



let's talk mental health

BC2M High School Program

2019 Impact Report

ABOUT BC2M HIGH SCHOOL PROGRAM



Bring Change to Mind (BC2M) is a national non-profit with the mission of ending the stigma and discrimination surrounding mental illness. BC2M launched its high school club initiative in fall 2015, in an effort to provide an evidence-based resource for teens in the school environment.

BC2M's approach works from the teen perspective up. Through student-led high school clubs, we provide a platform for teens to voice their opinions and suggestions. With educated conversation around mental illness, we can change perceptions early on and demystify a topic that affects so many young individuals, either directly through their own experience or indirectly through a family member's or friend's experience.



ABOUT BC2M HIGH SCHOOL PROGRAM



How it works

Our headquarters provides interested high schools with a range of resources that help them launch and develop their BC2M club.

This includes but is not limited to:

- Access to our BC2M club portal where you'll find our club guidebook, a range of discussion and activity ideas, and photos from club events throughout the US
- A \$500 grant to help fund activities related to the BC2M mission
- Club swag to help unify your BC2M members and highlight the presence of the club on campus
- Speakers to present at club or school-wide events
- A year's free subscription to the Headspace meditation app, valued at \$155
- A weekly newsletter that provides program updates and information, as well as notifications of local events, activities and trainings
- An invitation to our annual SF BC2M Student Summit or regional leadership meetups



