



let's talk mental health

# **BC2M High School Program**

# PUBLIC SERVICE ANNOUNCEMENTS

Since its establishment, BC2M's Public Service Announcement (PSA) campaigns have proven to be a most effective outreach method and educational tool. More than a billion people have seen BC2M's first PSA, which was directed by Ron Howard in New York's Grand Central Station.

- The fourth PSA, [#MindOurFuture](#), invites Millennials and GenZs to take part in a movement to end fear, shame, and misunderstanding by submitting their own mental health stories and encouraging their peers to do the same.
- [Not That Weird](#), in our sixth PSA we start off with a super weird image, grabbing our young viewers' attention from the opening frame. But the conversation that follows is very real, showing that when you're with friends, talking about mental health doesn't have to be quite so strange.
- [Between the Lines](#), encourages students to pursue behavioral health career tracks in response to the lack of resources in the country.
- Our most recent PSA, [#NoNormal](#), launched in May, and is grounded in the understanding that most of us have been socialized from a young age to want to be "normal" But the truth is, there's no fixed normal; the ideal to look, feel, and act "normal" is artificial.



# 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'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 start conversations around mental illness. We can change perceptions early on and demystify a topic that affects so many young individuals.



## How it works

Our headquarters provides interested high schools with resources to help them launch and develop their BC2M club.

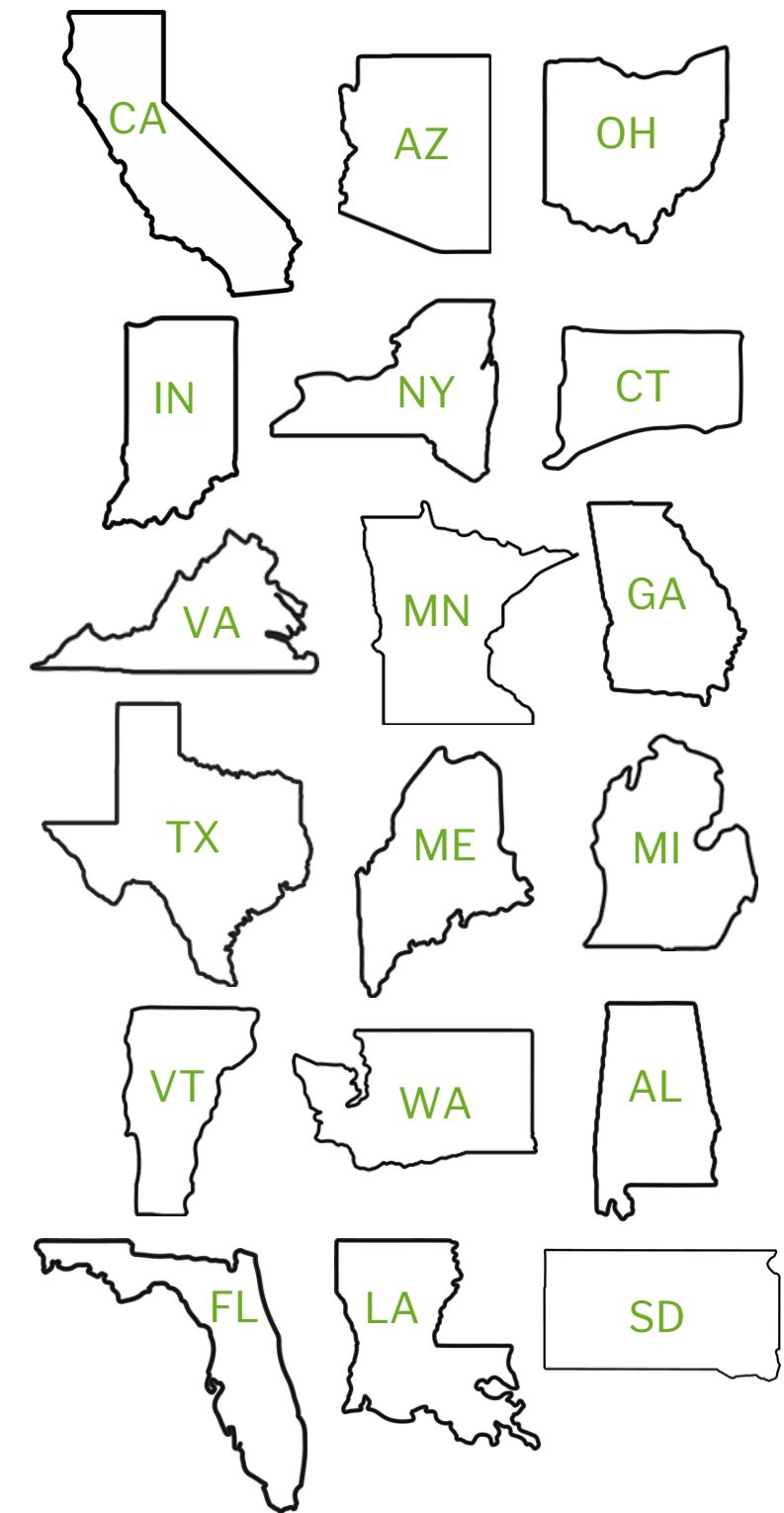
- Access to our **BC2M club portal** with our club guidebook, discussion and activity ideas, and photos from club events throughout the US
- A **\$500 grant** to help fund activities related to the BC2M mission
- **Club swag** to help unify your BC2M members and highlight the presence of the club on campus
- Ongoing support from your dedicated **Regional Manager**
- A year's free subscription to the **Headspace mediation app**, valued at \$155
- A bi-weekly **newsletter** that provides program updates and information and 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 **320 high schools** in year six;
- Partnered with schools across **22 states**;
- Been implemented in public, private, charter and continuation schools alike;
- Has over **10,000 active high school club members** across the US;
- Has **six major hubs** within the program: Bay Area, Southern California, Phoenix, New York (Tri-State area), and Indiana;
- Has a **waitlist of over 150 schools** across the country.



