Stigma Hurts, Awareness Helps

Strategies and Lessons Learned from a Ten-Year Peer-to-Peer Mental Health Awareness Program
Today’s Presentation

• Overview of P2P program and adaptations made throughout the years
• Introduction to program manual and resource website
• Focus on key partnerships
• Overview of evaluation measures
• Discuss various funding streams
• Q&A
Collaborative Launch

• Collaborative launch: July, 2007
  – AAPS Administration and U-M Depression Center faculty & staff

• Strategy
  – Systematically provide education and trainings for all AAPS administrators and staff
  – Ensure sustainability
  – Provide educational sessions for parents
  – Include component for students after staff have been trained

• Planning
  – Committee of AAPS and Depression Center staff convened, met monthly to set goals and track progress
Universal Prevention: Peer-to-Peer Depression Awareness Program

Goals:

1. Educate students about depression and depressive illnesses

2. Support them in finding creative ways to convey this knowledge to their peers in order to:
   - Raise awareness
   - Reduce stigma
   - Encourage help-seeking when needed
Peer-to-Peer Depression Awareness Campaign

- Premise: Teens are more likely to listen to their friends than to well-meaning adults
- Goal: Provide education and resources for teams of middle and high school students to develop innovative new ideas to effectively reach their peers with depression awareness and stigma reduction messages:
  - Identify faculty mentors at each school to recruit and oversee student participants;
  - Student teams attend day-long conference at Depression Center;
  - Dep. Ctr. staff and school faculty mentors provide ongoing support throughout implementation process.
### Background

**The Start**

- 2007: 6 student deaths by suicide; Depression Center presence after school tragedy

**Peer-to-Peer**

- 2009: Student education component; Five Ann Arbor high schools

**Outside Ann Arbor**

- 2011: Seven high schools - One outside Ann Arbor

**More expansion**

- 2014: Eight high schools - Three outside Ann Arbor

**Middle Schools**

- 2017: Expand to nine middle schools, add more high schools; Develop manual and resource website

**Crossing state lines**

- 2018: Add two Rhode Island high schools + more schools in county

Since 2009, over 1,160 students have participated directly on P2P teams in 27 different schools, over 250 P2P student-run events have taken place, and tens of thousands of students have been reached through the awareness campaigns.
Growth over the years

P2P School Growth

- **Middle School**
- **High School**
Growth over the years

P2P Team Growth

- Student Count
- Mentor Count
Methods

Conference  Campaign  Brainstorm  DC Feedback  Implement  Campaign  Celebrate!
Core Campaign Messages

1. Depression and anxiety are real brain illnesses.

1. Professional help is both available and effective.

1. Depression and anxiety can take many forms.

1. If you hear talk of suicide, tell a trusted adult immediately.
P2P
Your MIND Matters

got awareness?
P2P

Peer PEER
DEPRESSION AWARENESS

WE CARE
Ten Years of Campaigns

2009-2010:
Free pizza and lunch guest speakers
Whole School
Ten Years of Campaigns

2010-2011:
3 Videos Featuring Student Body:
1. What is Depression?
2. Treatment for Depression
3. How to help a friend
Ten Years of Campaigns

2011-2012:
Educational Theater Show - 4 scenes:
1. What’s in your backpack?
2. Keeping it all balanced
3. The judge inside your head
4. Depression doesn’t discriminate
Ten Years of Campaigns

**2012-2013:**
Video
You’re never alone
Ten Years of Campaigns

2013-2014:
WHO Video (Black Dog)
Forum Debriefs
Ten Years of Campaigns

2014-2015:
Video featuring four students and two staff
Personal stories
Ten Years of Campaigns

2015-2016: Guest Speakers
Ten Years of Campaigns

2016-2017:
Forum Activities led by Peers
Label activity
Cross the line activity
Glenn Close video
Ten Years of Campaigns

2017-2018:
WHOLE SEMESTER CAMPAIGN
Culminating in Educational Theatre Performance focused on AOD / Mental health connection, male depression, depression doesn’t discriminate
Ten Years of Campaigns

2018-2019:
Guest Panel Discussion

• Staff Member: Mental health and substance use disorder
• UM graduate student: Depression, immigration, pressure
• CHS student: When / how to get help, strategies for mental health
Universal Prevention: Peer-to-Peer Depression Awareness Program

“I loved making a positive impact regarding mental health. I liked seeing my fellow students reach out and seek help” – Student

