



National Impact Report

Spring 2022



Region Overview



420 BC2M Clubs across the USA

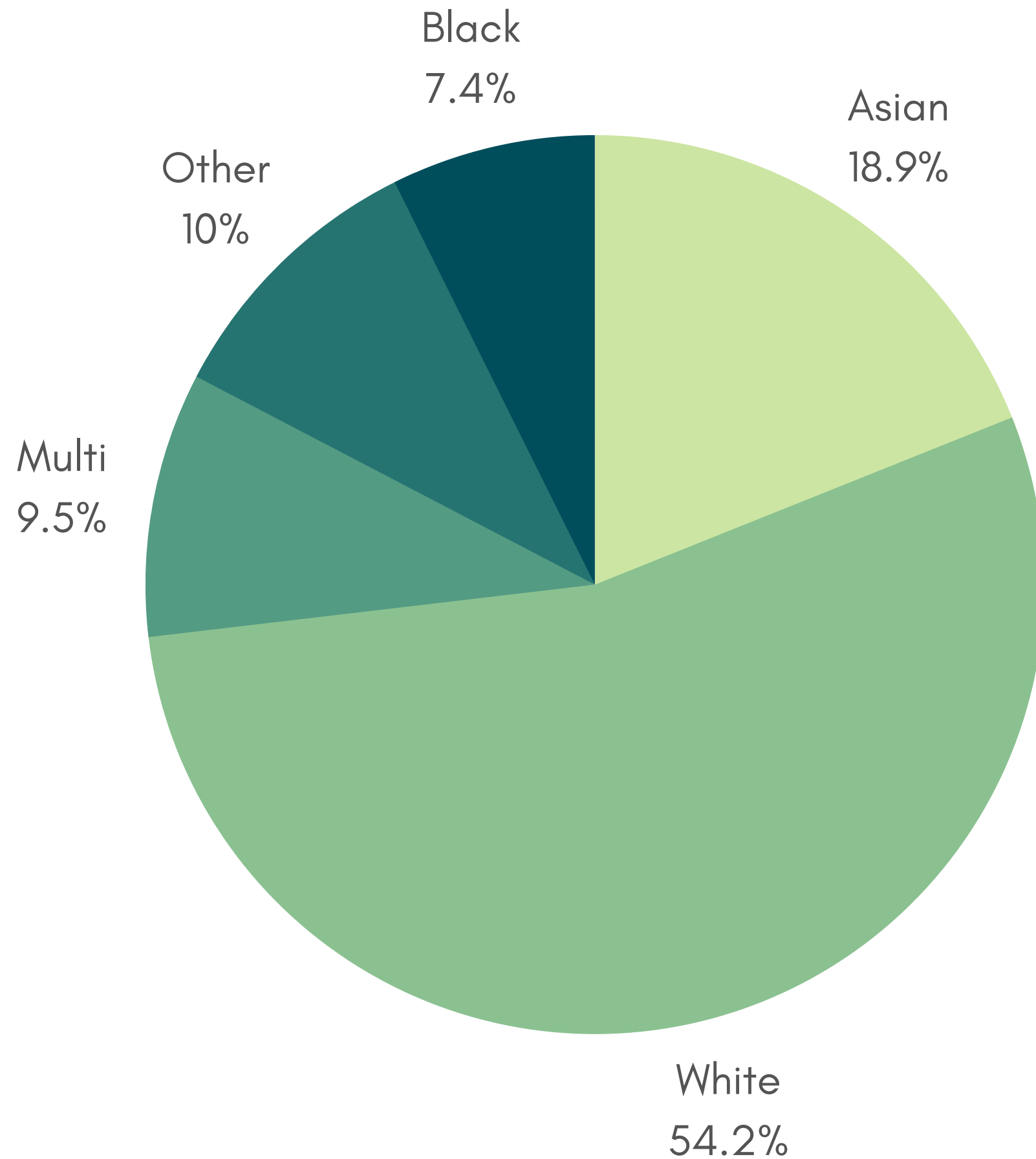


Present in 25 states

The following data is reported from school year 2021 - 2022 from BC2M Club members.

