



train
inspire
equip

#standtogether
STOP STIGMA

Stand Together

**A Social Change, Peer-to-Peer Model to
Stop Stigma by Promoting Positive
Change in Schools**

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Stand Together is

an initiative that inspires and equips youth to take action against stigma associated with mental illness and substance use disorders.

STAND TOGETHER

STOP STIGMA

Presentation Objectives

Participants will be able to:

- start a Stand Together chapter utilizing the Stand Together curricula;
- utilize evaluation tools to collect data to demonstrate its effectiveness;
- list at least three strategies for starting and funding an anti-stigma program.



1 in 4 students
experience mental illness
and substance use
disorders



25-44% of kids
drop out of school



2/3 of students
don't receive treatment



Anti-stigma research tells us

- **Most anti-stigma efforts are short-term**
- **Initial changes are not sustained**



Anti-stigma research tells us

- **Countering myths is important**
- **Direct contact with a person who has lived experience is more effective in changing stigmatizing attitudes**



Stand Together goals

- **Increase education and awareness**
- **Promote inclusion between adolescents and their peers with behavioral health challenges**
- **Encourage adolescents to reach out to a trusted adult**



Advisors

- **One or two per school**
- **Volunteer, personal interest**
- **Positive relationship with students**
- **Orientation-2 hr.**
- **Select students (20)**



Workshops

Day 1

- **Education**
- **First-person narrative**
- **Cross the Line**

Day 2

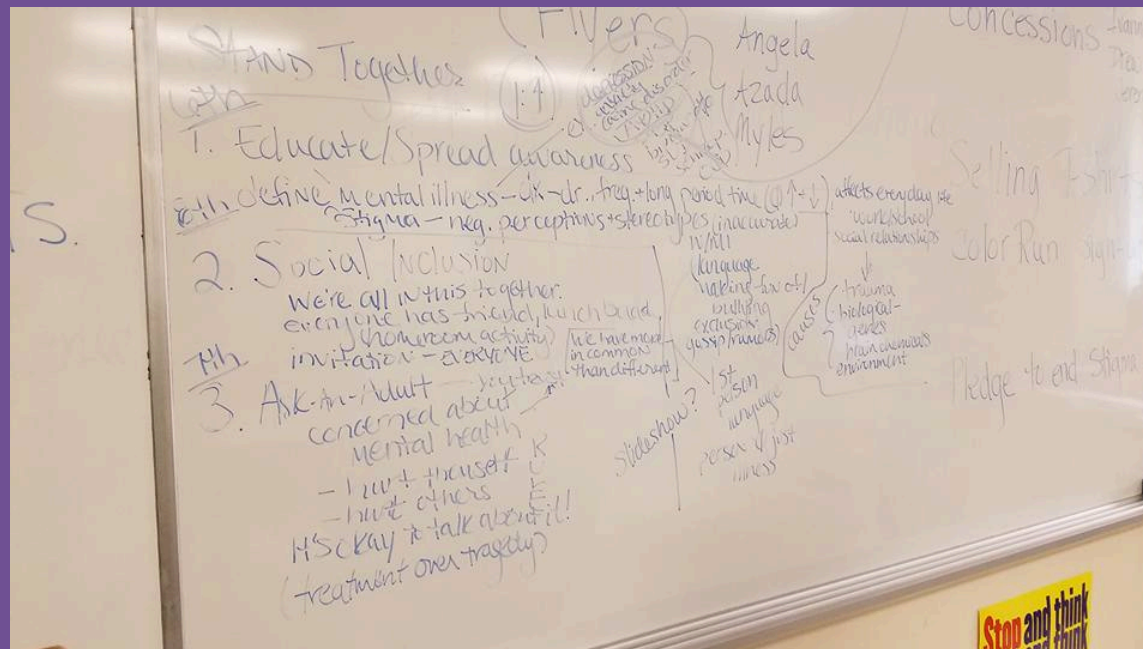
- **Brainstorming**
- **Project planning**
- **Goal emphasis**

