

SOURCES OF STRENGTH

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

75%

20%

50%

70%



10

2nd

90%

www.nami.org

Impact



Unhappy

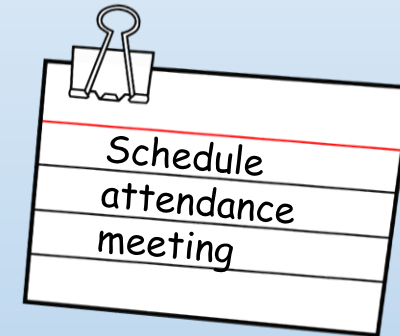
Distractibility

Poor Concentration

Inability to retain information

18-22 days

3 x



High Risk Behaviors

14%



44%



10%

www.nccp.org

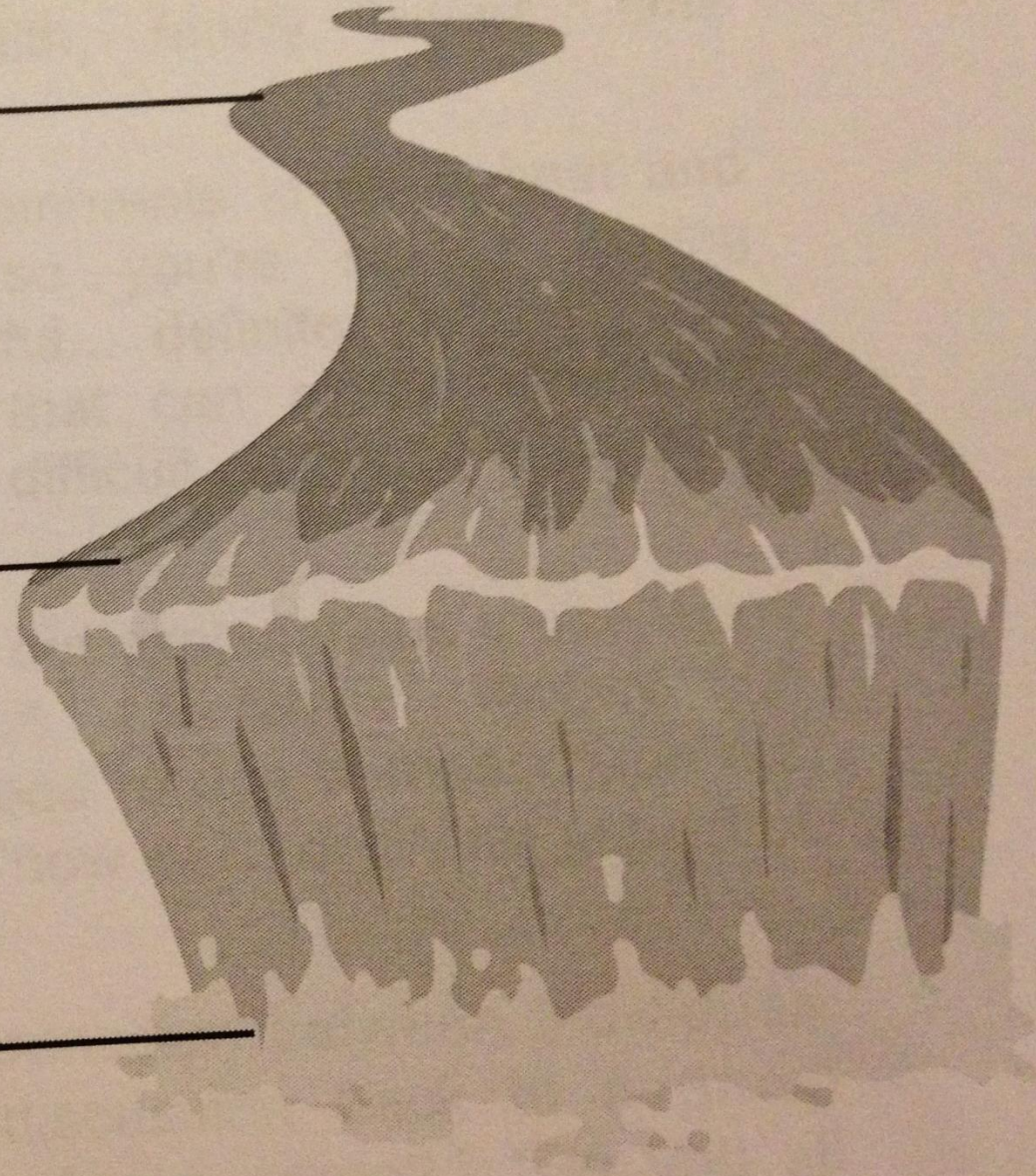
www.youth.gov

Upstream Prevention

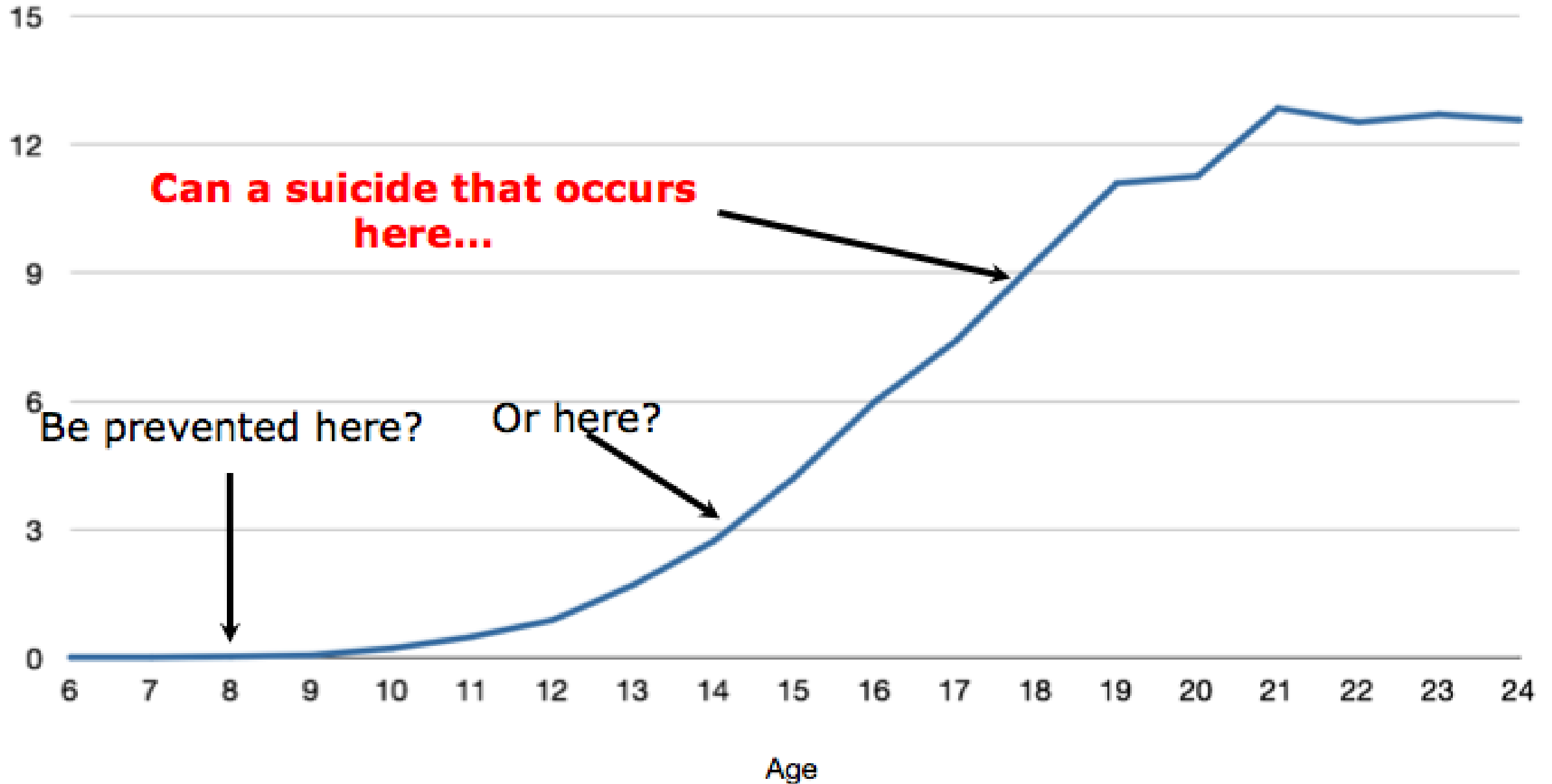
Upstream Prevention
Sources of Strength's Primary Mission

Intervention
Sources of Strength's Secondary Benefit

Postvention
Sources of Strength Teams can be Activated



Suicide Rate by Age (1999-2009)