BC2M Student Demographics

Racial and Ethnic Identity

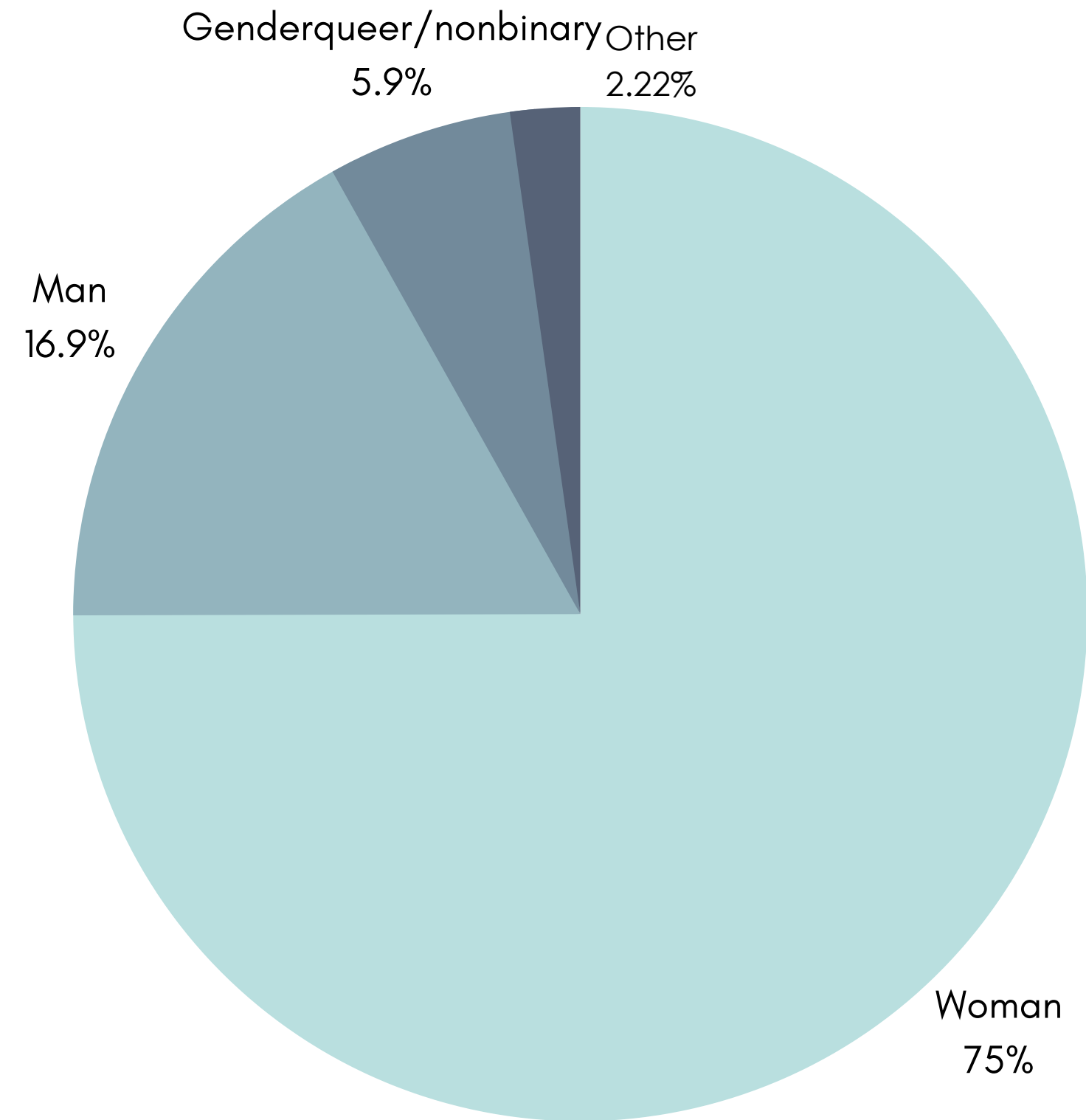


25.7%
of BC2M registered members identify as being hispanic, latino or of Spanish origin