# WHY THESE CLUBS ARE LAUNCHING ACROSS THE US?

## At New Palestine HS because....

A student died by suicide this past year

## At Fishers HS because....

A teacher died by suicide this past year

## At Westfield HS because....

Of the loss of several students and the demand for a community wide mental health initiative.

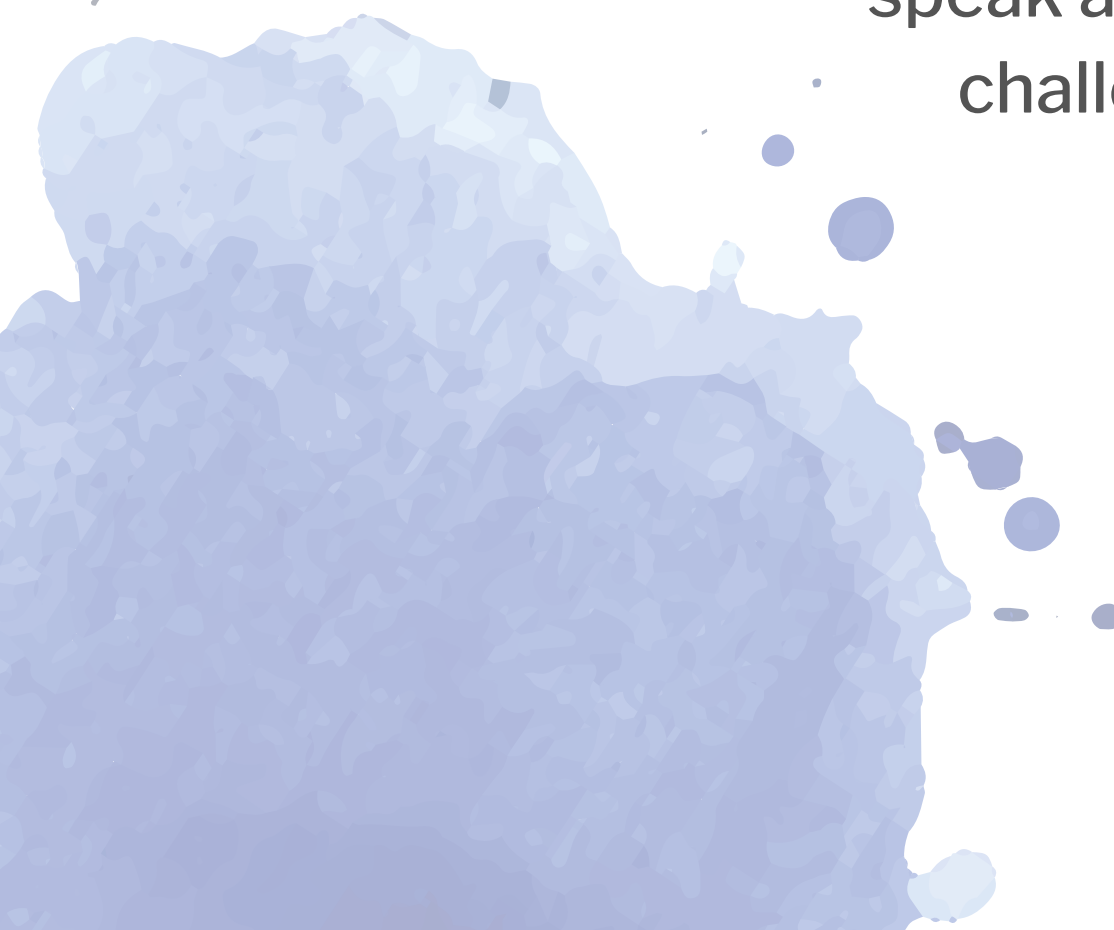
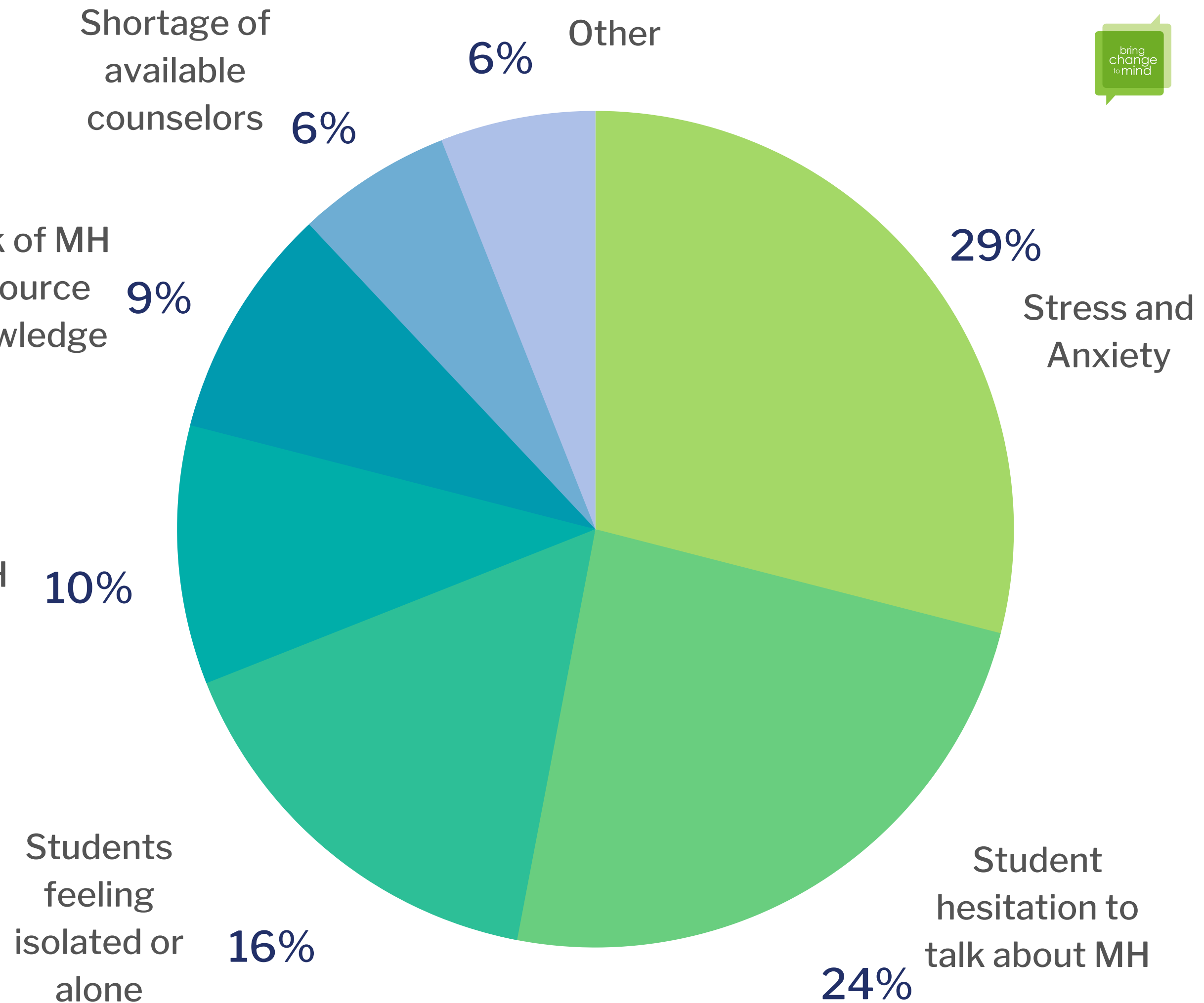
## At South Knox HS because....

Of the lack of communication and conversation around mental health within their rural community

And these are just a few examples. Other schools cite the following reasons for joining the BC2M Club Program:

- High levels of student stress and anxiety
- High rates of mental health crises among students
- Student demand to promote and advocate for mental health on their campus
- High rates of bullying
- A lack of evidence-based, preventative initiatives available to schools.
- No internal school structure for mental health conversations with students

# THE BIGGEST MENTAL HEALTH RELATED CHALLENGES AT SCHOOL



# FOR TEENS, BY TEENS



At BC2M, we do not think of students as simply the beneficiaries of the change we hope to see. Rather, they are partners in this process of change and creating a generation of mental health advocates that know no boundaries. This year looks a little different, but we are excited about our new program opportunities!

