



let's talk mental health

BC2M High School Program 2018 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 from which the teen voice where their opinions and suggestions can finally be heard. 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 members or friends' experience.



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How it works

Our headquarters provides interested high schools with a range of resources that helps them to 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 \$145, and
- A weekly newsletter that provides program updates and information, as well as notifications of local events, activities and trainings.
- An invitation to our annual BC2M Student Summit



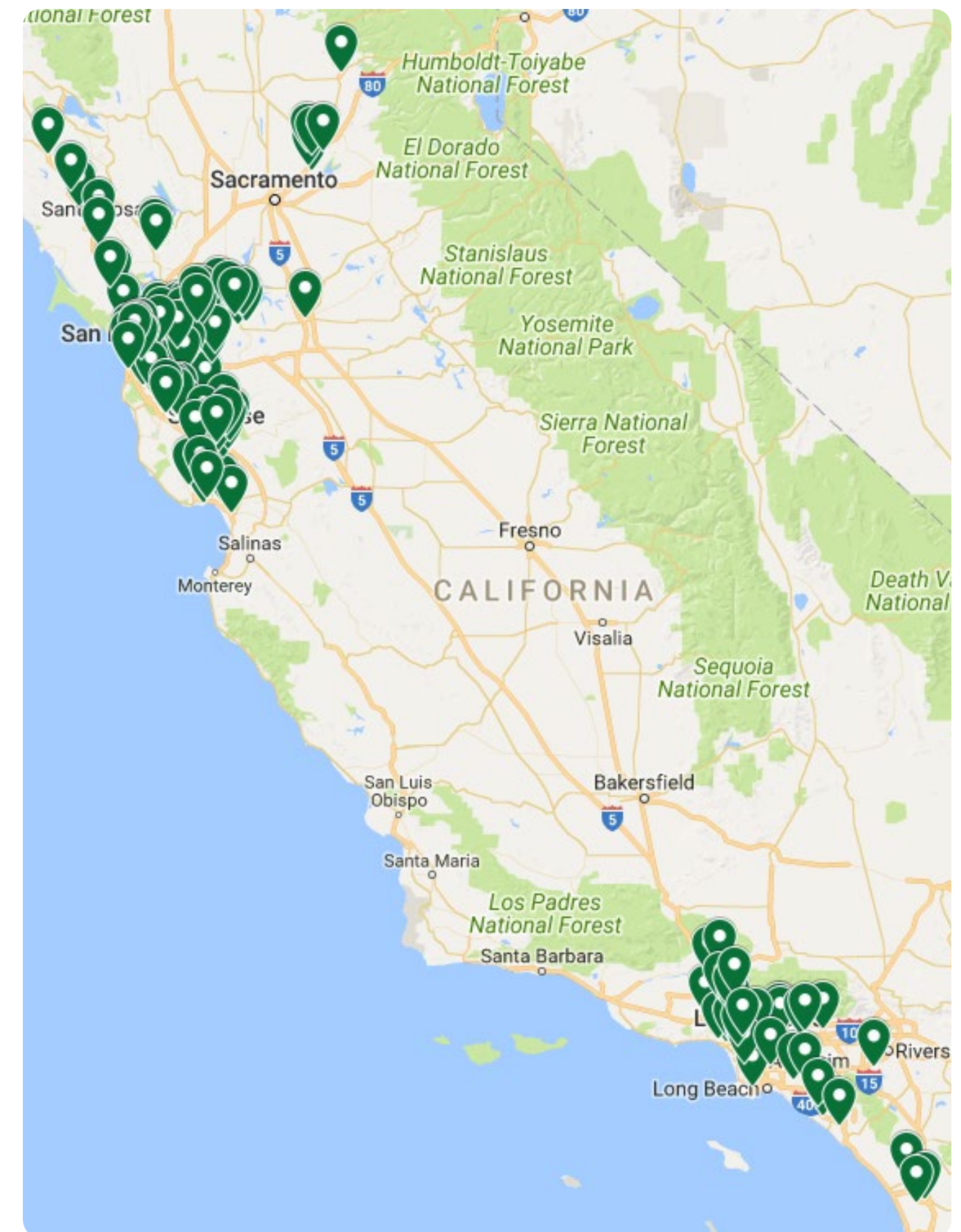
OUR IMPACT



As we move into Year Four 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 **180** high schools in Year Four.
- Partnered with schools across **15 states**.
- Been implemented in public, private, charter and continuation schools alike.
- Has over **4,000** active high school club members across the US.
- Continues to grow its second major region in Los Angeles, and will work with 45 high schools in the area in the fall of 2018.



A PLATFORM FOR COLLECTIVE CHANGE

On October 22nd, 2017, BC2M hosted its second annual student summit at the Lyft Headquarters in San Francisco. This event brought together **over 300 students, from 53 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 2018 Bay Area Summit will be hosted at the Twitter HQ on November 3rd. On November 10th, Paramount Studios will be hosting the Second Annual LA Student Summit so that we can provide a similar idea-sharing platform with our southern California members.