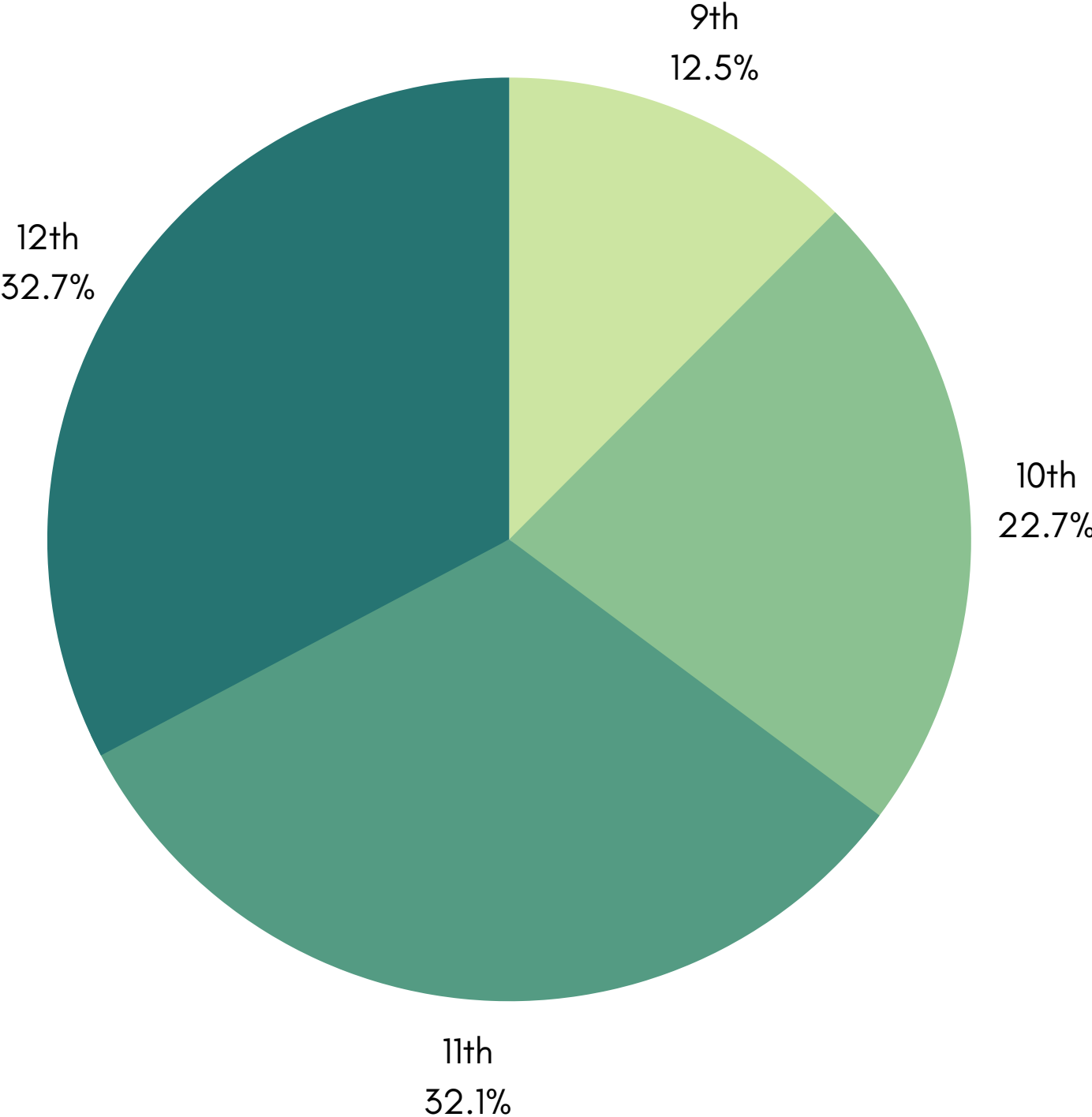
Gender Identity & Sexuality



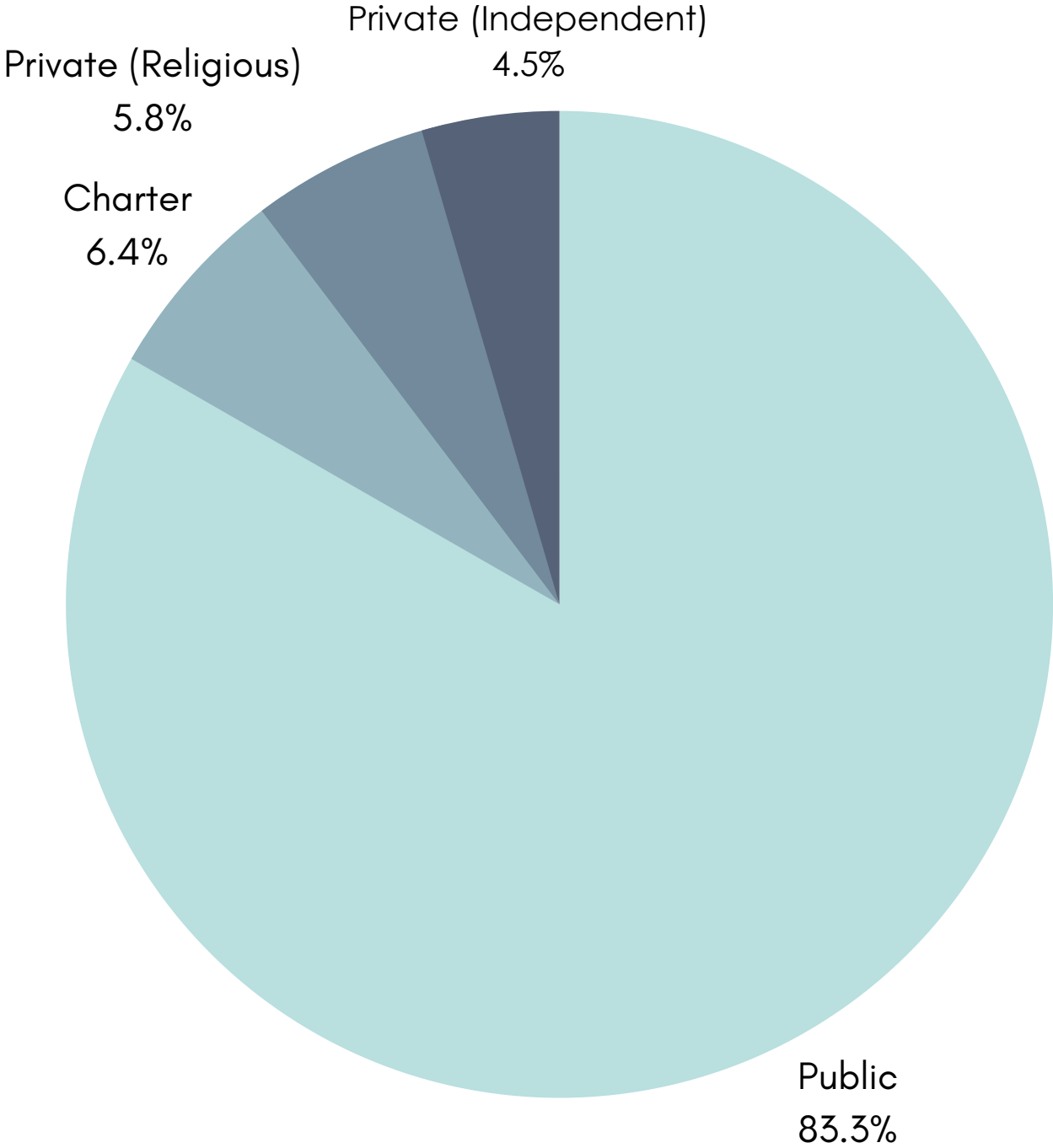
31%
of registered members
identify as being part of the
LGBTQIA+ community