**QPR Suicide Prevention Training** for students and faculty. We aim to train at least 500 BC2M members in each regional hub this year.

**Tele-Therapy Subscriptions** provided for free by TalkSpace for one month!  
\*CA only for 2020

**Storytelling Workshops** for any youth seeking to take on a spokesperson role for their club, school, community, or BC2M.

**BC2M's First Mentor Program** to offer advocacy and engagement opportunities post-HS for our most passionate members.

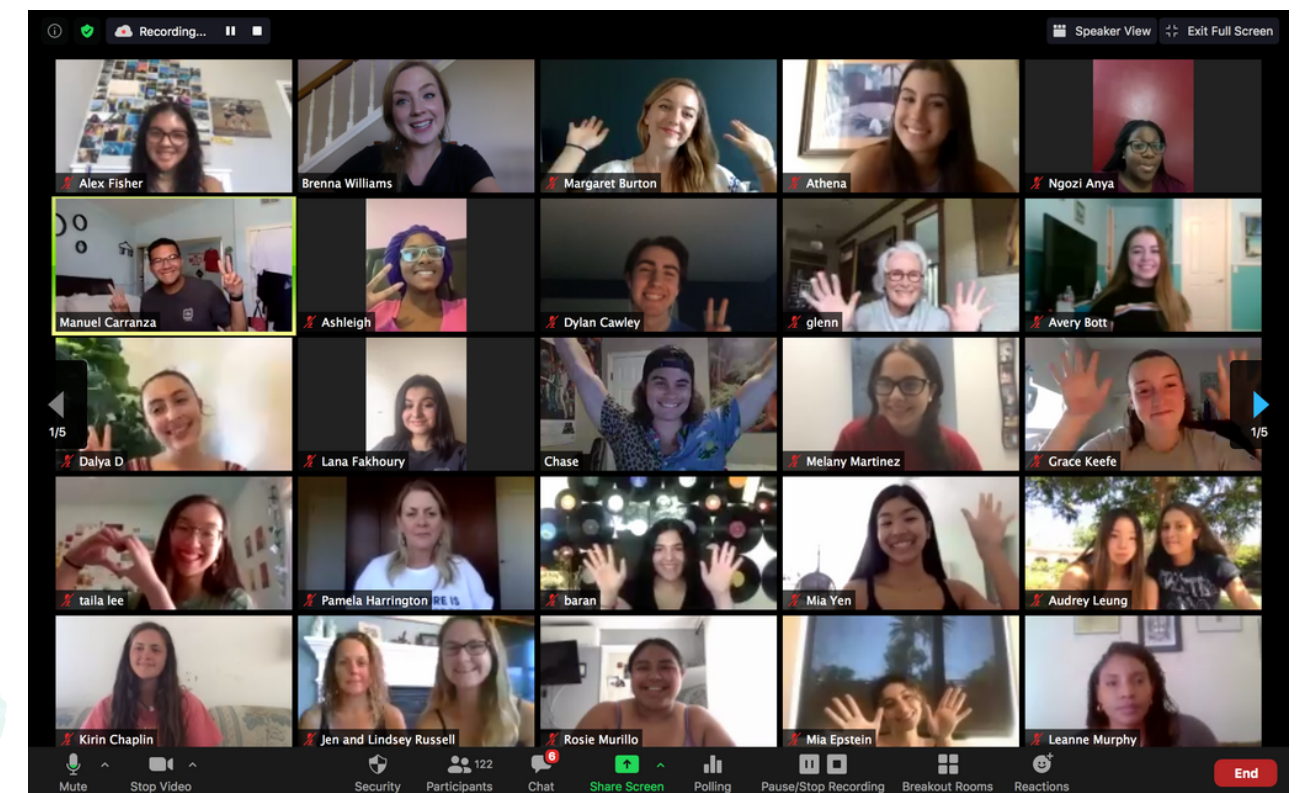


# OUR CLIMATE TODAY



Youth are experiencing pervasive, consistent **societal unrest** due to the COVID-19 pandemic, movements to fight racial injustice, and the ongoing national turmoil surrounding the fragility of American democracy. We all have our own stories and the current climate has affected all of us in different ways; however, the national mental health crisis among youth cannot be ignored. Youth are experiencing: **extended social isolation, bereavement, financial hardships within familial units, fear of safety and stability and a lost sense of normalcy.**

In a recent Centers for Disease Control study, one in four young adults between 18 and 24 said they have seriously contemplated suicide during the pandemic. **Offering stability and structure** through BC2M clubs and providing additional resources and support during this time is critical for our youth.