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 as to how the program should evolve and to offer insight into the challenges faced by their generation.

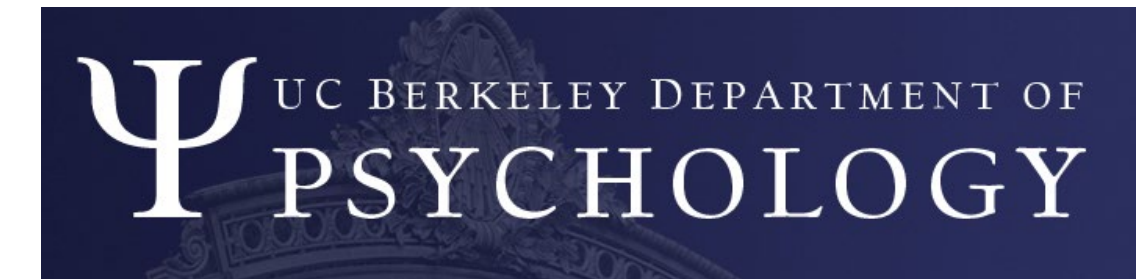
This fall, the group will grow to become our **California Teen Advisory Board**, and a second, **National Board**, will be launched in order to receive input and guidance from member all across the country.



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 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.

"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 teens 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 this 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.