Grade Breakdown of BC2M Members



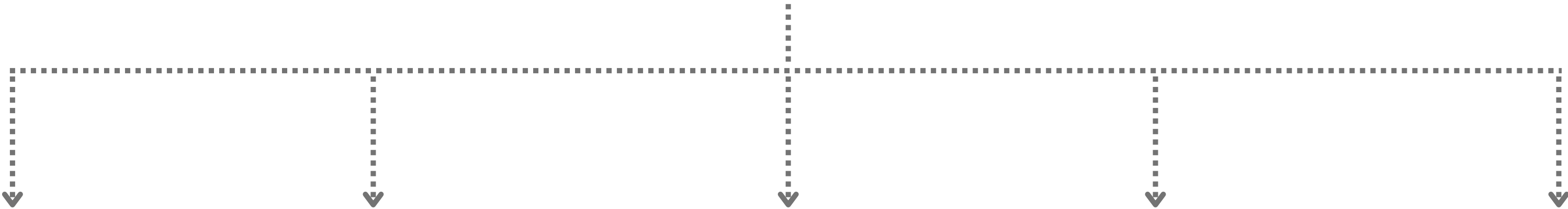
School Type



Club Member Identities



Communities our BC2M members reported they identify with:



15%
Gamer

15%
Drama/Theatre

37%
Athlete

28%
Artist

39%
Leadership

Each year, BC2M collects data points from every club across the US, 400 high school in 2022, to assess the needs of it's members, the tangible impacts on stigma reduction and willingness to seek help. By gathering comprehensive insight from participants, BC2M is able to create regional profiles that are used to individualize the presentations, activities and community partners that are most beneficial to members from each location.

Each question within the General Members Survey and those used for the Student Leadership focus groups are designed to provide insights into one of the following impact categories:

- 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



As a result of:

- Weekly or Bi-Weekly Club meetings;
- Support from their California Regional Manager;
- School-wide BC2M events, activities, and presentations;
- Collaboration with local stakeholders and mental health advocates; and
- Leadership training opportunities; and
- Local networking meetups

Our Spring 2022 Surveys showed the following results →



Normalizing Mental Health Challenges



79%

of students report they talk more about Mental Health because of BC2M

64%

of students have talked to their parent/guardian about BC2M & stigma

42%

said the club had a positive impact on empathy & understanding within the general student body

42%

said the club helped lead to increased mental health conversations among the general student body



Promoting Help-Seeking Behaviors



75.2%



of respondents said participation in BC2M helped them take better care of their own mental health.

86.4%



said club participation helped them advocate for friends and family to take better care of their mental health.

87%



of BC2M members could identify mental health resources at school if they needed support.

40.8%



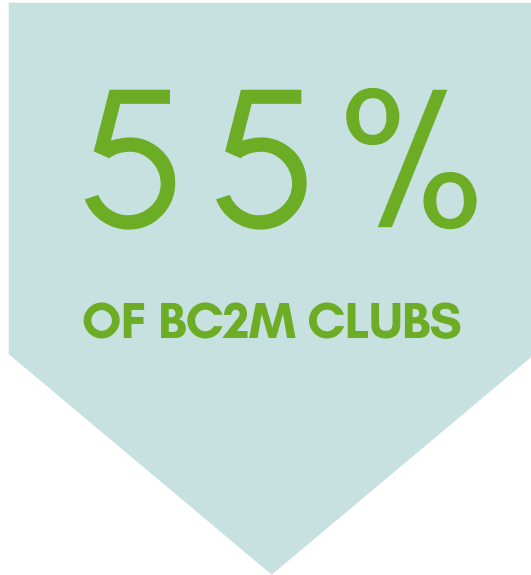
said that the club's activities and campaigns have led to a higher likelihood that a student would reach out to a struggling friend.