“I learned that it is vital to keep an eye and an ear out at all times, and that even those who don't show their struggles on the outside can really benefit from a friendly peer.” – Student
Keys to expansion
Key Partnerships

University ↔ AAPS/WISD

Administrators

Teachers/staff

Students

UMDC STAFF → FACULTY MENTORS

P2P MEMBERS

NON-P2P STUDENTS
Key partnerships: School-wide Prevention to Intervention Approach

Close collaboration among program staff allows students to seamlessly move between tiers to access the services most appropriate for their needs while maintaining continuity of care.
Program flexibility

- Require core messages, otherwise flexible
- Required to finish proposal by December and activities before end of school year, no other deadlines for campaign activities
  - Allows for adaptations after unexpected snow days
- Campaign activities vary based on needs of school and what’s developmentally appropriate
Program adaptation

- Middle school needs vs. High school needs
- Low need vs. High need schools
- Low stigma vs. High stigma
PEER-TO-PEER
DEPRESSION
AWARENESS
CAMPAIGN

MENTOR MANUAL

RAISE AWARENESS. END STIGMA. PROMOTE HELP SEEKING.

Program Manual
Choose a category to get started.

Website Usage
This website is meant to be used by P2P Faculty Mentors and P2P Members. This content is not meant to be accessible to the public. The contents of this website are meant to be supplementary resources as part of the P2P program.
Funding streams

● Individual donors
  ○ 2005-2009, raised $51,431.00 from 157 individuals

● Memorial Funds

● Michigan Institute for Clinical Health Research
  ○ Grants of $25,000 awarded in 2010 and 2011

● Community Volunteer Committee
  ○ Gifts ranging from $300-$12,000

● Foundations
  ○ Flinn Foundation
    ■ $50,000 in 2016-2017
    ■ $150,000 over 2 years for 2017-2018 + $100,000 from Depression Center and matched by Medicaid

● Depression Center Innovation Funds

● Fundraisers
Consistent data

P2P Team

Non-P2P Student sample
# Consistent data

<table>
<thead>
<tr>
<th>Helping Others</th>
<th>Helping Yourself</th>
<th>Knowledge</th>
</tr>
</thead>
</table>
| More confident in their ability to:  
  - identify someone who is showing the common signs of depression;  
  - help a friend access mental health support services in their school or in their community | ++ More likely to ask for help if they had signs of depression lasting for more than two weeks.  
++ Less embarrassed to be seen going into the office of their school social worker or school psychologist. | Greater percentage able to correctly identify:  
  - depression cannot be controlled through willpower;  
  - depression is not a sign of personal weakness. |

At post-test, students were able to correctly identify more signs of depression.
## Consistent data

<table>
<thead>
<tr>
<th>School Environment and Stigma</th>
<th>Help-Seeking</th>
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<tbody>
<tr>
<td><strong>Less</strong> likely to agree that a student with depression is more dangerous than other students</td>
<td>More likely to consider seeking help from:</td>
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<tr>
<td><strong>More</strong> likely to agree that they and other students would help a student with depression.</td>
<td>● Mental health professional</td>
</tr>
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<td>More comfortable discussing mental health issues with their peers and their teachers talked to them more about mental health.</td>
<td>● Phone help line</td>
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<td>● Crisis text line</td>
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<td>More likely to report that they “definitely” knew where to get mental health help in their school.</td>
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Lessons Learned from a Veteran Faculty Mentor

1. Use a heavy hand for choosing/accepting peer educators
2. Use the Conference as a **starting point**
3. Meet for the whole year
4. Meeting time can be used to support the Peer Educators’ mental health, too
5. Use the principle of progression: don’t bite of more than you can chew
6. Make friends and influence people
8. Ask for more money from your PTSO
9. Have a fool-proof method of communicating
10. Plan for what you can do: Akin to coaching a team
Lessons Learned from the University

- Difficult to “graduate” schools from program
- Finding the right Faculty Mentor is just as important as P2P Members
- Student and staff turnover can be an issue
- Campaigns that hit key messages are most effective
  - YES AND: Consistency, while building on previous years’ campaign work to change school climate
- Feedback is good and not just for grant reports
- Keep spreading the word about your program
- Funding is always needed - need is great
Future Directions

● Continue Michigan expansion through 3-tiered model

● Continue out-of-state expansion through manual and consultation

● Secure additional funding
Thank you!

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www.depressioncenter.org/p2p