NOV 2018

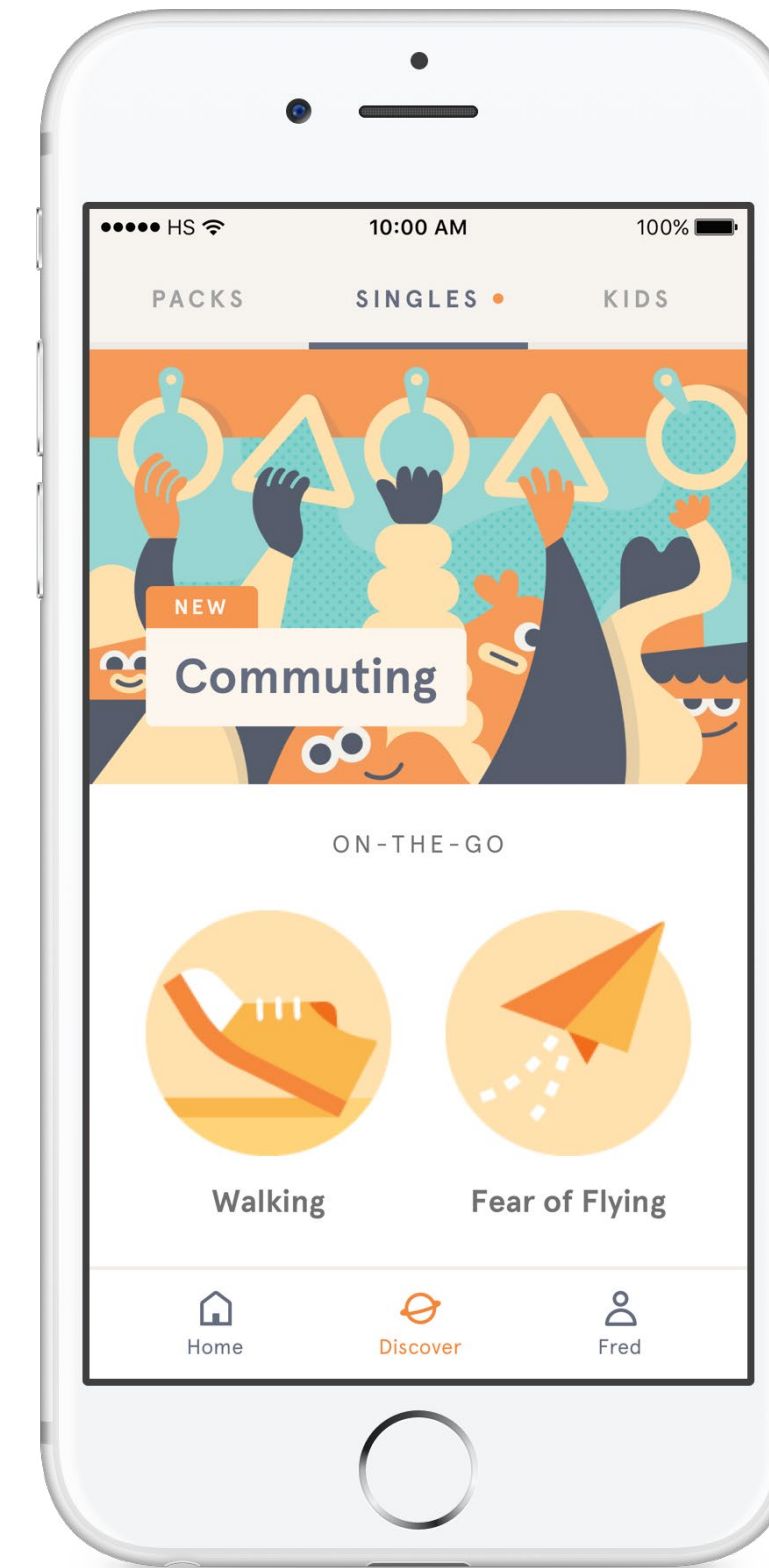
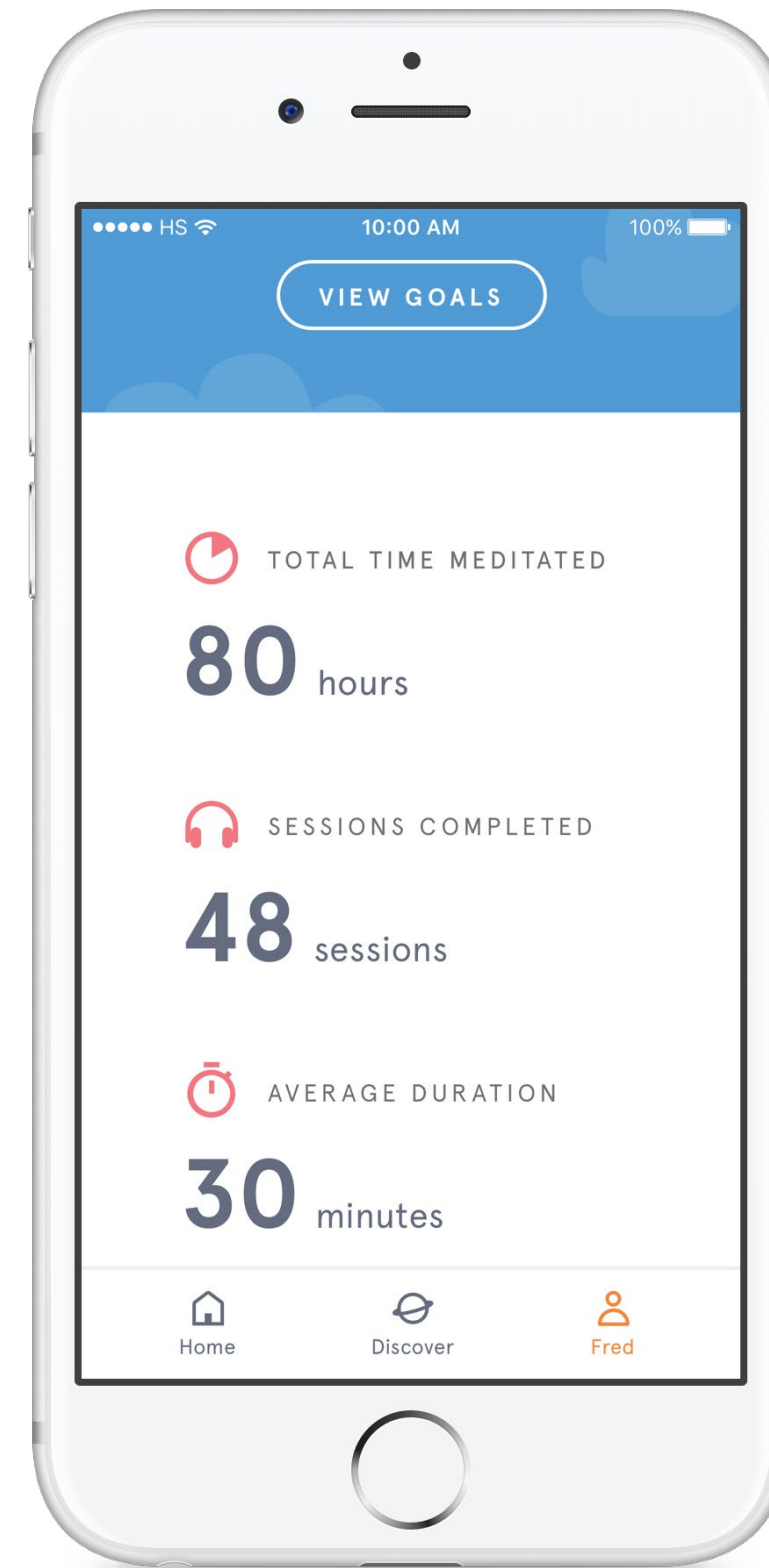
BC2M has partnered with **Twitter** and **Paramount Studios** to host the **2018 Bay Area and Los Angeles Student Summits**, to give club members the opportunity to meet, share ideas, and brainstorm together around how they can best engage and promote mental health among their peers.



PARTNERSHIPS



In response to club member requests for additional tools which 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.

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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, contact Sarah Adolphson at sarah@theartemis.agency

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