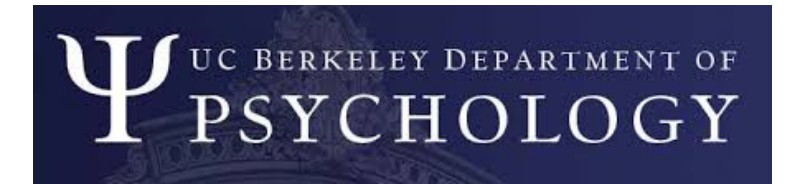


# HOW BC2M CAN MAKE A DIFFERENCE

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.



University of California  
San Francisco



# ACCORDING TO THIS YEAR'S SENIORS

83%

FELT THAT THE  
CLUB MADE A  
DIFFERENCE AT  
THEIR SCHOOL

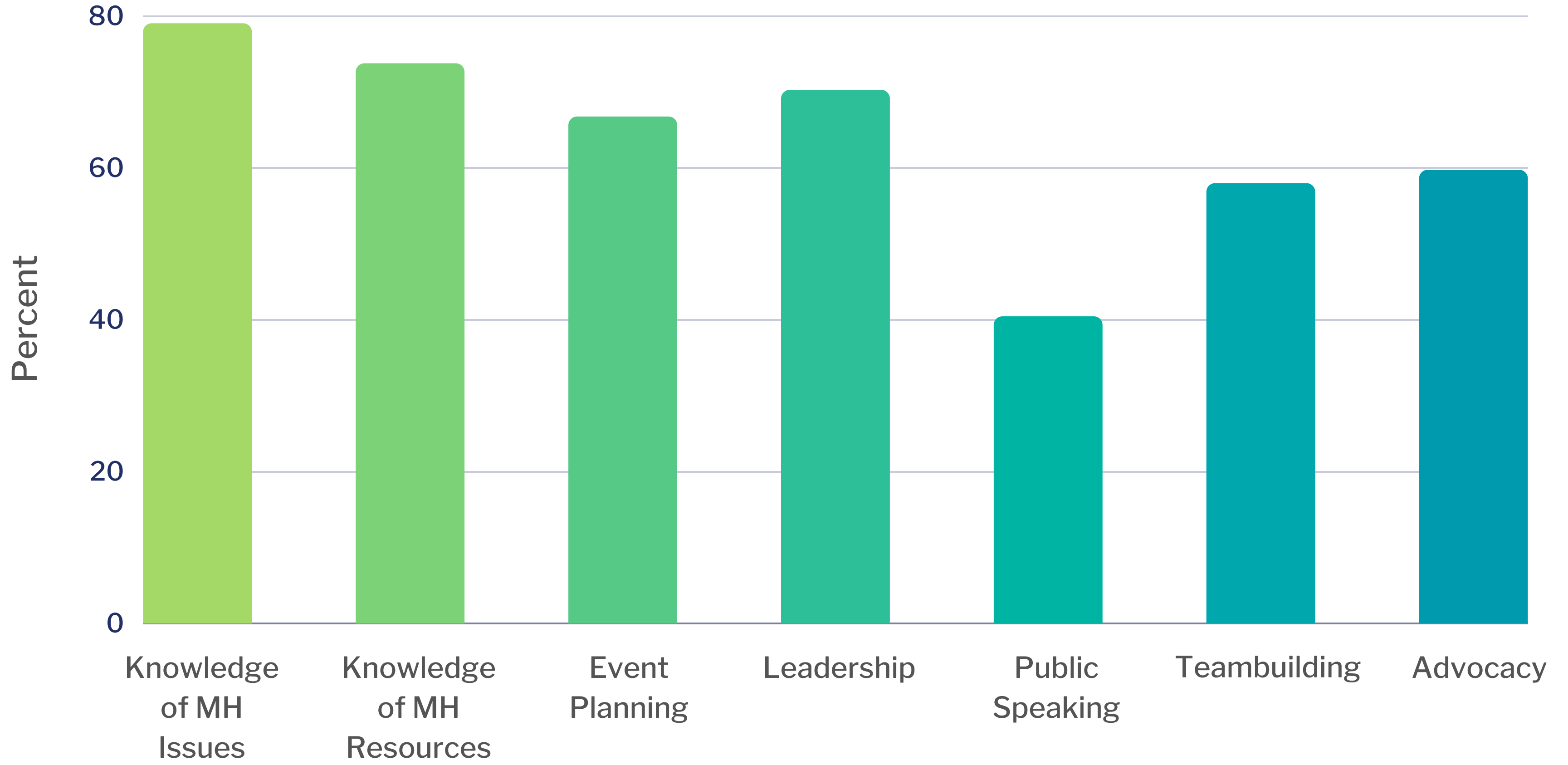
90%

FELT MORE  
KNOWLEDGABLE  
ABOUT MENTAL  
HEALTH

57%

ARE LIKELY OR VERY  
LIKELY TO PURSUE A  
PROFESSION  
RELATING TO MH

# SKILLS THAT SENIORS FELT THEY GAINED BECAUSE OF BC2M



# BC2M'S VIRTUAL TRANSITION

In order to provide ongoing support through the summer and this coming school year in the face of COVID, BC2M has transitioned to virtual meetings, interactive platforms, and online programming, including:

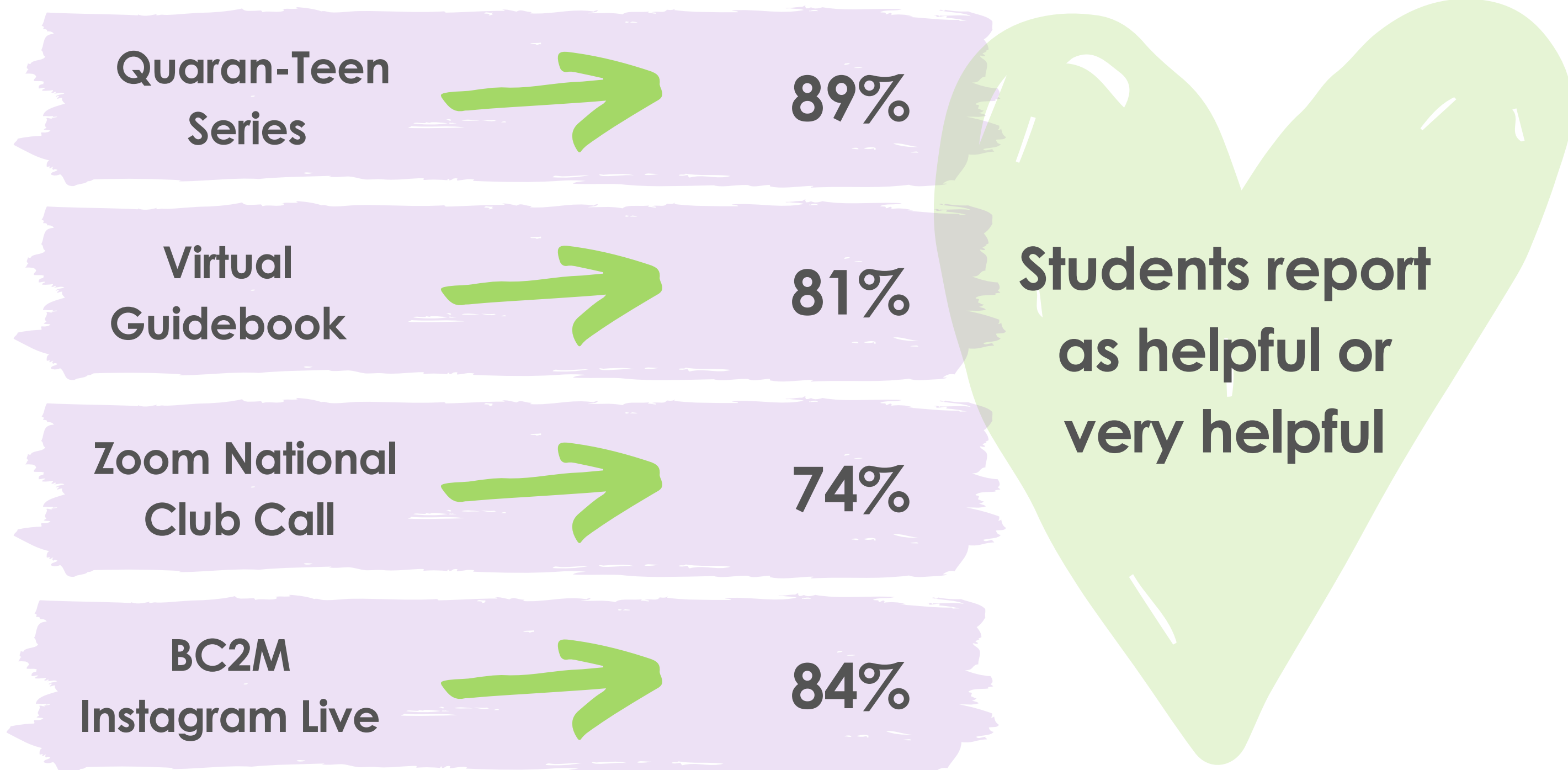
- An '**Advocacy from Home**' manual which includes: remote activity ideas, virtual club meeting tips and tricks, self-care tips and much more. BC2M staff will also join and help facilitate several meetings for any club requiring additional support.
- A '**QuaranTEEN**' social media campaign where our members highlight self-care strategies and advocacy work from home.
- A **National Call series**, inviting student members from all across the country to join mental health and racial justice conversations with special guests such as: BC2M Founder, Glenn Close; NBA player, Kevin Love; Drag queen and activist, Andrew Levitt (aka. Nina West), and many more.



