

Peer-to-Peer Depression Awareness Campaign

A School-Based Prevention Program to Change
School Mental Health Climate

How would students define
depression?

Today's Presentation

- Brief background and goals of overall collaboration between U-M Depression Center and Washtenaw County Schools
- Development, implementation, and evaluation of Peer-to-Peer Program for high school students
- Examples of student projects/campaigns
- School-based staff perspective
- Lessons learned and future directions



COUNTY ADMINISTRATOR
220 NORTH MAIN STREET, P.O. BOX 8645
ANN ARBOR, MICHIGAN 48107-8645
(734)222-6850
FAX (734)222-6715



TO: Barbara Levin Bergman, Chair
Ways & Means Committee

THROUGH: Robert E. Guenzel
County Administrator

FROM: Community Collaborative of Washtenaw County

DATE: February 7, 2007

SUBJECT: Youth Suicide Prevention and Early Intervention Grant

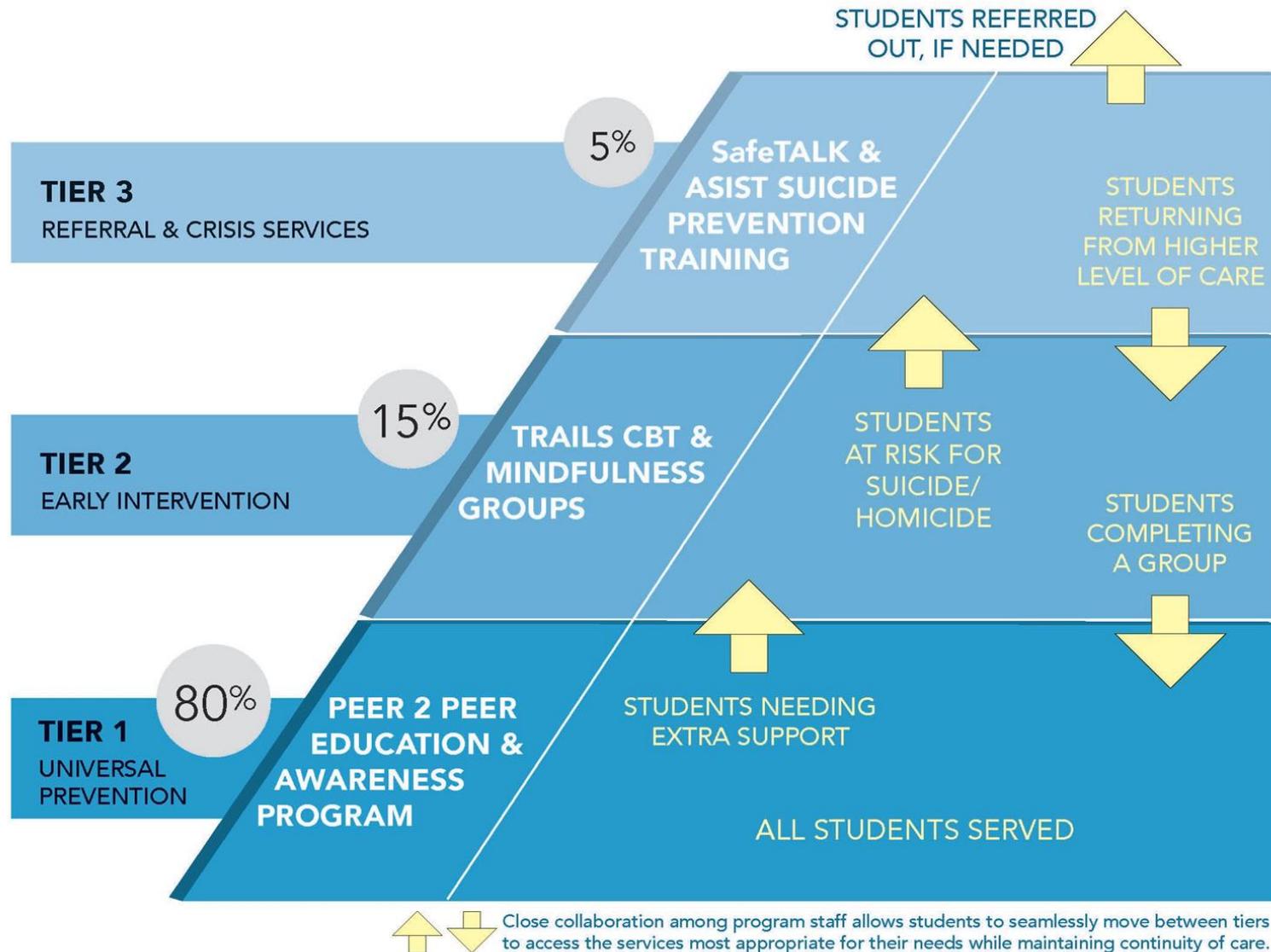
BOARD ACTION REQUESTED:

The Community Collaborative of Washtenaw County requests that the Board of Commissioners ratify the signature of the Chair of the Board on the application to the Michigan Department of Community Health (MDCH) for the Youth Suicide Prevention and Early Intervention Grant in the amount of \$23,312 for the period of April 1, 2007 through September 30, 2007.

BACKGROUND:

In 2005, the Michigan Suicide Prevention Coalition developed the Suicide Prevention Plan for the State of Michigan, which included a number of goals and objectives. Goal #4 is to "Develop and Implement Community-Based Suicide Prevention Programs" with the objective of increasing the number of locally based prevention coalitions to reduce the number of suicides. The Youth Suicide Prevention and Early Intervention Program Grant is intended to be the first part of a three year statewide effort to assist in the formation of local prevention coalitions that address all populations.

School-wide Prevention to Intervention Approach

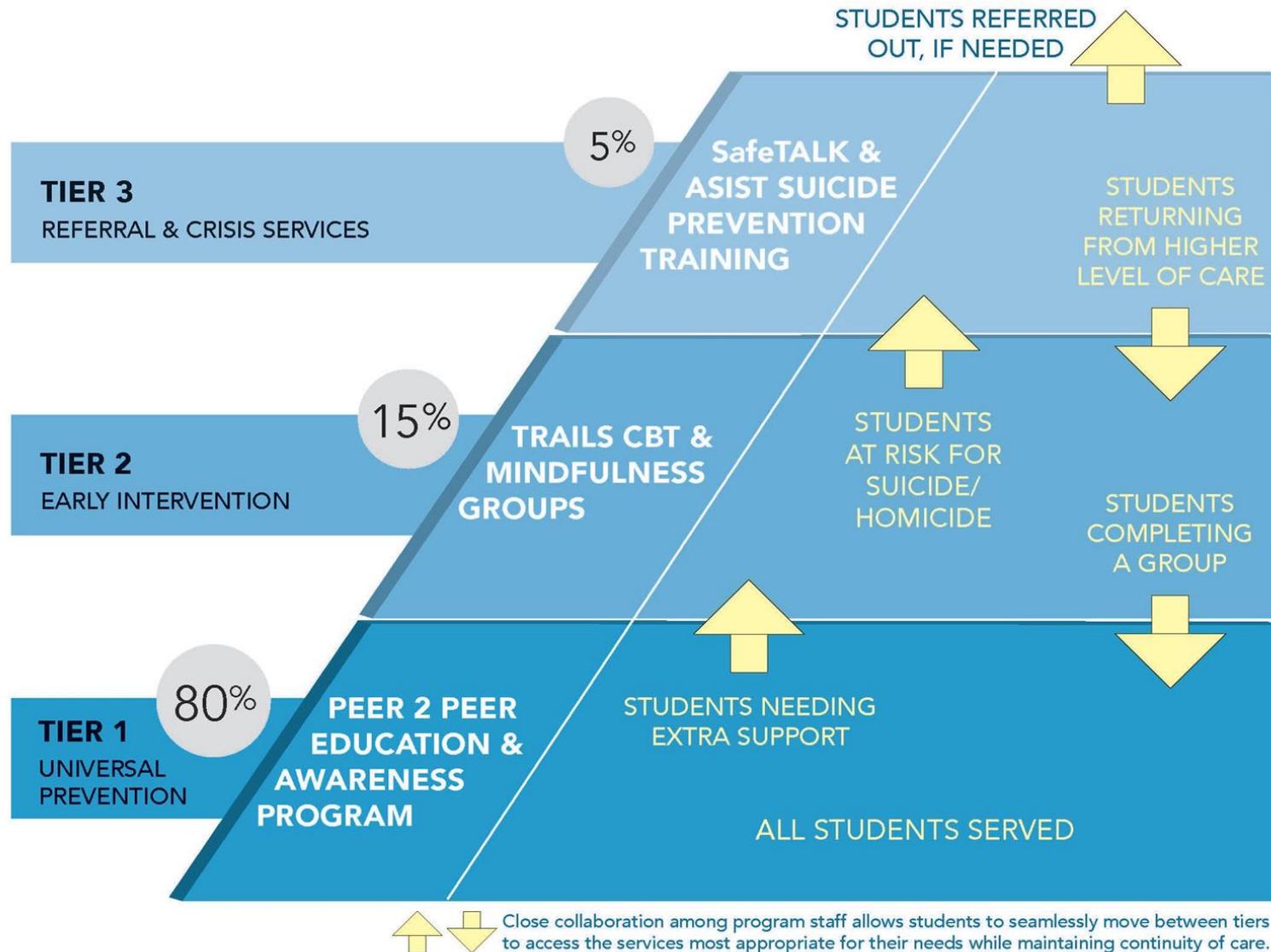


Background

- Collaborative Launch: July, 2007
 - U-M Depression Center and Ann Arbor Public Schools
 - Provide depression awareness and suicide prevention education, training, and support for AAPS personnel
- Overall Goals:
 - Address need for early recognition of depression, bipolar disorder and suicide risk among youth
 - Educate “front line” personnel to raise their awareness and knowledge of depressive and bipolar illnesses and suicide risk
 - Ensure sustainability and build core capacity of AAPS staff by including “train-the-trainer” model

To date over 800 AAPS administrators and staff have been trained in depression awareness, suicide alertness and suicide intervention

School-wide Prevention to Intervention Approach



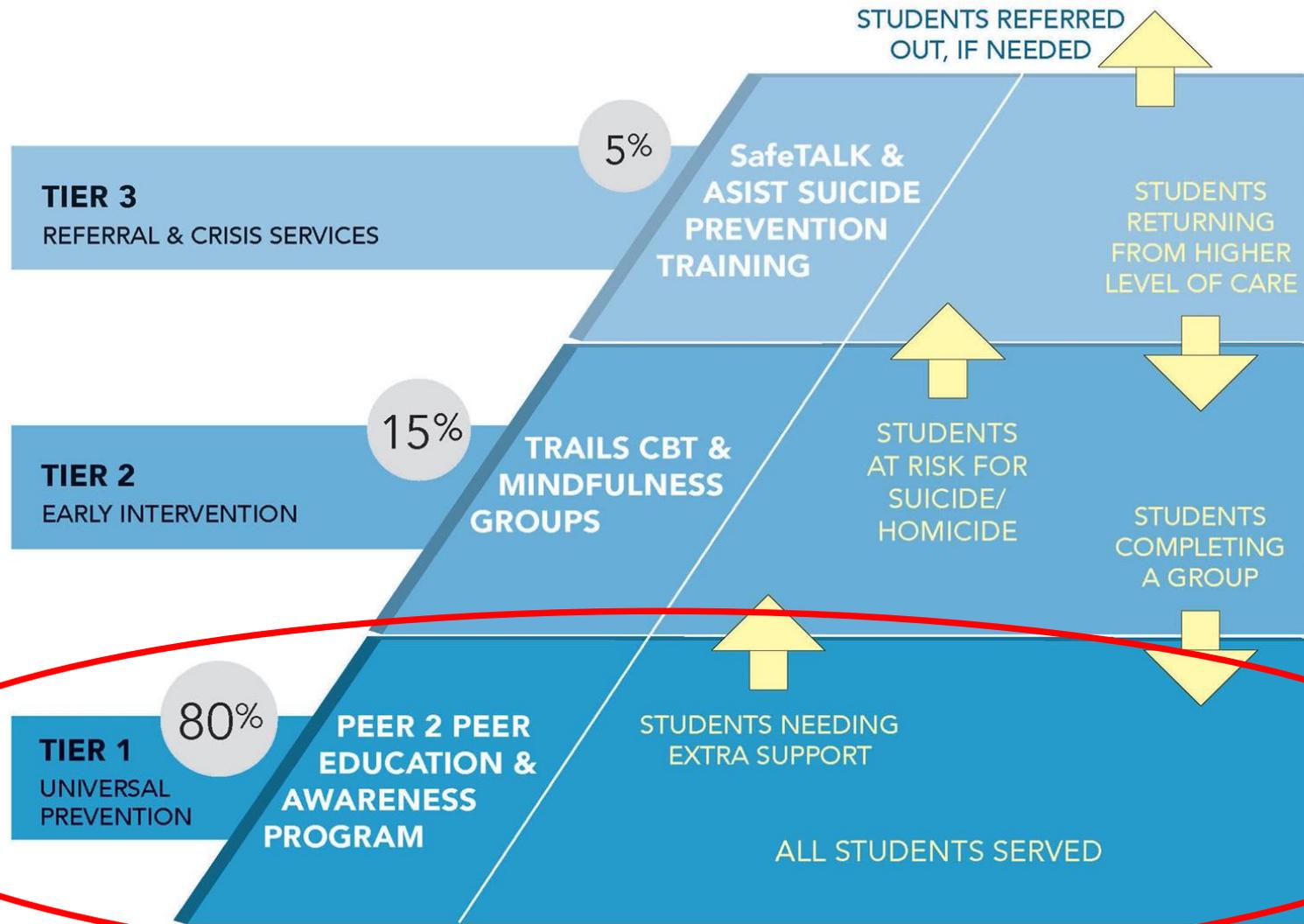
A website for teachers, parents and students with:

- Information on common adolescent mental health concerns
- Customized database of local support resources
- Tips for starting conversations about mental health
- Strategies to promote self-care and help-seeking



The screenshot shows the homepage of the Classroom Mental Health website. At the top left is the logo for Classroom Mental Health, which includes a sun icon and the text "CLASSROOM MENTAL HEALTH" and "A TEACHER'S TOOLKIT FOR HIGH SCHOOL". To the right of the logo is a blue button that says "Get Help Now" with a right-pointing arrow. Below the logo and button is a horizontal navigation bar with several menu items: "Mental Health in the Classroom", "Common Concerns", "How to Help a Student", "Self-Care", "Working with Families", and "Resources". The main content area features a large image of a young woman with her head down, looking sad. To the right of this image is a section titled "Support." with the text "Turn to this section if you have a specific concern about the mental health of a particular student." and a "READ MORE" link. Further to the right is a vertical orange box with the text "Interested in Building a Mental Health-Friendly Classroom? Start here." Below the main image and text are four smaller content cards. The first card is titled "Mood Disorders" and has a sub-heading "What you might see and what you can do to help" with a "Learn more" link. The second card is titled "Stress Reduction Techniques" and has a sub-heading "Try these techniques to improve the climate in your classroom" with a "Read more" link. The third card is titled "Your Community Resources" and has a sub-heading "Check out this database of mental health resources in your community" with a "Search database" link. The fourth card is titled "Self-care Tools" and has a sub-heading "Factsheets, worksheets, logs and more!" with a "Learn more" link.

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.

