Cheryl Benefield, Family & Community Engagement Specialist – GaDOE
Rishi Manchanda
TED Talks
What makes us get sick? Look upstream

https://www.ted.com/talks/rishi_manchanda_what_makes_us_get_sick_look_upstream?language=en#t-775564#
By the Numbers

20%  75%  50%
70%  10  90%

2nd

www.nami.org
Impact

Unhappy
Distractibility
Poor Concentration
Inability to retain information

18-22 days
3 x

High Risk Behaviors

44% 14%

10%

www.nccp.org

www.youth.gov

9/27/2016
Upstream Prevention
Sources of Strength’s Primary Mission

Intervention
Sources of Strength’s Secondary Benefit

Postvention
Sources of Strength Teams can be Activated
Suicide Rate by Age (1999-2009)

Can a suicide that occurs here...

Be prevented here? Or here?
Alison Ledgerwood
TED Talks
Getting stuck in the negatives (and how to get unstuck)

https://www.youtube.com/watch?v=7XFLTDQ4JMk&inf_contact_key=cb96480dad1f4e1f94c25a89d79290610dc141d45c554143738f212cb4cda9d1
Hope - Help - Strength

Not Sad
Not Shock
Not Trauma
Positive Norming

What if we flipped statistics to highlight the positive norm and behavior rather than pointing toward the negative and false norm and behavior.

**81% of High School Seniors don’t smoke.**

Example of Positive Opposite Messaging

[https://flowvella.com/s/1988/10EF3AB7-E02E-4F53-887B-0F3D11933AE1](https://flowvella.com/s/1988/10EF3AB7-E02E-4F53-887B-0F3D11933AE1)
Strategic Levels of Messaging

- Positivity
- Awareness
- Engage
  - Interact
  - Apply
Positive Norming

Encourage Peer Leaders to tell stories of strength.

10% about the difficulty or struggle they faced
90% about what helped or strengths they drew on

Tell Stories of Strength

Nicholas Christakis
TED Talks
The hidden influence of social networks

http://www.ted.com/talks/nicholas_christakis_the_hidden_influence_of_social_networks?language=en&inf_contact_key=59225acdc19cbf716f90f6b15f41fec0afc7bf66b2bd085bd806ddccf0fe6f06#
Peer Leaders

= Agents of Change & Connectors to Help
Core Mission & Messaging:

- Breaking secrecy and Silence
- Promoting Connection
- Spreading hope, help, strength
What is “Connectedness”?

“Connectedness” is a term increasingly used to describe a healthy, protective relationship between youth and the environments in which they grow up. It is increasingly clear that opportunities to experience a sense of place, belonging, and trust during adolescence promotes wellbeing – not just for individual youth, but also for the environments in which they live. Feelings of collectivity, belonging, respect, and sharing engender trust and promote individual and civic health.
MANY SMALL WAVES BUILD BIG WAVES

An effective Sources of Strength team seeks to build a big enough wave to change social norms and behaviors.

Name & Thank your Trusted Adult
What Peer Leaders are Saying about Sources of Strength

https://sourcesofstrength.org/adult-advisors/videos/?id=128
What is Sources of Strength?

https://sourcesofstrength.org/adult-advisors/videos/?id=23
Adult Advisor Training

• The Power of Social Networking Theory

• Messaging Levels

• Activities & Campaigns

• 3 Key Reminders for Adult Advisors

Flowvella presentation
Shawn Achor

TED Talks: The Happy Secret to Better Work

http://www.ted.com/talks/shawn_achor_the_happy_secret_to_better_work?language=en