

bring  
change  
to mind

# 2023 High School Impact Report



NATIONAL

# The Need

**More than 50% of people living with a mental illness will not seek help because of stigma**

- American Psychological Association

The youth mental health crisis we are experiencing, coupled with the enduring stigma surrounding mental health, has become a significant societal challenge that demands immediate attention. Young people today face a growing burden of mental health issues, including anxiety, depression, and suicidal ideation, reaching the point where the prevalence of mental illness is now greatest among youth aged 16 to 25 years compared to any other stage of the lifespan.

However, the prevailing stigma attached to mental health creates barriers that hinder them from seeking the support they desperately need. Stigma perpetuates shame, fear, and discrimination, preventing open conversations and isolating those who are already struggling. In fact, the average delay between the onset of symptoms and intervention is 11 years. This delay in seeking support would simply not happen for most physical illnesses.

Through its evidence-based High School program, BC2M tackles this aspect of the youth mental health crisis, shedding light on the detrimental impact of stigma and emphasizing the importance of destigmatization, prevention and early intervention efforts. By working in direct partnership with youth and schools, we are creating road maps for how communities can foster a compassionate and inclusive society that encourages young individuals to seek help, find healing, and build resilience.

Although many adolescents are reluctant to seek professional help for a variety of reasons, most notably due to stigma surrounding their illness, research shows that they do seek support from their friends and peers. High school students have increasingly become the front line in recognizing mental health struggles amongst their peers. Through BC2M's High School program, we are committed to ensuring that youth are equipped with the tools, vocabulary, and knowledge needed to facilitate help-seeking and the creation of empathetic communities.



# Bring Change to Mind's High School Program



## Evidence-based & school-led

BC2M's High School Program is unique in that it is evidence-based, student-led and provided free of charge to every school that we work with. These clubs are available to all high schools and communities, and they operate like any other club on campus allowing for an easy-to-implement initiative. Because of these factors, and many more, BC2M HS has been able to roll out, with huge success, to public, private, and charter schools alike.

BC2M high school clubs encourage youth to take a proactive approach to mental health and self-care, while equipping these emerging advocates with the tools and skills to create real change in their communities.

### The four main objectives of the BC2M High School Program are:

1. Increasing youth engagement in mental health learning and conversations.
2. Increasing help-seeking behaviors through peer outreach, reductions in stigma, and resource identification.
3. Increasing youth-led advocacy campaigns at the school, local and state level.
4. Increasing the number of Transitional Age Youth (TAY) pursuing careers in the mental health field.





# High Touch Model

BC2M's is proud to operate a high touch model, with a dedicated Regional Staff member who meets personally with each club in-person or virtually at least twice a year and provides regionally tailored mental health materials. BC2M offers students the most engaging, peer-to-peer advocacy platform currently available.

## BC2M's extensive club resources include:

- An annual \$500 club grant
- Access to BC2M's proprietary online educational portal
- Free annual subscriptions to the Headspace app for all members
- Suicide prevention trainings for students and faculty
- An annual regional Student Summit
- Youth leadership trainings & club advisor trainings
- Mental health career pathways workshops and much more

Youth members are provided all the necessary tools to host, at minimum, four all-school mental health awareness events on their campus. These all-school events are purposefully designed to reduce the stigma surrounding mental illness among students and increase peer knowledge of these topics.

During the 2022-23 school year, BC2M supported **480 high schools** and **16 middle schools** across the US, with over **10,000 student members** directly involved and benefiting from this evidence-based, mental health and wellness program.



# Resource Highlight: BC2M Regional Summit



## Advocacy in action

BC2M provides opportunities for further learning, networking and collective brainstorming through its Student Summits. Every Fall, BC2M hosts an annual Summit in each of its regional hubs: Phoenix, San Francisco, Los Angeles, Indianapolis, and New York City. These day-long, large-scale gatherings work to further increase education around mental health, advocacy, and resilience. They are purposely designed to be social media friendly; with engaging speakers, interactive sessions, and breakout brainstorming groups. By using this format and setting a 'cool' aesthetic, student attendees are eager to share their experiences with their social media followers. This serves to educate others as well as encourage those other youth to get involved in this important work.

