, we tend to be more conscious and more understanding of what someone is going through. When more people kick off these conversations, it can inspire a whole community to change their viewpoints on mental health.
- **Helps Better Understand Symptoms** A deeper understanding of mental health allows one to recognize the onset of symptoms quicker, enabling you to guide yourself or others in seeking the support and care they need.
- **Fosters Positive Relationships** Open and informed conversations about mental health contribute to stronger, more empathetic relationships. These discussions can reduce anxiety and promote overall mental well-being.

## Check out these additional resources on Mental Health Basics & Prevalence from the Club Portal:

- [Talking to Family About Mental Health Presentation](#)
- [How to Approach a Mental Health Conversation](#)



# School Wide Activation Planning Guide - Mental Health Basics & Prevalence

Understanding mental health basics and the prevalence of mental health challenges is key to building a supportive community. We encourage our BC2M clubs to host a school-wide activation focused on educating their school community about general mental health knowledge including signs and symptoms and relevant statistics. We have provided some activity/event ideas below, but you are welcome to develop your own ideas, as long as it is focused on mental health basics & prevalence. If you need help, reach out to your BC2M staff liaison. Once you have selected your activity/event, use the planning guide below to plan it out. Let’s work together to expand knowledge and promote awareness about mental health!

## Activity/Event Ideas:

- [Option #1: Mental Health Trivia \(simple\)](#)
- [Option #2: Light It Up \(complex\)](#)

## Worksheet Outline:

### Event/Activity Details:

- Name of Event/Activity: \_\_\_\_\_
- Activation Topic: \_\_\_\_\_
- Date & Time: \_\_\_\_\_
- Location: \_\_\_\_\_
- Objective: What is the goal of this activity/event?

## Planning Team:

- Team Members: \_\_\_\_\_
- Roles & Responsibilities: Assign specific tasks to each team member

# School Wide Activation Planning Guide - Mental Health Basics & Prevalence

Timeline: How long will it take you to plan this activity/event? Create a timeline!

Other needs? (ex: guest speakers, vendors, snacks, etc.)

**Audience & Promotion:**

- Target Audience: \_\_\_\_\_
- Estimated Attendance: \_\_\_\_\_
- Promotion Plan: How will you promote this activity/event?

**Approval:** Do you need to receive approval from your school’s admin before hosting this event? If so decide when you will discuss this with admin:

\_\_\_\_\_

**Follow Up & Reflection:**

Event/Activity Evaluation for Participants. Create an evaluation form for participants to fill out and provide feedback.

What went well?

Areas of improvement?

**Resources Needed:**

Materials & Supplies: List all of the items you’ll need for this activity/event

Budget: Estimate the costs for this activity/event. Remember to use your BC2M Grant Funds!



# Self-Care Strategies

**Overview Self-Care:**

- Self-care is the practice of taking an active role in protecting one’s own well-being and happiness, in particular during periods of stress.
- The World Health Organization defines self-care as: “the ability of individuals, families, and communities to promote health, prevent disease, maintain health, and cope with illness and disability with or without the support of a health worker.”

**Why is it important to raise awareness about self-care in your community?**

- Self-care requires checking in with yourself and asking yourself how you’re doing physically, mentally, and emotionally. Some people use self-care techniques to deal with stressors that come up, but self-care can also be really important for maintaining one’s day-to-day wellness. Because self-care looks different for everyone, it is important for BC2M clubs to educate their classmates on the topic, so individuals can decide what it looks like for them. Different people will adopt different self-care practices, and even what they identify as self-care may change over time. That is okay and a normal part of growth.
- **Benefits of self care:**
  - Reduces anxiety and depression
  - Reduces stress
  - Increases happiness
  - Helps you adapt to changes
  - Reduces risk of disease and illness



## School Wide Activation Planning Guide - Self-Care Strategies

*Promoting self-care is essential for overall well being. We encourage our BC2M clubs to organize a school- wide activation that teaches self-care strategies and practices to their entire school community so everyone can learn to prioritize self-care. We have provided some activity/event ideas below, but you are welcome to develop your own ideas, as long as it is focused on self-care. If you need help, reach out to your BC2M staff liaison. Once you have selected your activity/event, use the planning guide below to plan it out. Let’s work together to empower our community with effective self-care strategies!*

**Activity/Event Ideas:**

- [Option #1: Mindfulness Yoga \(simple\)](#)
- [Option #2: Self Care Kits \(complex\)](#)
- [Option #3: Take What you Need \(complex\)](#)

**Worksheet Outline:**

**Event/Activity Details:**

- Name of Event/Activity: \_\_\_\_\_
- Activation Topic: \_\_\_\_\_
- Date & Time: \_\_\_\_\_
- Location: \_\_\_\_\_
- Objective: What is the goal of this activity/event?

**Planning Team:**

- Team Members: \_\_\_\_\_
- Roles & Responsibilities: Assign specific tasks to each team member

# School Wide Activation Planning Guide - Self-Care Strategies

Timeline: How long will it take you to plan this activity/event? Create a timeline!

Budget: Estimate the costs for this activity/event. Remember to use your BC2M Grant Funds!