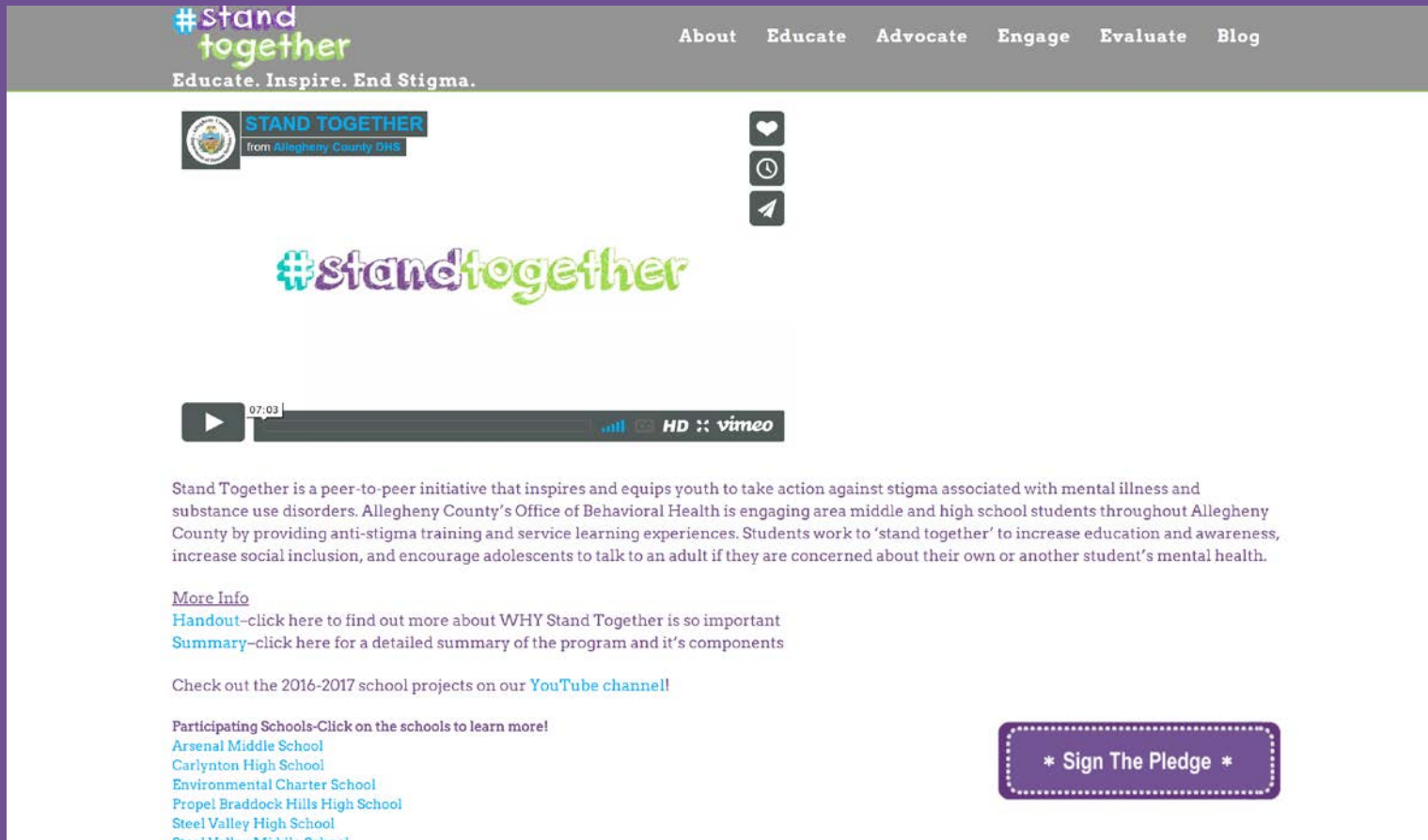




Technical assistance

- Paperwork
- Support
- Site visits
- MHFA

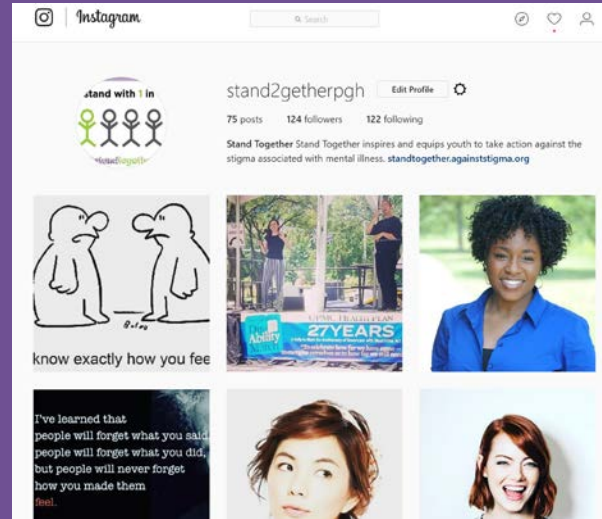




Website

- Fully functional
- Meets needs of students, advisors, trainers, and administrators
- Pledge