During these inspirational events, club members hear from a diverse panel of mental health experts and celebrities, youth leaders, and individuals with lived experience. The day also allows for students to learn from other youth advocates about how they have made their clubs successful and what activities have had the greatest impact on their campuses.

It is extremely important to BC2M that no student or advisor is prevented from attending these Summits due to financial or geographical constraints. To ensure that this remains true, BC2M provides complimentary transportation from various locations across the State to these regional events, up to two hours from the event site. The pick-up and drop-off locations for transport are chosen very carefully to ensure it is accessible to as many students as possible.





# Resource Highlights

## Cont.

### Leadership and Advisor Trainings

To ensure student leaders are equipped with the necessary tools to guide and enhance their club impact, BC2M provides all club officers with access to our regionally tailored Leadership Training. This mandatory training teaches members about the following: promotion of the BC2M club to other students, inclusion and respect of all members, conflict resolution tips, event planning best practices, and much more.

For Advisors, BC2M wants to ensure these valued faculty supporters feel equipped with the knowledge to best support their youth advocates, and we do this through two advisor trainings hosted by BC2M each year.

### Mental Health Career Pathways

As part of BC2M's efforts to drive youth advocates towards these careers, BC2M hosts Mental Health Career Pathways Workshops each year for any interested high school and college-aged youth. These workshop topics include:

- Resume Building and Networking
- Traditional mental health career tracks (e.g. clinician, counselor, psychiatry) and non-traditional options, such as mental health technology and app development, mental health and wellness social media influencer, and philanthropy
- Incorporating Your Mental Health Story into College and Job Applications

### Teen Advisory Boards

Each regional board is made up of 20 of our strongest youth leaders that applied from their area. Through bi-weekly calls, the organization harnesses the diverse insights, knowledge, and suggestions of this group to continually monitor and improve the Program. In this way BC2M ensures that its recommended activities, educational presentations, advocacy events, and community resources are relevant to its diverse member audience. These highly coveted leadership roles are another reason teens from all communities are excited to join the Program.

### Educational Supports

Year-round, BC2M members have access to over 50 educational presentations that cover topics such as Mental health 101, Intersections of Mental Health (with individualized presentations surrounding racial trauma, gender identity, etc.), and How to be An Advocate. These presentations have been created over the years to target the most important topics for the various communities that we work with. This vast array of content has allowed BC2M to meet students where they are. Based on their knowledge level of the topic and the needs of their community, BC2M staff help members create a plan of action for hosting educational information and leading subsequent group conversations.

# Student Summits: Fall 2022 & Spring 2023





# Prioritizing the Highest Needs Schools

BC2M prioritizes supporting Title 1 schools and communities of lower SES status and higher racial diversity. This data is tracked every year to ensure the majority of our schools meet these organizational priorities. BC2M also quantifies the percentage of its members who identify as part of the LGBTQIA+ community to ensure our content and highlighted resources reflect the interests and background of our members across various regions.

Representation of various communities and backgrounds is also vital. BC2M is committed to uplifting the voices of TAY populations who have often been overlooked. As part of its PSA and social campaigns, speaking opportunities and events, thank you videos, and local news segments, BC2M aims to highlight these community youth representatives.