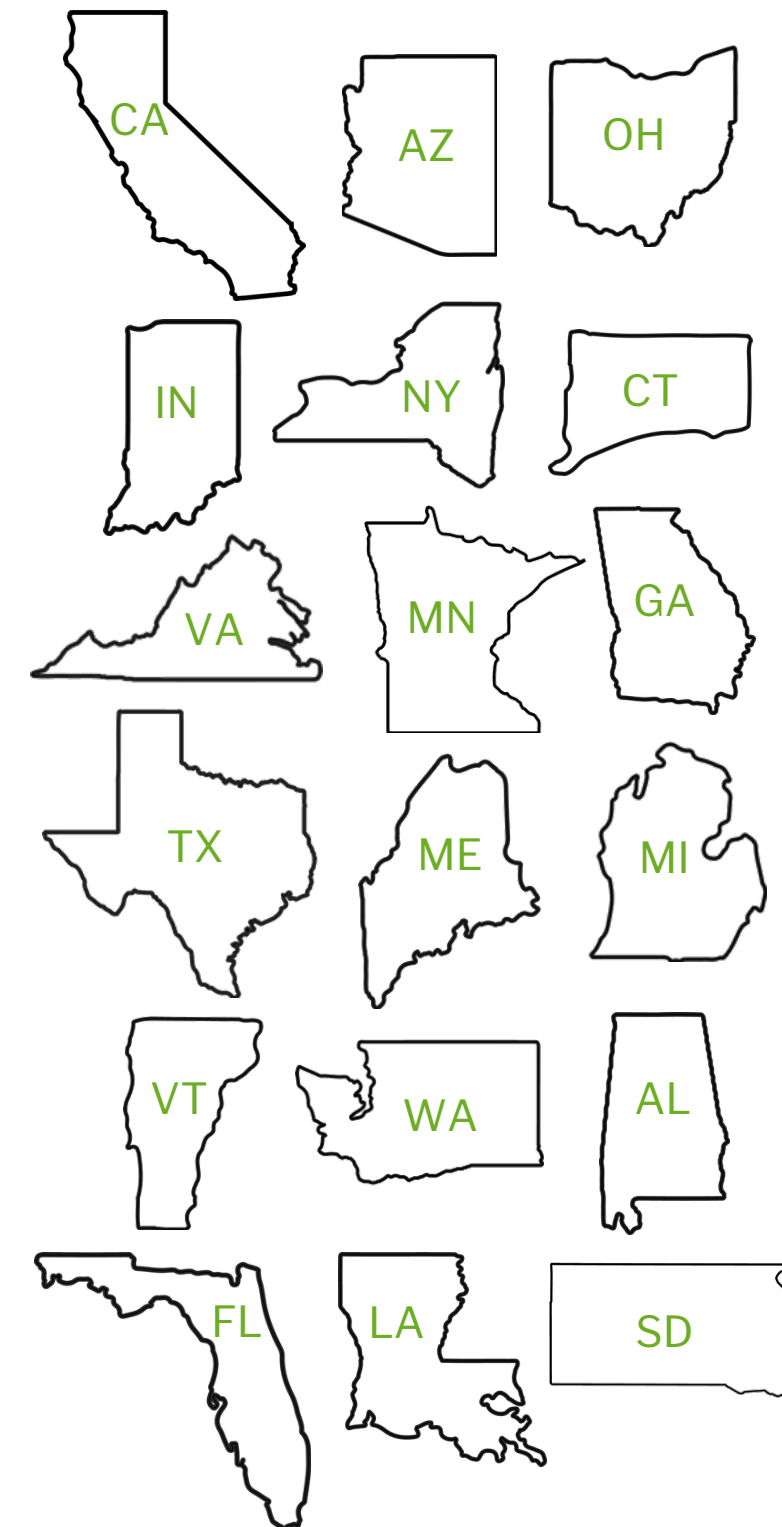
OUR IMPACT



As we move into year five of the BC2M High School program, we would like to thank all those that have made this initiative not only possible, but the huge success that it has become.

Since its launch in the fall of 2015, the BC2M High School Program:

- Has grown from **25** high schools in year one, to **250** high schools in year five
- Partnered with schools across **18 states**
- Been implemented in public, private, charter and continuation schools alike
- Has over **7,500** active high school club members across California
- Has seven major hubs within the program: Bay Area, Los Angeles, Phoenix, NYC, Indiana, Cincinnati, and Columbus



A PLATFORM FOR COLLECTIVE CHANGE



On November 3rd, 2018, BC2M hosted its third annual student summit at the Twitter Headquarters in San Francisco. This event brought together **over 400 students, from 65 schools across the Bay Area**, and allowed them the opportunity to cross-pollinate ideas and learn from experts in the field of mental health, in a **collective effort to create communities free from the stigma of mental illness.**

The 2019 Bay Area Summit will be hosted on November 2nd, 2019 at the Pinterest Headquarters in San Francisco.



FOR TEENS, BY TEENS



At BC2M, we do not think of students as simply the beneficiaries of the change we hope to see. Rather, we think of them as partners in this process of change. As we engage students as leaders, not only learners, we create a generation of mental health advocates that know no boundaries.

In 2016, BC2M launched its first **Bay Area Teen Advisory Board** to provide our most passionate student leaders with additional leadership opportunities. The Teen Advisory Board is made up of 20 club members who work closely with the BC2M staff to give direction to how the program should evolve and to offer insight into the challenges faced by their generation.

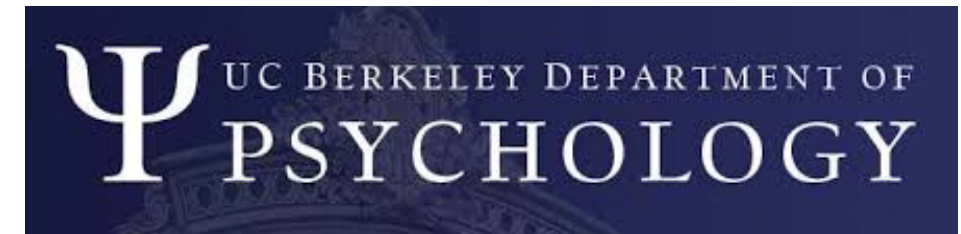
In 2018, the group grew to become our **California Teen Advisory Board**, and a second, **Interstate Board**, was launched in order to receive input and guidance from members all across the country.



RESEARCH FINDINGS



Since the launch of the pilot program in 2015, BC2M has partnered with an outstanding research team from UC Berkeley to assess the impact of club participation on student attitudes and knowledge towards mental illness, in addition to social distance. Leading this in-depth evaluation are the world-renowned researchers and experts in their fields: Dr. Stephen Hinshaw from the University of California, Berkeley and Dr. Bennett Leventhal from the University of California, San Francisco School of Medicine.