# BC2M'S VIRTUAL TRANSITION OUTCOMES



We are happy to report that we've been successful in implementing these virtual events & efforts to feel connected. We are continuing to brainstorm better ways to support the students, advisors, and clubs in these trying times because we recognize that now more than ever, we must come together as a community.



Quaran-Teen Series



89%

Virtual Guidebook



81%

Zoom National Club Call



74%

BC2M Instagram Live



84%

Students report as helpful or very helpful

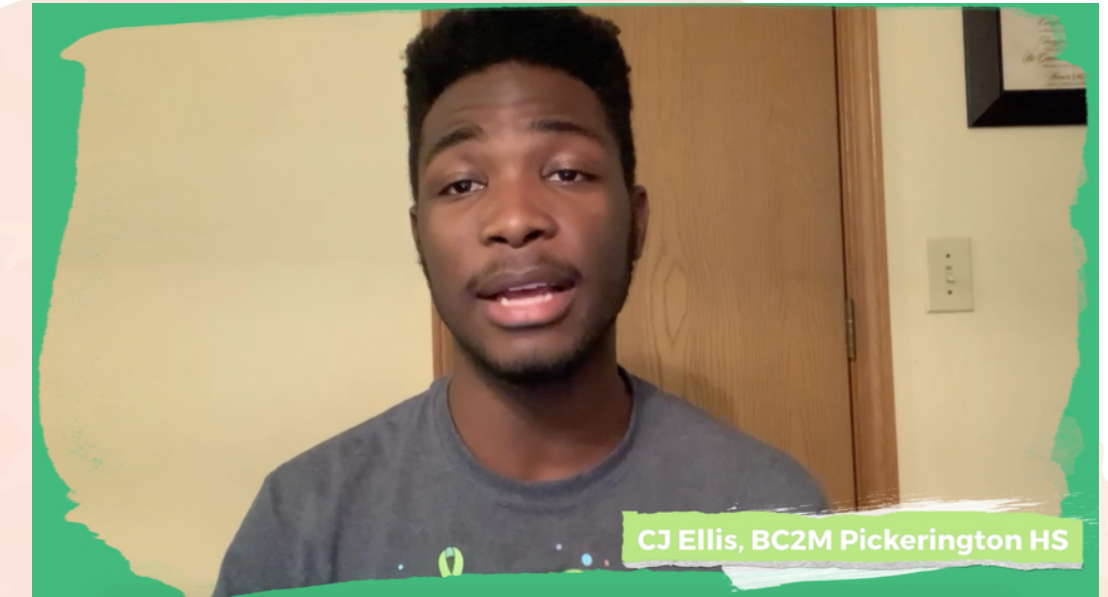
# BC2M'S FIRST VIRTUAL STUDENT SUMMIT

bring  
change  
to mind

Our annual Student Summit is known throughout the BC2M community to help students think critically, communicate effectively, examine the influence they hold as individuals and as a collective, and cultivate self awareness. While exploring the theme of **intersectionality within mental health**, students heard from our keynote speaker, **Azure Antoinette**, and enjoyed a Q&A session facilitated by Emcee, **Nina West**, and moved into chosen breakout sessions:

- **LGBTQIA+ & Mental Health,**
- **BIPOC & Mental Health,**
- **COVID-19 & Mental Health,**
- **Slaying Negative Self-talk & Imposter Syndrome.**

During the sessions students participated in thought-provoking conversations and activities designed to: build a deeper **connection** with other BC2M mental health advocates from across the country; provide additional **educational resources** and perspectives that students may not have been familiar with previously; improve **leadership skills** like self-awareness and learning agility; and provide inspiration to continue **mental health advocacy** within their communities.