**“Representation of various communities and backgrounds is also vital”**

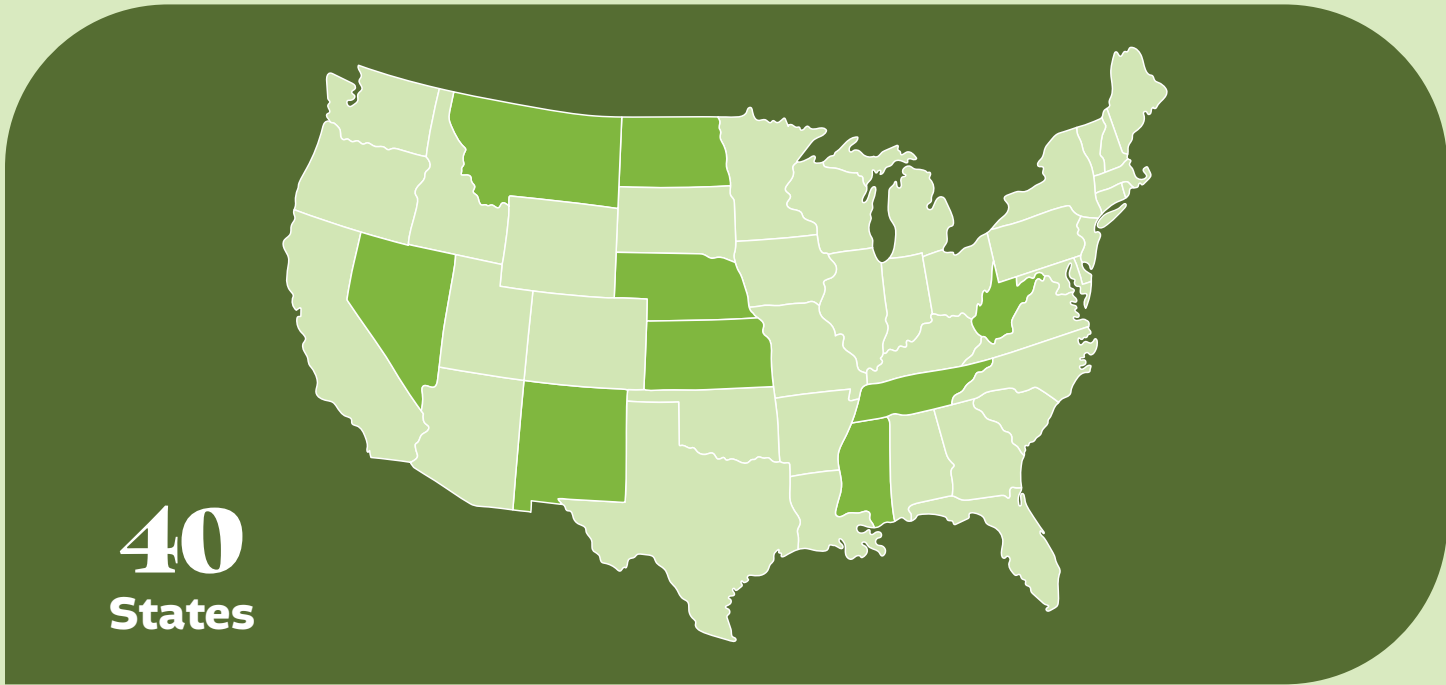




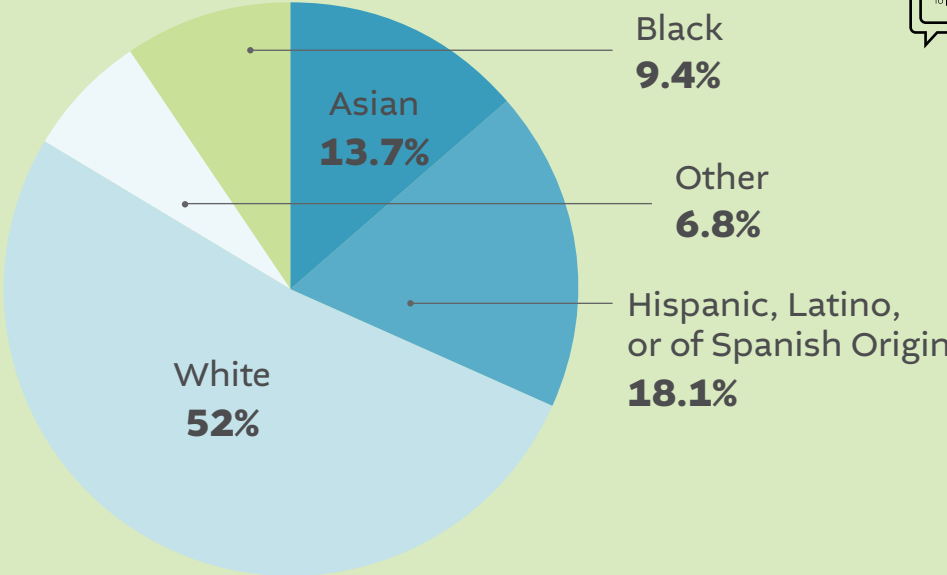
# BC2M Across the USA

## 2022-2023

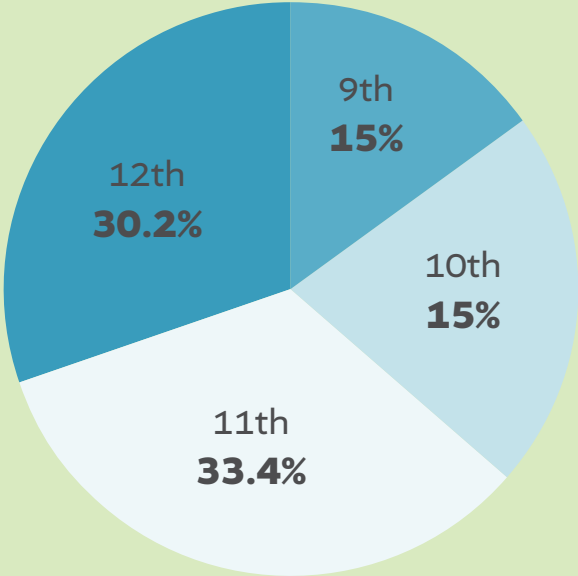
### National Overview



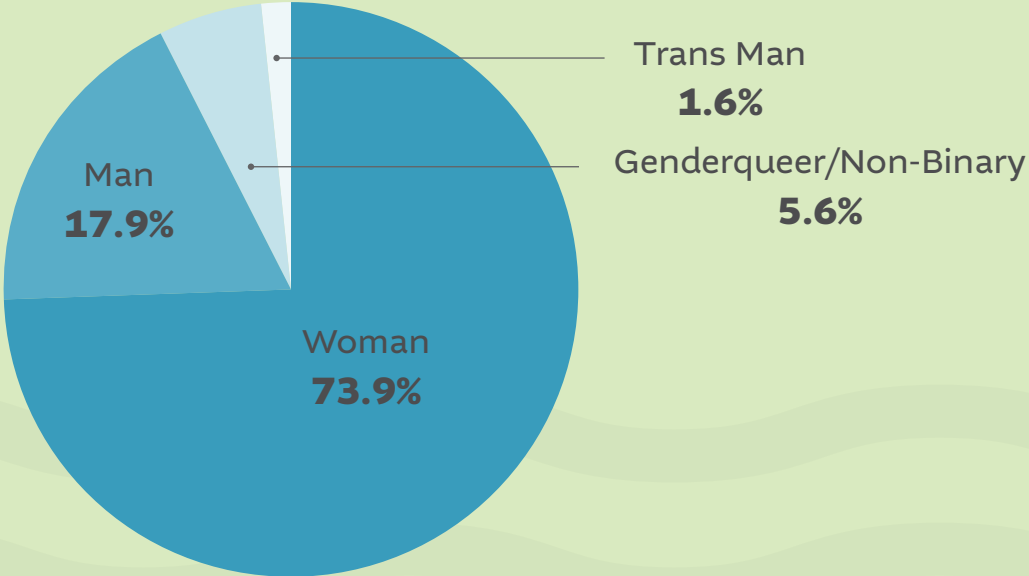
#### Racial and Ethnic Identity



#### Grade Breakdown



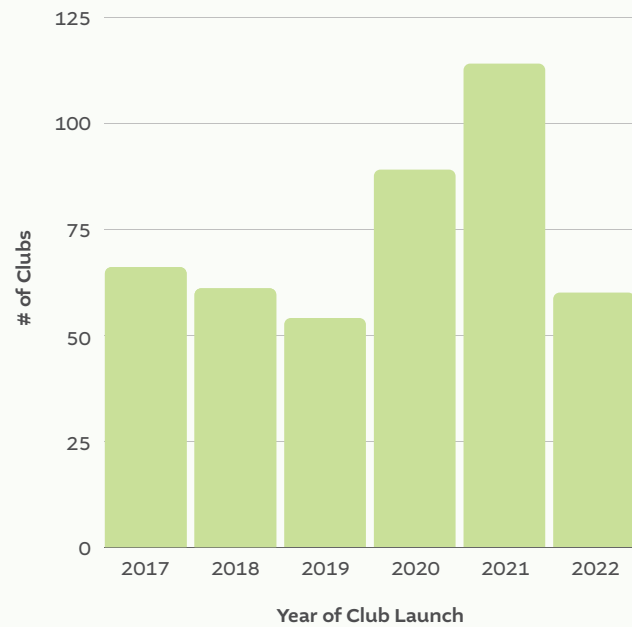
#### Gender Identity



**480 Schools**

**14,000 Youth Members**

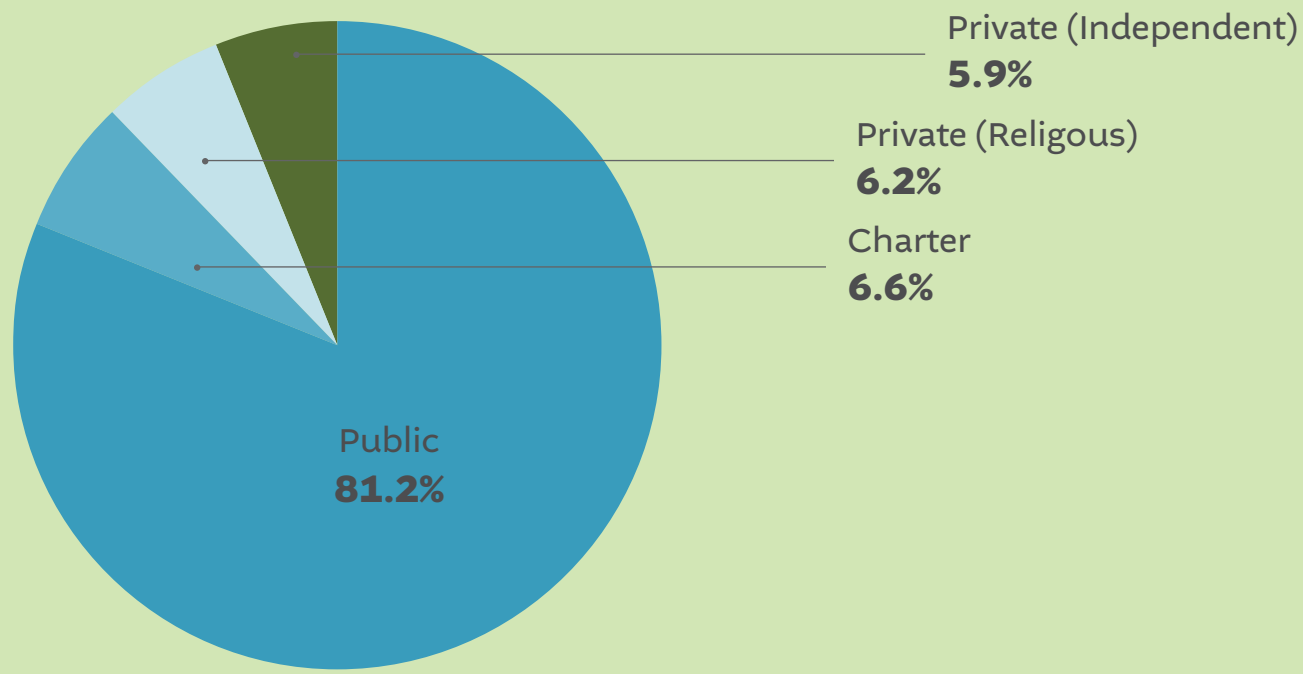
# Additional Club Data



**19.6%**  
of clubs are in rural settings

**52%**  
was the average BIPOC enrollment at BC2M schools across the country

## School Type



# Bring Change to Mind Evaluation



## Needs Assessment & Spring Survey Process

BC2M is data-driven, and the numbers show our impact. In early Spring, each club receives an in-person or virtual visit from their assigned BC2M staff liaison. During this time, the group shares their perspective on various campus and community