Findings from this multi-wave study showed that:

- BC2M club participation is associated, for high-school students, with improvements in mental health knowledge, mental health attitudes, and improved desire for contact with individuals with mental disorders.
- Although, average student scores on the key measures were already high at the beginning of the school year, most likely reflecting both the nature of the volunteers (committed to mental health issues) and the greater coverage of mental health through social media in the current era, the timing of student involvement in clubs was associated with greater mental health knowledge, enhanced attitudes, and greater desire for social contact.
- Despite the already high “baseline” scores of club members, the effects were statistically significant, and in the small to medium range.

ALL-SCHOOL EDUCATION



The impact of the club program does not stop with its direct members. The ripple effect of changes in their attitudes and knowledge spreads out to friends, peers, and family members with every interaction and conversation.



To assess the changes and improvements in school climate, student empathy, and awareness as a result of the club's presence, BC2M will be working with a number of schools in the Phoenix area to conduct an all-school evaluation over the 2019-20 school year. This investigation will be led by a third party research organization, Authentic Connections, that specializes in assessing student wellness.

"I want to change the way people, especially my peers, see mental illness. The BC2M club has allowed me to help my peers by educating them, and as a result, begun to erase the stigma of mental health in our school."

- Jackson
Senior

"As an advisor, I loved working with BC2M. You all have been there when I needed help or support. Thank you so much for creating this group and opportunity!! You are all ROCKSTARS!"

- Stephanie
Club advisor

What our members and advisors have to say:

"I really believe in this club and know that we will expand greatly over the next few years at our school. Thanks for everything!"

- Cady
Club advisor

'Before being diagnosed with anxiety myself, I had very little understanding of what anxiety is and what it means to have it. I viewed it as something permanent and something to be ashamed of, and I couldn't imagine having a discussion about it with others. It took many months for me to accept my condition, learn to overcome it, and realize that I have nothing to be ashamed of at all. Through BC2M, I hope to help others make the same realization, foster open conversations about mental health, and spread the word that you CAN get better.'

- Emily
Junior

"The BC2M Student Summit was a great way to meet and liaise with other students who are passionate about erasing the stigma of mental illness. It has really opened my mind to the lack of awareness that I subconsciously have in certain situations."

- Claire
Sophomore

PARTNERSHIPS



SEPT 30, 2017

In partnership with the **Children's Health Council, Stanford University, and Teenz Talk**, BC2M hosted a Student Wellness Conference for 250 Peninsula-based high school students to provide them with additional self-care information and community resources.



MAY 1, 2018

In partnership with **Cincinnati Children's Hospital** and local nonprofit **1N5**, BC2M presented to students and faculty from over 20 high schools in Cincinnati to share information about the BC2M HS Program. Following this, 13 schools signed up to launch BC2M clubs that fall.



MAY 6, 2018

BC2M, along with **Patrick Kennedy, Mayor Darrell Steinberg**, and other national leaders, was invited to present at the **LA County Dept of Mental Health's Symposium on Mental Health and Wellbeing**, in an effort to highlight the the importance of education and awareness around youth mental health.



PARTNERSHIPS



NOV 2018

BC2M partnered with **Twitter** and **Paramount Studios** to host the **2018 Bay Area and Los Angeles Student Summits** to give club members the opportunity to meet, share ideas, and brainstorm how they can best engage and promote mental health among their peers.



AUG 2019

In partnership with **HBC, Indiana Dept of Education** and **Abercrombie & Fitch**, new BC2M regions will launch in NYC, Indiana, and Columbus, OH—a total of 70 new clubs being launched as a result of their support.