Technology

- Facebook
- Twitter
- Instagram
- BLOG

Recent Blog Posts



July 24, 2017

Minority Mental Health Month-Guest blog by TA Montaja Simmons



July 6, 2017

Propel HS: Black-Out Stigma



June 27, 2017

PTSD Awareness Day 2017

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Three tiers:

- **Increasing levels of commitment**
- **Students must consider:**
 - reach
 - impact
 - budgets
 - facilitation
 - leadership
 - marketing
- **Soft skills**

Tiers
1 & 2



Tiers 1 & 2

- Pre-designed toolkits
- Set budgets
- Focus on goals



Tier 3

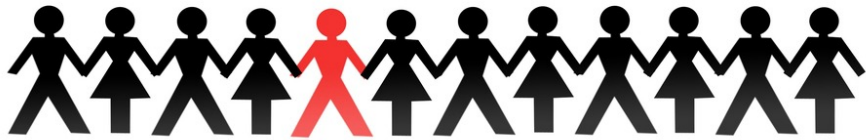


Tier 3: Student-Designed Projects

- Mini grant-writing process
- Focus on all 3 goals in at least 3 projects
- Up to \$1000 funding



Stigma:
a mark of disgrace or infamy; a mark of shame or discredit. An identifying mark or characteristic.



Kissing Stigma Goodbye

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<https://vimeo.com/218065782>

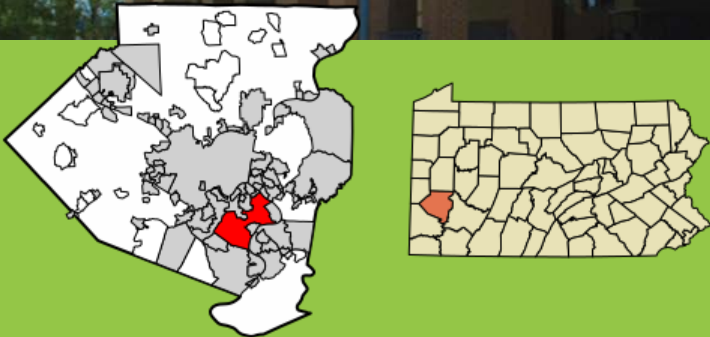
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WMAHS Stand Together Team



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West Mifflin Area High School



Suburb located right outside Pittsburgh, PA

- **School population: 1,008**
- **Total minority enrollment: 35%**
- **Total economically disadvantaged: 45%**
- **Female 53% Male 47%**

The Evolution of the Team

2013-2014: ST introduced to our school, freshmen only

- Students defining the term mental illness/ stigma

2014-2015: Number of students doubled (opened to all grades)

- More of student body educated by the team with stronger activities that openly talked about MI

2015-2016: Student body & staff recognizes team

- Guidance counselors/teachers are recommending students to join
- Student Assistance Program becomes heavily involved