Universal Prevention: Peer-to-Peer Depression Awareness Program

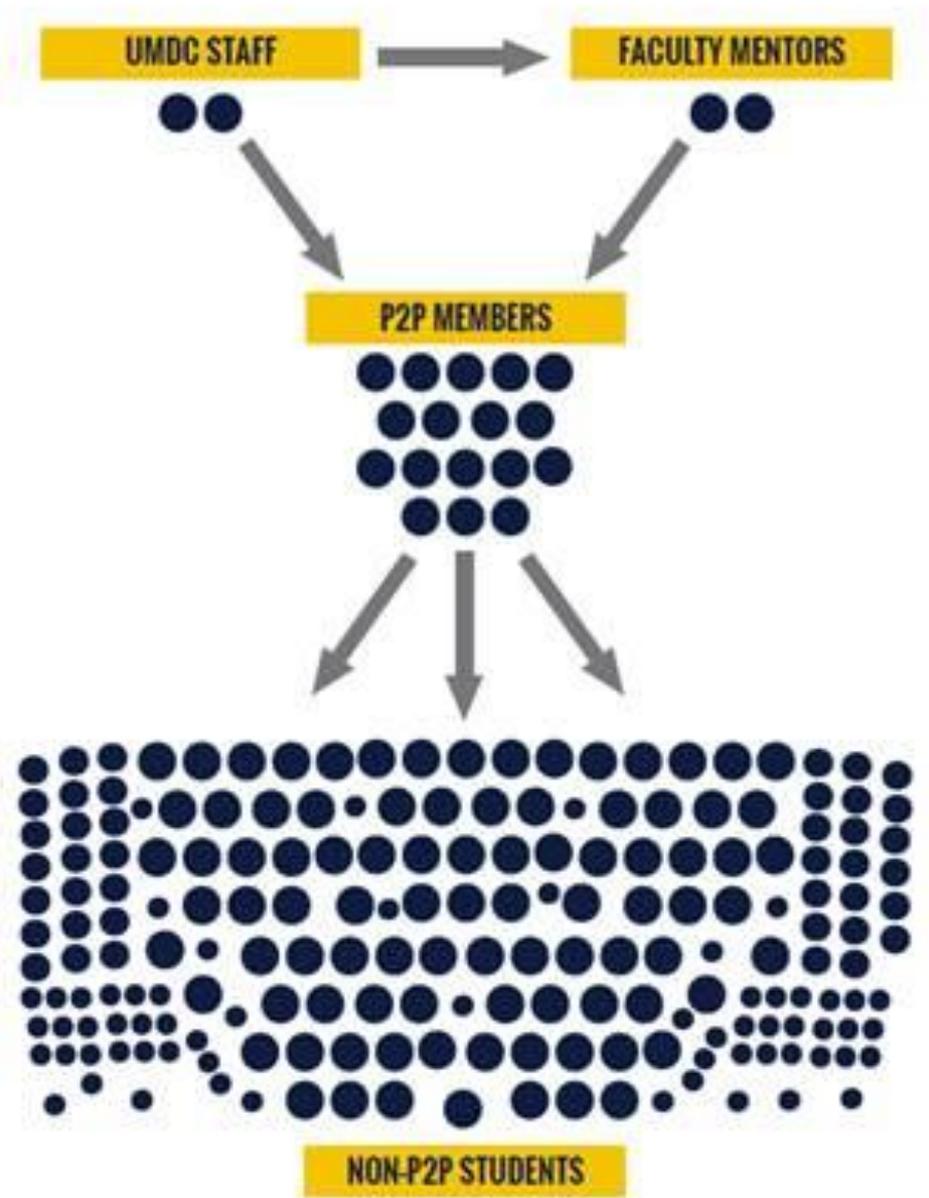
Goals:

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 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 AAPS faculty mentors provide ongoing support throughout implementation process.



Universal Prevention: Peer-to-Peer Depression Awareness Program



Since 2009, over 550 students have participated directly on P2P teams in 11 different schools across Washtenaw County, over 150 P2P student-run events have taken place, and **thousands of students have been reached through the awareness campaigns.**