challenges, the impacts their club has on the school site, and other resources they think their community could benefit from. These qualitative and quantitative data points are collected from each of our 480 high school clubs and 16 middle school clubs to be analyzed for trends and key information. This data-rich process enables us to gauge the issues our schools are dealing with and how we can assist them further in creating a campus that is empathic and open to building a community that is safe and supportive of all students.

### Impact categories that our data centers around includes::

- Normalizing Mental Health Challenges
- Promoting Help-Seeking Behaviors
- Generating Improved Outcomes for Historically Underserved Communities
- Increasing Community Connectedness
- Creating the Next Generation of Advocates & Professionals

Based on the insight and data needs of BC2M, we can cross-section this data with the demographic information from our members and school sites. For example, demonstrate information on the insights of BIPOC youth, LGBTQIA+ identifying youth, those who identify as part of the foster community. BC2M can also share impacts within Title I schools, schools with a high population of lower SES students and rural versus urban communities.





# Paramount Pictures





# Impact Categories

## Normalizing Mental Health Challenges

Since its founding, Bring Change to Mind's primary mission has been to eliminate the stigma and discrimination surrounding mental illness. Research has shown that stigma is still one of the reasons that many with mental illness do not seek treatment. By working with youth to educate their peers on mental health and normalize conversations, BC2M is creating communities across the nation that are more aware and empathetic.

### BC2M members reported:

- **95%** spend more time talking about mental health
- **87%** agreed BC2M pushed the school to have improved perspectives on mental health services
- **75%** said the club made teachers more empathetic to kids with mental health challenges

### BC2M Club Advisors reported:

- **94%** see BC2M making a positive difference at the school
- **91%** agree that students are showing more empowerment over mental health issues because of the club
- **87%** students that are not part of the club are more accepting of mental health issues

## Promoting Help-Seeking Behaviors

The earlier young people receive treatment for a mental illness, the more effective it can be. SAMSHA reported in 2020 that 58.4% of youth aged 12-17 who had a major depressive episode in the last year did not receive treatment. Studies have shown that barriers to getting treatment include limited knowledge about mental health resources and the negative perception surrounding help-seeking. To ensure no one feels alone, BC2M clubs are working to demystify the help-seeking process by educating their peers on accessible mental health resources and on how to have tough but necessary conversations about mental health.