2016-2017: Stand Together becomes an official club at the WMAHS

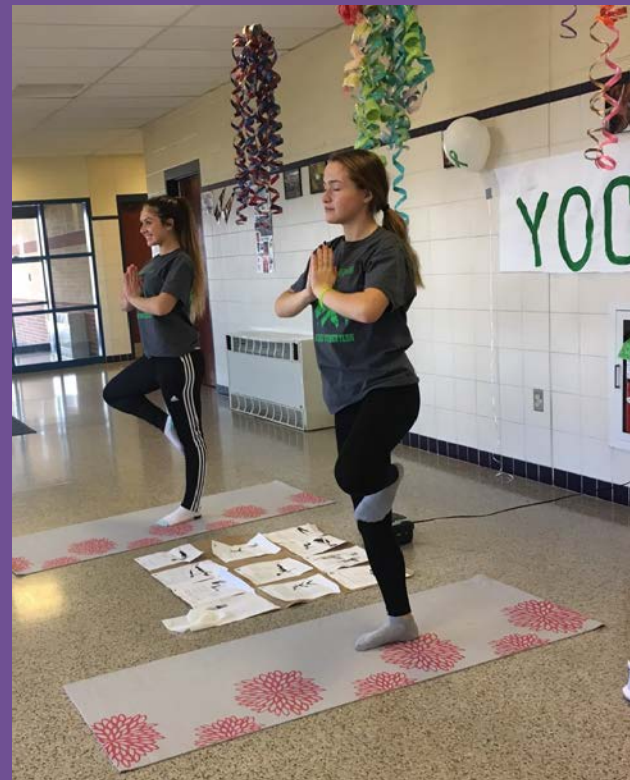
Our Culture

- **Yearly applications from all applicants (new and veterans)**
- **Club president, vice president, video lead, media lead, art lead**
- **Workshops (Fall) Must be present for both workshops/all day**
- **Projects are developed by the students then reviewed with sponsor (students decide the dates, materials, cost)**
- **Monthly club meetings**
- **Monthly activity usually during lunch periods**
- **Yearly video and end of the year programs**

Projects that reflect our goals:

Educate others & create awareness

Education

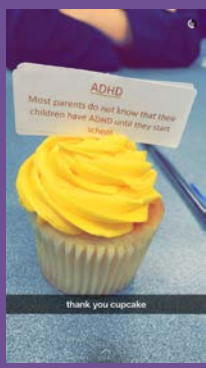
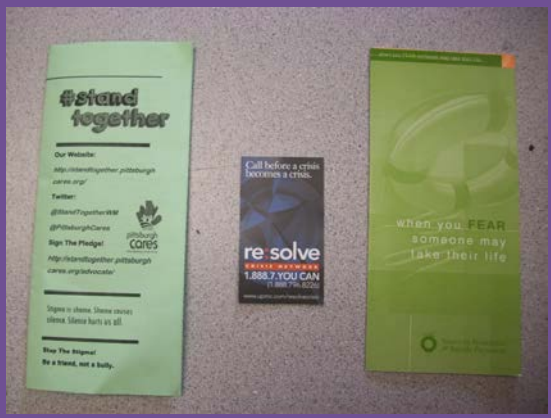
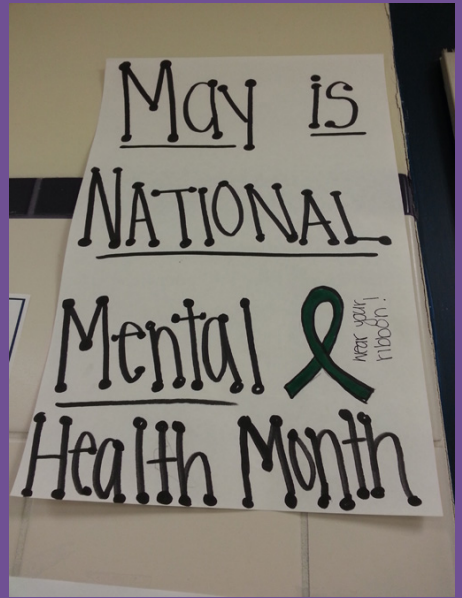