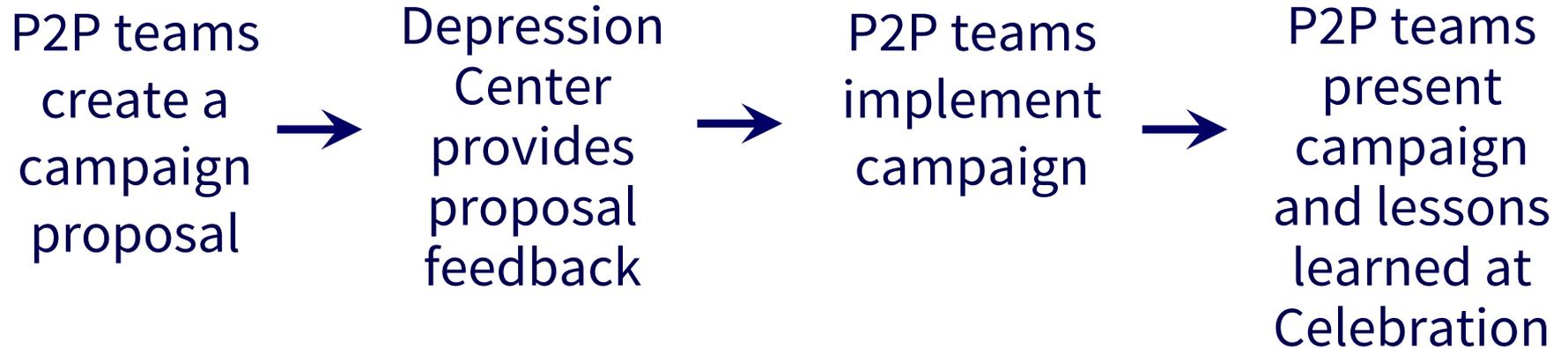
Depression Conference



4 Key Messages

1. Depression is real
2. Professional help is available and effective
3. Depression can take many forms
4. Do not keep suicide a secret

Methods



Data Collection

P2P Students

- Survey of P2P students pre-conference, post-conference, post campaign designed to assess:
 - students' knowledge of depression (Swartz et al., 2010)
 - perceived stigma associated with depression (Griffiths et al., 2008)
 - awareness of help-seeking behaviors associated with depressive illnesses, and knowledge of available support resources
 - effect of conference and P2P campaign on participating students
 - Survey of non-P2P students pre-awareness campaign and post awareness campaign
 - Assess if the schools' P2P campaigns had any influence on non-P2P students' depression-related knowledge and attitudes.

Results

- Students are **more confident** in their ability to identify someone who is showing common signs of depression
- Student are **more likely to seek help** if they were experiencing symptoms of depression themselves
- Students are less likely to keep it a secret if a friend is thinking about suicide
- Students are **more comfortable** discussing mental health issues with their peers
- Students reported **lower stigma** in their school environment related to students with mental health challenges

Activity: Create Your Own Slogan

2016-2017 Peer-to-Peer Campaigns



- Community: “Stigma Hurts. Awareness Helps.” “You Don’t Have to be Sick to Get Better”
- Huron: “You Don’t Have to be Sick to Get Better”
- Lincoln: “You’re Worth It”
- Milan: “Pain Is Real – So Is Hope!”
- Pioneer: “Heal the Wheel”
- Saline High School: “It’s Okay to Not Be Okay, but It’s Not Okay to Stay That Way”
- Skyline: “You Don’t Have to be Sick to Get Better”

2016-2017 Peer-to-Peer Campaigns

DEPRESSION IS A TREATABLE
BRAIN CONDITION

IT IS NOT
A WEAKNESS,
A FAILURE
OF
CHARACTER,
A FIRST
WORLD
PROBLEM.

STIGMA HURTS,
AWARENESS HELPS



Help a friend

If you have a friend who is having symptoms of depression, it can be hard to know what to say.

I care. Talk to me.

Let's go talk to Brian.

You're not alone.

Let's go for a run.

I'm not a professional, but I'll go with you to talk to one.

You're important.

Stigma hurts, awareness helps



Ruthie

Mentor Perspective & Lessons Learned



“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

This post is the worst way to talk to someone who's thinking about committing suicide. You should NOT tell someone contemplating suicide "you won't get to see the sunrise, and your family will mourn the sunrise because you are gone." Of course their family will miss them, but I promise you the person thinking about suicide has thought about their loved ones plenty of times. That does not help. If you are not a professional you should NOT give anyone thinking about this advice. The best thing to do is to offer them support in seeking professional help, and to help them find resources. It really grinds my gears when I see posts like this. 😡



Everything You Will Miss If You Commit Suicide

Lessons Learned - Depression Center



- The importance of committed mentors and students
- Create a diverse team of students with different skills, grade levels, and mental health issues

Lessons Learned - Depression Center



- When campaign planning, don't bite off more than you can chew

Lessons Learned - Depression Center



- Efficient P2P team meetings

Lessons Learned - Depression Center



- There will be internal school challenges to getting things done

Lessons Learned - Depression Center



- Need different funding resources

Future Directions

- Continue expanding outside of Washtenaw County
- Start working with middle schools this school year
- Proposal accepted to do 3-tiered mental health interventions in Michigan schools (P2P, TRAILS, SafeTALK)
- Assess impact of providing program manual and resource website to Faculty Mentors

Thank You!

Stephanie Salazar - sawaters@umich.edu

Lizelle Salazar - lsalazar@umich.edu

Robbie Stapleton - stapleto@aaps.k12.mi.us