HBC FOUNDATION
HEADFIRST PROGRAM

Abercrombie & Fitch

SEPT 2019

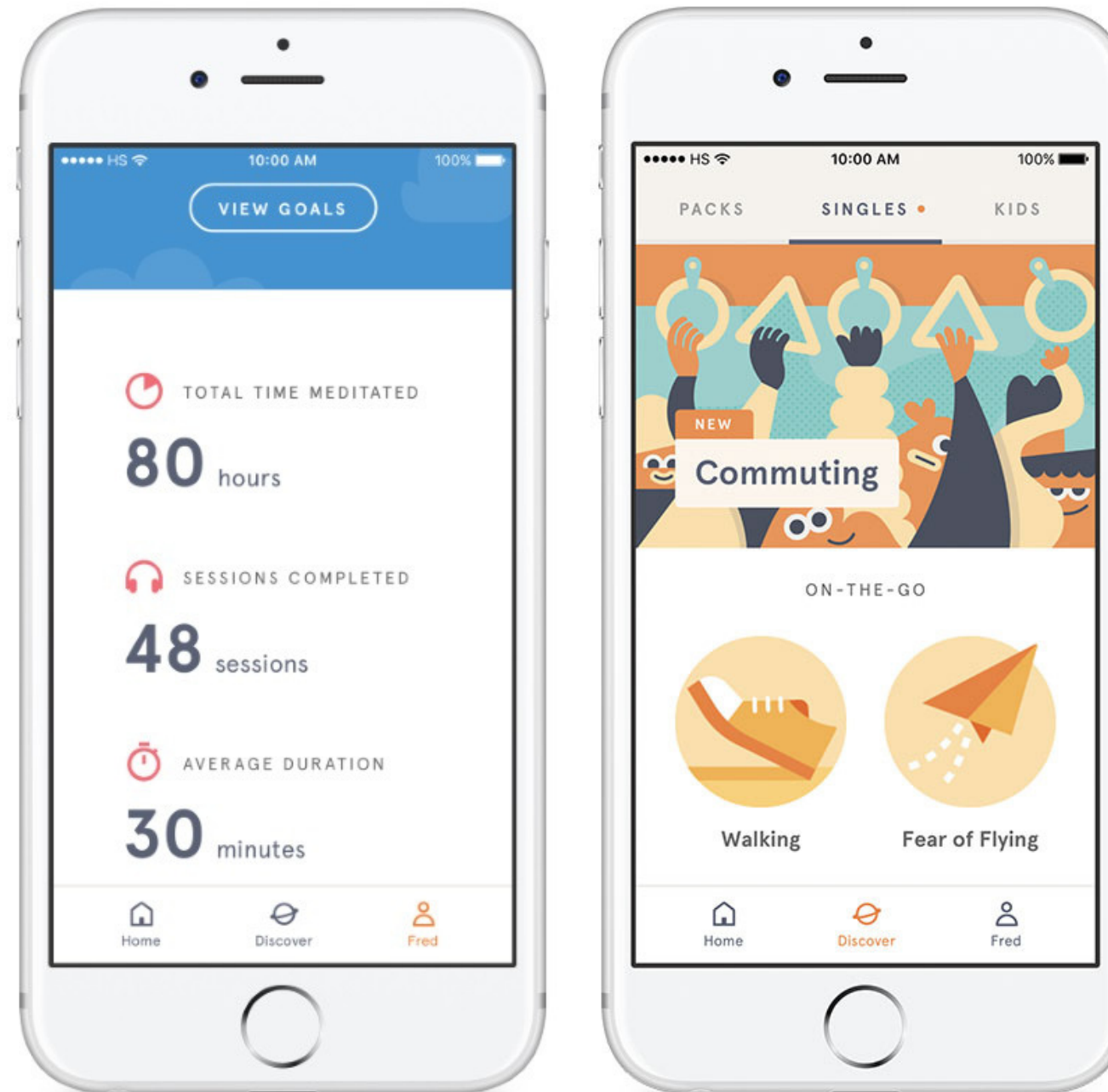
Authentic Connections will begin their all-school evaluation with approximately 4 schools in Phoenix, AZ to assess the impact of the club on the entire campus.



PARTNERSHIPS



In response to club member requests for additional tools that focus on stress reduction and mindfulness, we launched one of our most exciting partnerships to date. **BC2M is proud to announce that all registered high school club members and advisors will receive free access to the Headspace app**, a tool used by over 15 million users in 190 countries, which offers meditation sessions and mindfulness trainings at the touch of a button. A subscription valued at \$155 per user, per year.



A DAY WITH
Mental Health

In addition to the app, BC2M has also partnered with Headspace to share the stories of mental health. You can read the first one [here](#).

THANK YOU



We could not do this without the support of our generous donors.

Please help us continue this important work by donating **today**.

For more information about the BC2M High School Program, contact Leanne Loughran at leanne.l@bringchange2mind.org.