**92%**

BC2M members take better care of their mental health because of the club

**93%**

agree that the club has helped them advocate for struggling friends

**95%**

know where to find mental health resources because of the club

**89%**

BC2M advisors see that students are more likely to help self or others

**90%**

say the club made it more likely that students will reach out to a struggling friend

**“The BC2M club has helped me find ways to reach out to those struggling and it also taught me that it’s ok to reach out if you are in need.”**

*-Lexi, 11th Grade*



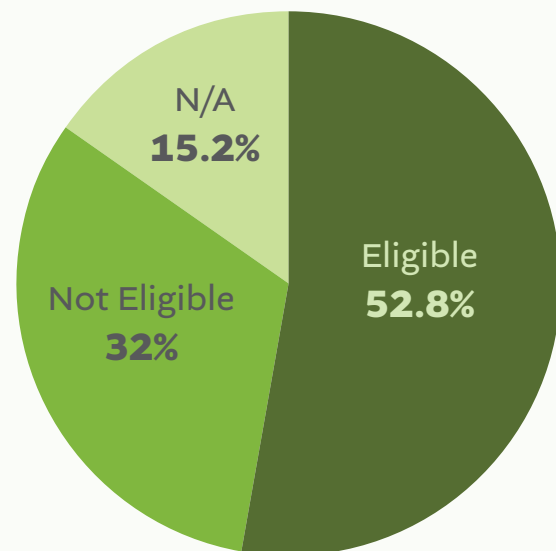
# Generating Improved Outcomes for Historically Underserved Communities

Although mental illness appears across demographics, the impacts of mental illness on ethnic and racial minorities can be longer-lasting. BC2M approaches its work through an equity-focused lens and is committed to targeting communities that have been historically overlooked. The High School Program aims to support clubs at schools that are more racially diverse, are of lower socio-economic status, and are in urban city-centers or far remote communities.

Based on BC2M’s Needs Assessment submitted by Club Advisors, the top three pressing concerns in their communities are:

- Substance Use
- Suicide
- Cultural Stigmas

## Title I Eligibility



**48%**  
of BC2M members identify as BIPOC

**52%**  
was the average percentage of “economically disadvantaged” students enrolled at BC2M school sites

# Increasing Community Connectedness

In the wake of the isolating COVID-19 pandemic alongside the rise of social media, loneliness has become a destructive force in our communities. The CDC reports that stronger social bonds can prevent severe physical illness as well as prevent depression and anxiety. They have found that feelings of co community connection is a powerful protective factor against suicide. The BC2M club fosters strong bonds, not just between members, but also throughout the school community through the club’s engaging events and efforts to promote inclusive mindsets.

**92%** of members feel more connected to their school because of their club participation

**82%** of members report that BC2M has made the school feel safer for everyone

**89%** of members said the club changed culture of the school for the better

“I have enjoyed getting to meet new people, and being able to talk about general mental health issues with people who relate and listen. I have also enjoyed being part of what I feel like is a community with listening ears.”

-Ava, 10th Grade



# Creating Next Gen of Advocates & Professionals

The 2021 Youth Risk Behavior Survey from the CDC reported that across every racial and ethnic group, the percentage of adolescents that felt persistently sad or hopeless has increased over the past 10 years. By 2025, there will be a shortage of approximately 250,000 mental healthcare providers throughout the country. It is critical that we fill these jobs in the mental health workforce related to prevention, education, and direct care as it will be necessary to meet this growing demand. Through the leadership and advocacy opportunities that are provided by the program, BC2M youth are gaining the skills, experience, and education necessary to join the mental health workforce.

**91%** of BC2M members said participating in BC2M inspired to be a mental health advocate in the future

**96%** of graduating seniors report learning how to be an advocate from BC2M

## Continued advocacy post high school

### Internship Program

BC2M's Intern Program has been formed with the intention of creating a professional pipeline for those interested in entering the mental health field. BC2M summer interns gain career work experience while supporting youth programming.

### Alumni Network

When BC2M seniors graduate from High School, they are invited to join our growing alumni network. We provide alumni opportunities to continue to engage in advocacy either via BC2M events or local events.





# Our Partners



# Looking Ahead Priorities



Where do we go from here?



**01** — Support at least 800 high schools by 2026

**02** — Rollout BC2M's Middle School pilot Program to 100 schools

**03** — Increased focus on foster, inner city and rural youth





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