Generating Improved Outcomes for Historically Underserved Communities



Our Community

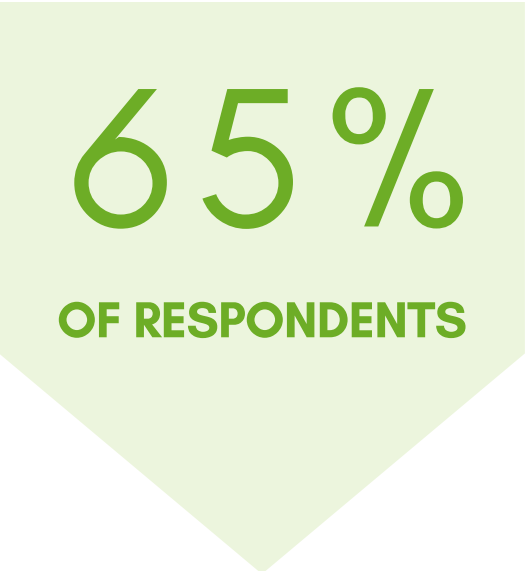
Our Resources



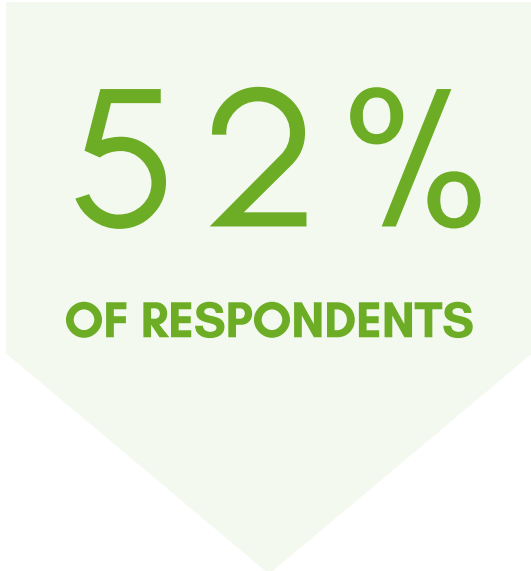
have student populations where at least half of the students enrolled are BIPOC



are in schools eligible for Title One funding



believe BC2M's resources and platform address diverse populations



believe BC2M's resources and platform address cultural and/or first gen challenges

Increasing Community Connectedness



83%

of members feel more CONNECTED to peers
and trusted adults because of the club

86%

of members say that empathy and
understanding have increased among
STUDENTS because of the club

78%

of members report that empathy and
understanding have increased among STAFF
because of the club

38%

of respondents rate their feeling of
connection towards other clubs across the
country as good or great

Creating the Next Generation of Advocates & Professionals



67.8%

of graduating senior respondents reported their participation in BC2M improved their Leadership & Advocacy skills.

79.8%

of respondents report being inspired to be a mental health advocate beyond high school.

Looking Ahead: 'What is Your Message?'



Thousands of High School students across the US are actively supporting the mission of BC2M; to reduce stigma, normalize mental health and bring peer empathy and understanding to every high school. However, the reason behind this for each teen advocate is unique to them. It may be because of their own personal experience with mental illness, that of a friend or family member or because they see the needs of so many students within their community. To gain insights into these driving forces, we ask our members this year, *What is Your Message?*

This theme will be the thread throughout all of BC2M's events this year, including our Regional Student Summits. This gathering will open with a keynote speaker, a Q&A session, and move into breakout sessions for different tracks that the students chose from:

- [Creating Change with Your Message.](#)
- [Creating Change with Your Club's Message](#)
- [Creating Change post-High School](#)

Students will then participate in an interactive activity fair that will provide them with a trove of ideas for school-wide, mental health awareness events. Attendees will also be gifted with BC2M goodies, wellness items, and snacks.



What our members and advisors have said

It's great to see teenagers being open and vulnerable during a difficult time. This platform is helping and allowing them to get their frustrations out; they can talk to other students and feel connected to them.

- Club Advisor

The best club on Dobson HS Campus - no cap

- 11th Grade Member

I'm extremely grateful to have this resource at our school.

- 12th Grade Member

I have enjoyed being able to engage in productive conversations with like-minded, driven individuals about issues that people can sometimes overlook or feel uncomfortable talking about. I've been able to connect with amazing, incredible people while educating ourselves and hopefully empowering the rest of our community as well.

- 12th Grade Member

BC2M has really put me out there as a new student. I feel very good about my involvement and I've made close friends as a result of the club. It has helped me to settle in and feel safe, especially during the pandemic. I leave with a smile on my face after every BC2M meeting

- 9th Grade Member