In the
community



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Our school environment



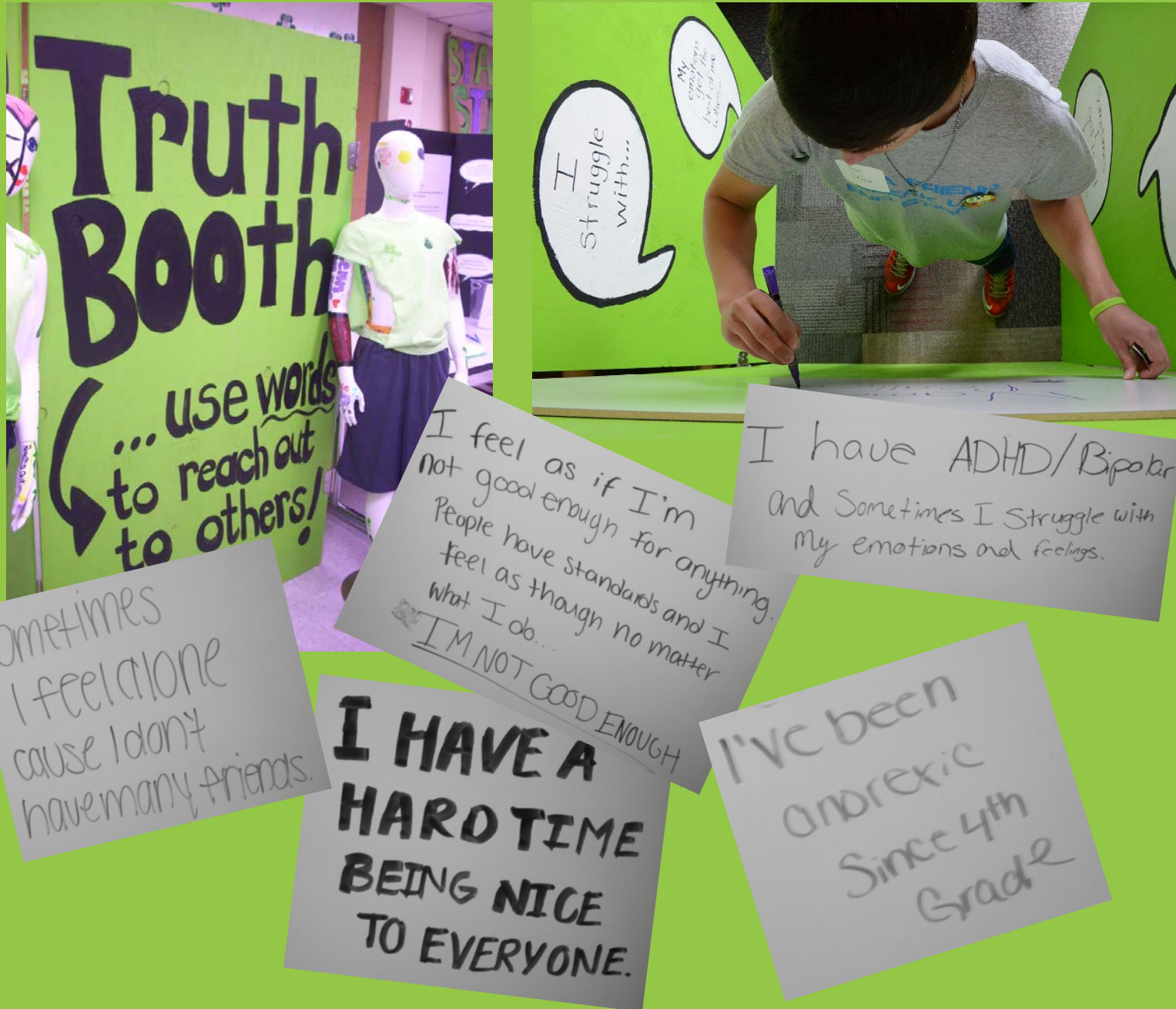


Mental Health Art Gallery



Social inclusion

Truth Booth



Glow Dance



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Meet & greet lunch sessions



Ask an adult

Teacher training



Student training



End of the year assembly

- **Showcase your accomplishments**
- **Chance for student team to be recognized for hard work**
- **Chance to reinforce our message with the student body**
- **Recruitment**



My philosophy

- Empower the students
- Teach them how to work together
- Remind them that everyone is affected by mental health conditions in some way
- Select students based on true interest/personal history
- Student Safety:
 - Confidentiality
 - Not forcing self disclosure
- Open lines of communication



Let's
take a
look at
the
data.