# THE RIPPLE EFFECT

70%

Members have conversations with parents/guardians about the club

77%

Students report that BC2M has caused a positive change in understanding & empathy among students at their school

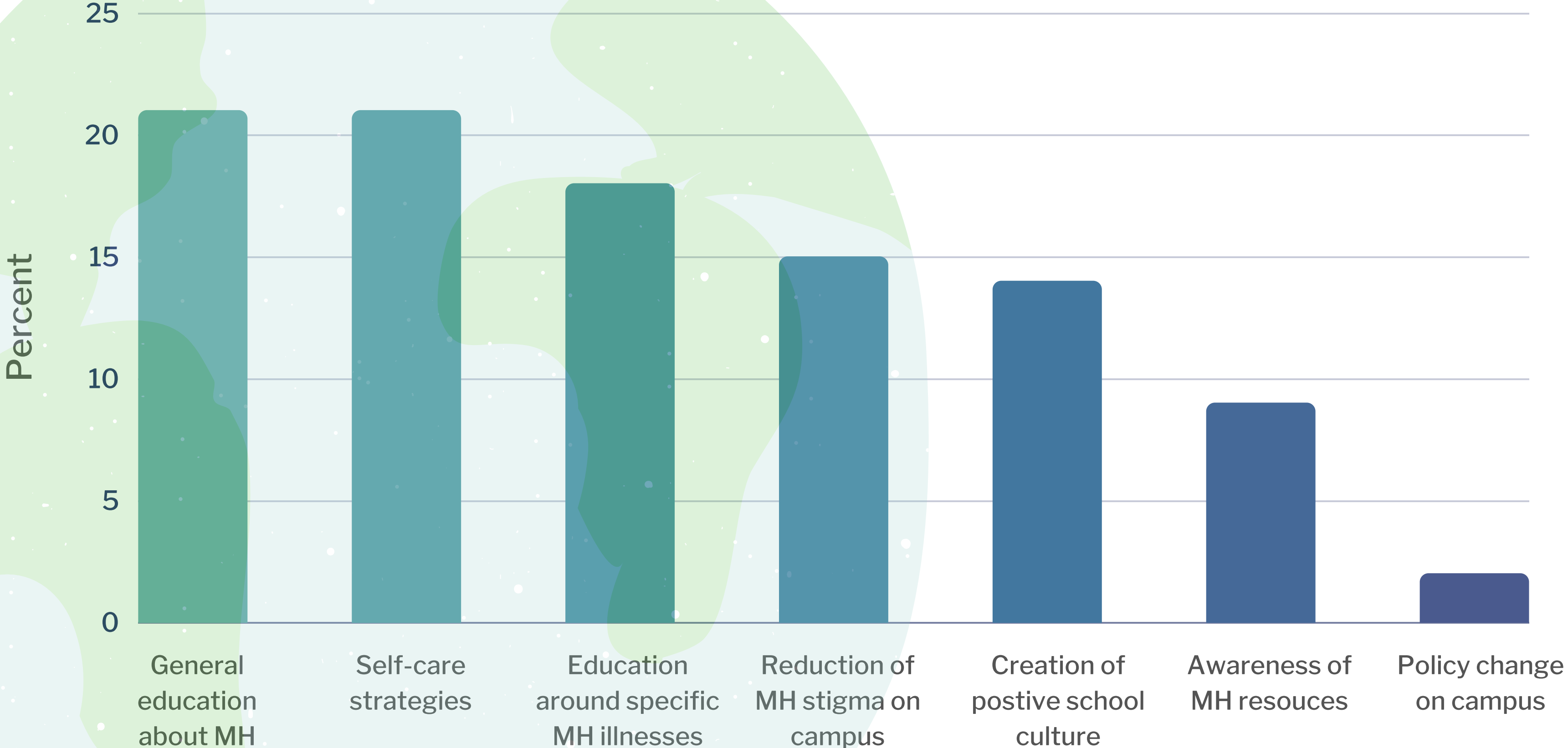
89%

Advisors feel that the club is making a positive difference at their school

57%

Seniors reported that they are likely or very likely to pursue a profession relating to MH

# THE RIPPLE EFFECT: BENEFITS FOR NON-MEMBERS



*"When platforms are provided and safe spaces are created, there is a real opportunity for change to be made in our communities by engaging in an open discussion on mental health without fear of judgment."*

**- High School Senior**

*"I love the sense of community our club has. It allows us a space to really talk to one another and become vulnerable."*

**- Bay Area Club Member**

## **What our members and advisors have said this year**

*"My general understanding of having greater patience and empathy for people who struggle with mental health has been improved thanks to this club."*

**- High School Senior**

*"Everyone can participate in ending the stigma. It is just a process of changing how you approach mental health. The more we advocate and promote change the more everyone will see how it is something everyone has a connection to and really should care about."*

**- High School Senior**

*"We did a suicide prevention assembly. It was so great the way group members worked together to complete a skit and perform the skit for the entire school. It showed me how truly brave my students are."*

**- Club Advisor**