**Audience & Promotion:**

- Target Audience: \_\_\_\_\_
- Estimated Attendance: \_\_\_\_\_
- Promotion Plan: How will you promote this activity/event?

Other needs? (ex: guest speakers, vendors, snacks, etc.)

**Approval:** Do you need to receive approval from your school’s admin before hosting this event? If so decide when you will discuss this with admin:  
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**Follow Up & Reflection:**  
Event/Activity Evaluation for Participants. Create an evaluation form for participants to fill out and provide feedback.

What went well?

**Resources Needed:**

Materials & Supplies: List all of the items you’ll need for this activity/event

Areas of improvement?



# Real Life Stories of Mental Illness & Success

## Overview of mental illness:

- Definition: Mental illnesses are health conditions involving changes in emotion, thinking or behavior (or a combination of these). Mental illnesses can be associated with distress and/or problems functioning in social, work or family activities (American Psychiatric Association, 2024).

## Why is it important to highlight real life stories of Mental Illness & Success?

Highlighting real life stories of mental illness and success is helpful in changing the narrative surrounding mental illness. Individuals who live with mental illnesses are capable of living full and productive lives! Highlighting success stories also serves to:

- **Reduce stigma:** The more openly we have conversations surrounding mental illness, the less stigmatized this topic becomes. With stigma reduction comes more help-seeking behavior, and reaching out for help is an important first step in a journey towards mental wellness.
- **Offer hope:** When people see those who are living with mental illness successfully navigating life, this offers hope that things do get better. The beginning stages of experiencing a mental illness can be scary, so seeing that it is possible to live a full and meaningful life with a mental illness is really important.
- **Encourage empathy and understanding:** Among people who do not live with mental illness, learning about what others go through is a huge step towards promoting empathy. While a person can never fully understand what someone else is going through, hearing stories of success and what it took to get to that place promotes a deeper understanding and overall empathy.

Check out the [Mental Health Language Guide](#) from the club portal for tips on how to discuss stories of mental health appropriately.



# School Wide Activation Planning Guide - Real Life Stories of Mental Illness & Success

*Sharing real life stories of mental illness and success provides hope and encouragement to those who may be struggling. We encourage our BC2M clubs to put together a school-wide activation focused on uplifting these stories for the whole school community to hear. We have provided some activity/event ideas below, but you are welcome to develop your own ideas, as long as it is focused on sharing real life stories of mental illness and success. If you need help, reach out to your BC2M Staff member. Once you have selected an activity/event, use the planning guide below to plan it out! Let's bring these impactful stories to light and foster hope and understanding!*

## Activity/Event Ideas:

- **Option #1:** [Mental Health Celebrity Spotlight: Breaking the Stigma \(simple\)](#)
- **Option #2:** [Mental Health Open-Mic Night \(complex\)](#)
- **Option #3:** [TED Talk & Mental Health Assembly \(complex\)](#)

## Worksheet Outline:

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### Planning Team:

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# School Wide Activation Planning Guide - Real Life Stories of Mental Illness & Success

Timeline: How long will it take you to plan this activity/event? Create a timeline!

Other needs? (ex: guest speakers, vendors, snacks, etc.)

**Audience & Promotion:**

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- Promotion Plan: How will you promote this activity/event?

**Approval:** Do you need to receive approval from your school’s admin before hosting this event? If so decide when you will discuss this with admin:

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**Follow Up & Reflection:**

Event/Activity Evaluation for Participants. Create an evaluation form for participants to fill out and provide feedback.

What went well?

Areas of improvement?

**Resources Needed:**

Materials & Supplies: List all of the items you’ll need for this activity/event

Budget: Estimate the costs for this activity/event. Remember to use your BC2M Grant Funds!





# Resources



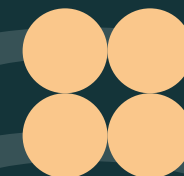
Thank you for completing the Club Leader Workook! The time and energy you have invested into this resource has allowed you to position your club to have the greatest impact possible! Please remember that your BC2M Staff Member is here to support you and answer any questions you may have throughout the school year!

## BC2M Resources:

- [Club Portal](#)
- [Headspace](#)
- [Annual Grant Request](#)
- [BC2M Registration Form](#)

## Crisis Resources:

- Crisis Text Line
  - A free, 24/7, confidential service where you can text a trained Crisis Counselor if you or someone you know needs support.
  - TEXT “BC2M” TO 741741
- 988 Suicide & Crisis Lifeline
  - The 988 Suicide & Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free 24/7, confidential emotional support to people in suicidal crisis or emotional distress.
  - CALL 988 OR 1-800-273-TALK (1-800-273-8255).
- Love is Respect
  - A project of the National Domestic Violence Hotline, love is respect offers 24/7 information, support, and advocacy to young people between the ages of 13 and 26 who have questions or concerns about their romantic relationships.
  - CALL 1-866.331.9474 | TEXT “LOVEIS” TO 22522
- Trevor Project
  - Provides 24/7 crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender, and questioning youth.
  - CALL 1-866-488-7386 | TEXT “START” TO 678678





@bringchangetomind | @bc2mhighschool

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Email us at [highschool@bringchange2mind.org](mailto:highschool@bringchange2mind.org) or contact your BC2M staff member with specific questions