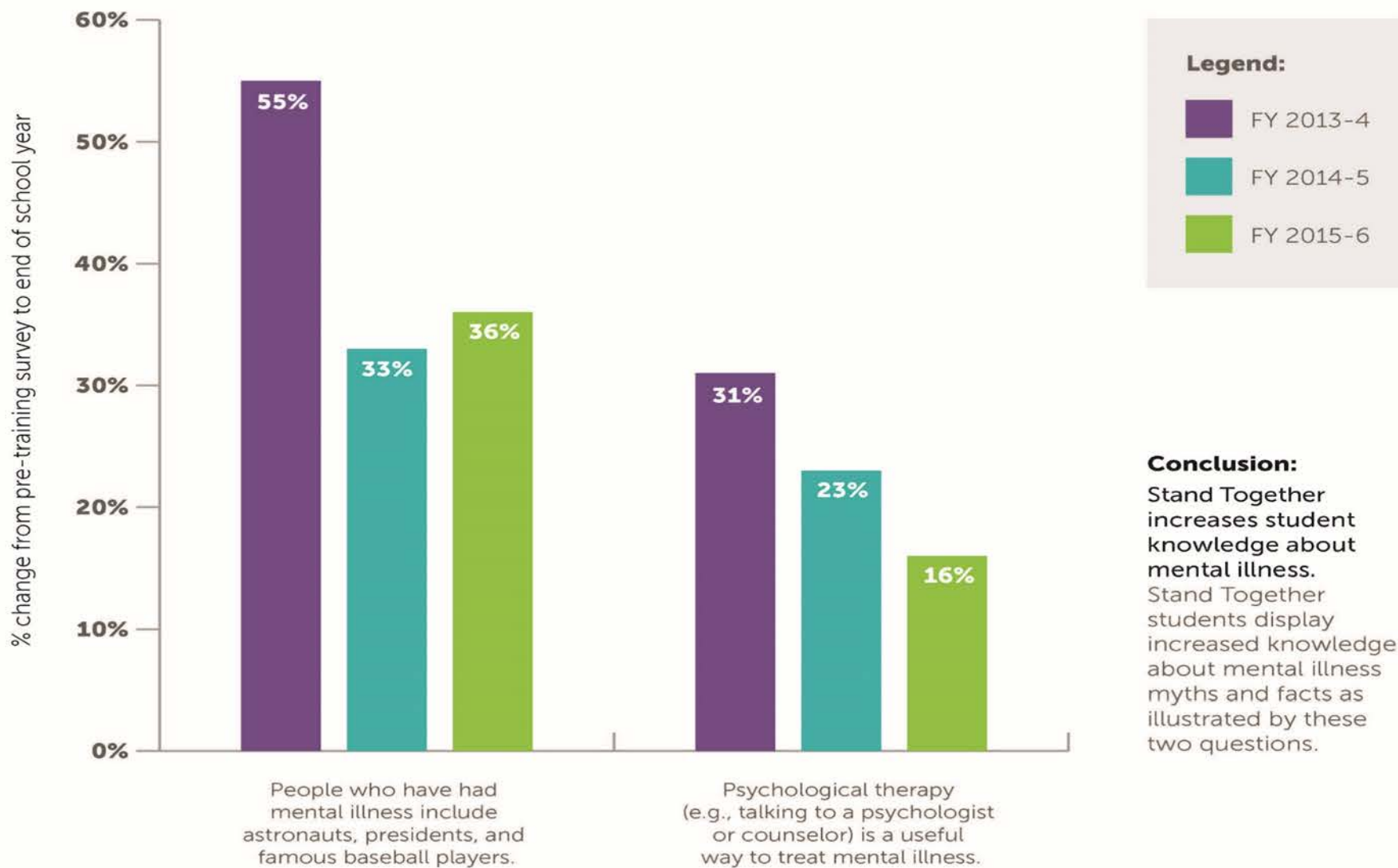
Data

- **Quantitative and Qualitative Data**
- **Wahl Survey**



School Years 2013-14, 2014-15, 2015-16

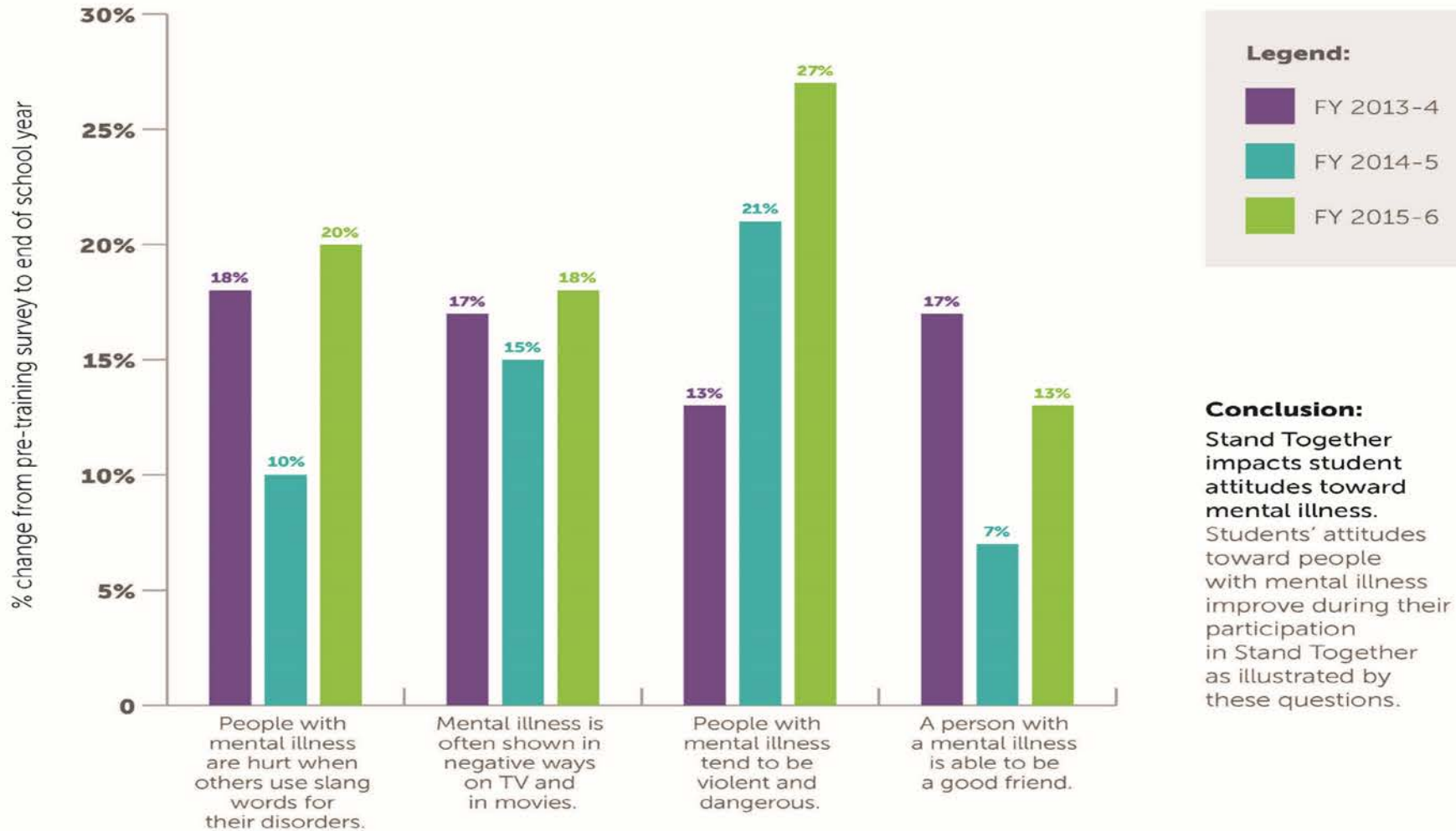
Where Stand Together Demonstrates the Most Positive Impact –Improvement in Knowledge





School Years 2013-14, 2014-15, 2015-16

Where Stand Together Demonstrates the Most Positive Impact—Improvement in Attitude



Legend:

- FY 2013-4
- FY 2014-5
- FY 2015-6

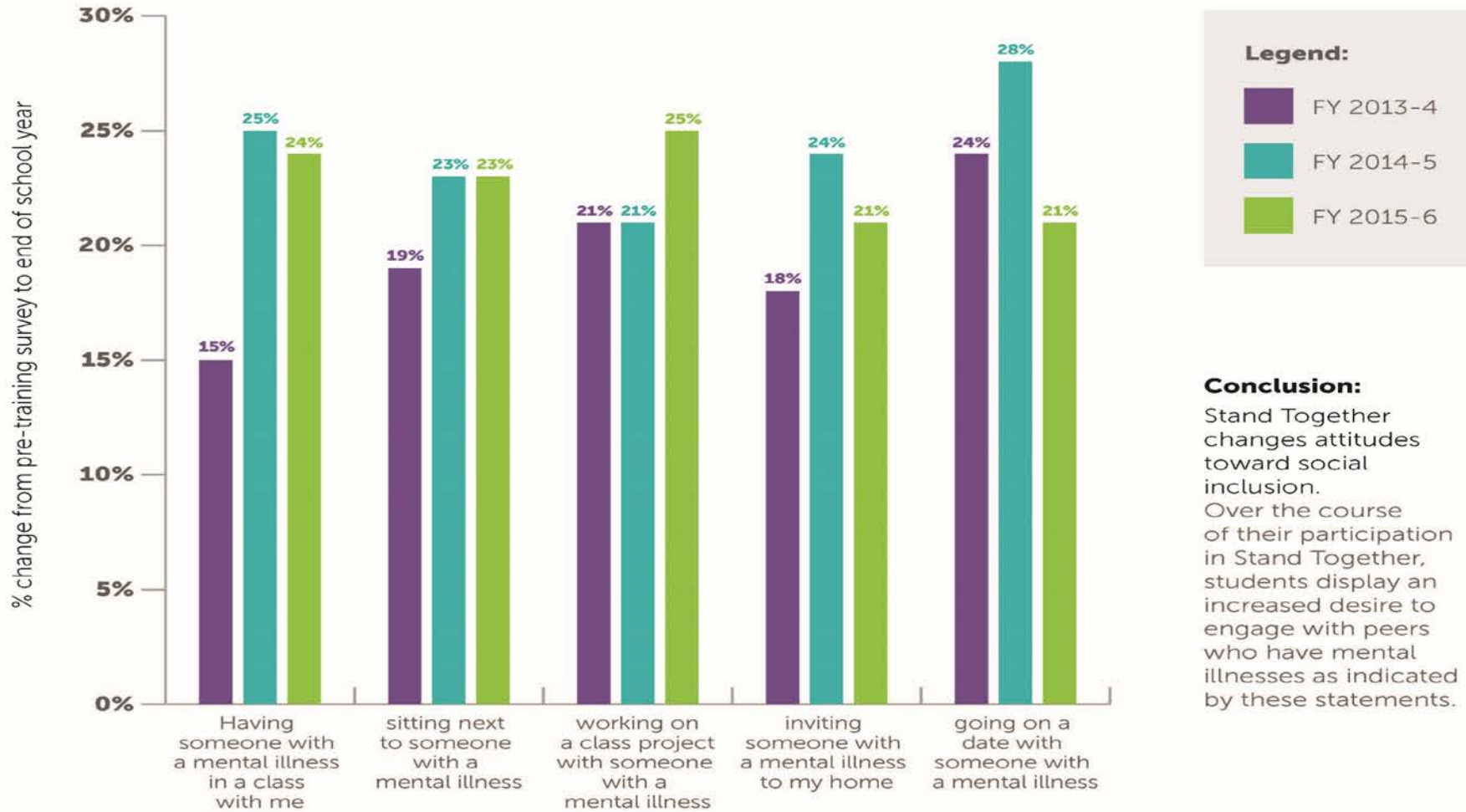
Conclusion:
Stand Together impacts student attitudes toward mental illness. Students' attitudes toward people with mental illness improve during their participation in Stand Together as illustrated by these questions.

Survey statements demonstrating the most positive change in attitude



School Years 2013-14, 2014-15, 2015-16

Where Stand Together Demonstrates the Most Positive Impact—Improvement in Social Inclusion



Conclusion:
Stand Together changes attitudes toward social inclusion. Over the course of their participation in Stand Together, students display an increased desire to engage with peers who have mental illnesses as indicated by these statements.

Survey statements demonstrating the most positive change in social inclusion

What do schools tell us?

- **Stand Together has changed the culture in their school**
- **Students talk more openly about mental health challenges—it isn't a taboo subject**
- **Students are reaching out for help**
- **Students thank Stand Together members**
- **Students are more aware of their language**



Initiating strategies

- **Student/family**
- **Teacher/mental health professional**
- **Mental Health teams**
- **Foundations**
- **Government/ Mental Health entities**

Funding strategies

- **Foundations**
- **MH programs**
- **Grants from state or local MH/D&A funding entities**
- **FUNdraising**
- **Corporate Sponsors**
- **School Budget**





<http://standtogether.againststigma.org>

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