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

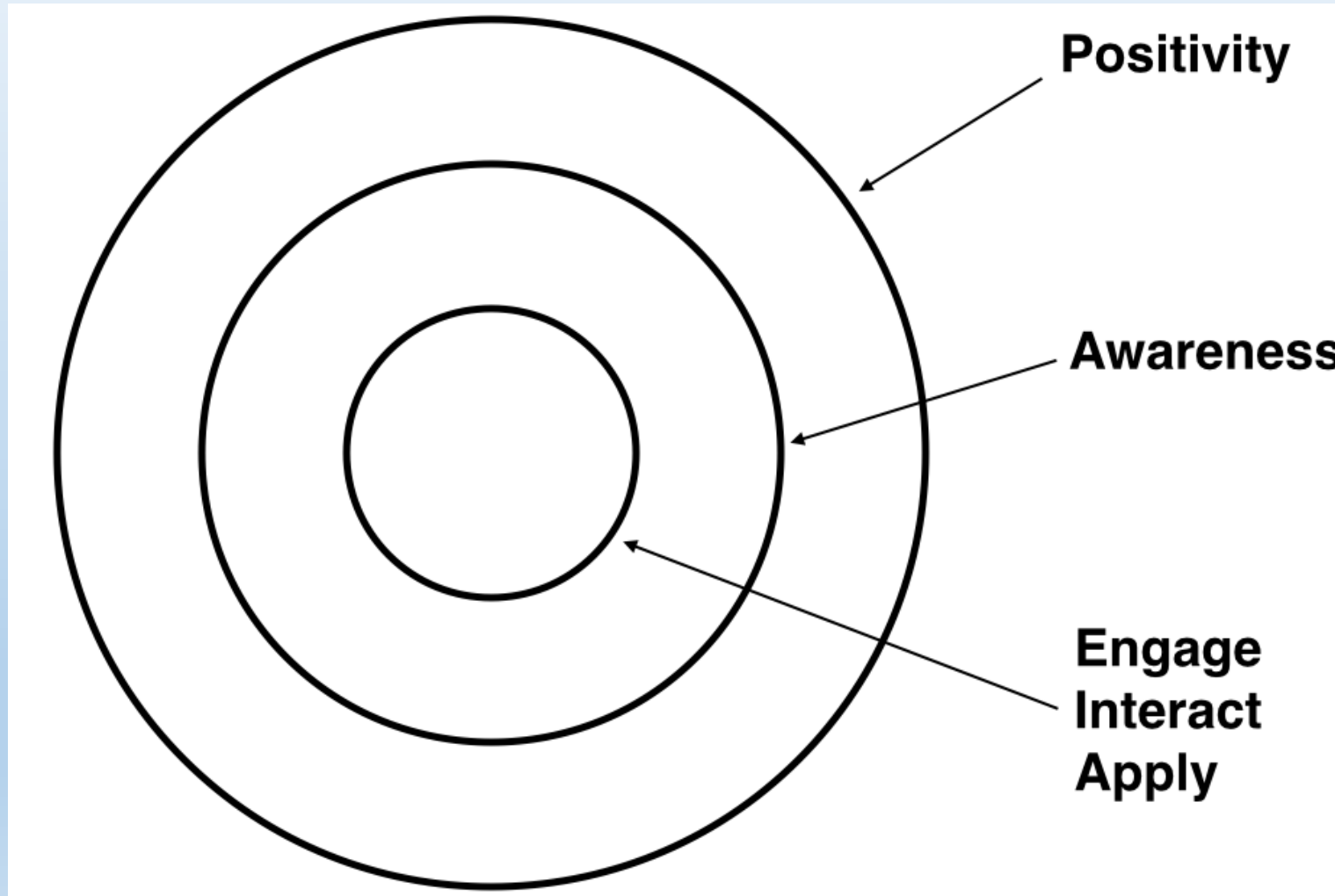
What if we flipped statistics to highlight the positive norm and behavior rather than pointing toward the negative and false norm and behavior.

81% of High School Seniors don't smoke.

Example of Positive Opposite Messaging

<https://flowvella.com/s/1988/10EF3AB7-E02E-4F53-887B-0F3D11933AE1>

Strategic Levels of Messaging



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

<https://flowvella.com/s/1988/AD812EFB-8B41-4336-A549-B55060837937>

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

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Agents of Change & Connectors to Help

Core Mission & Messaging:

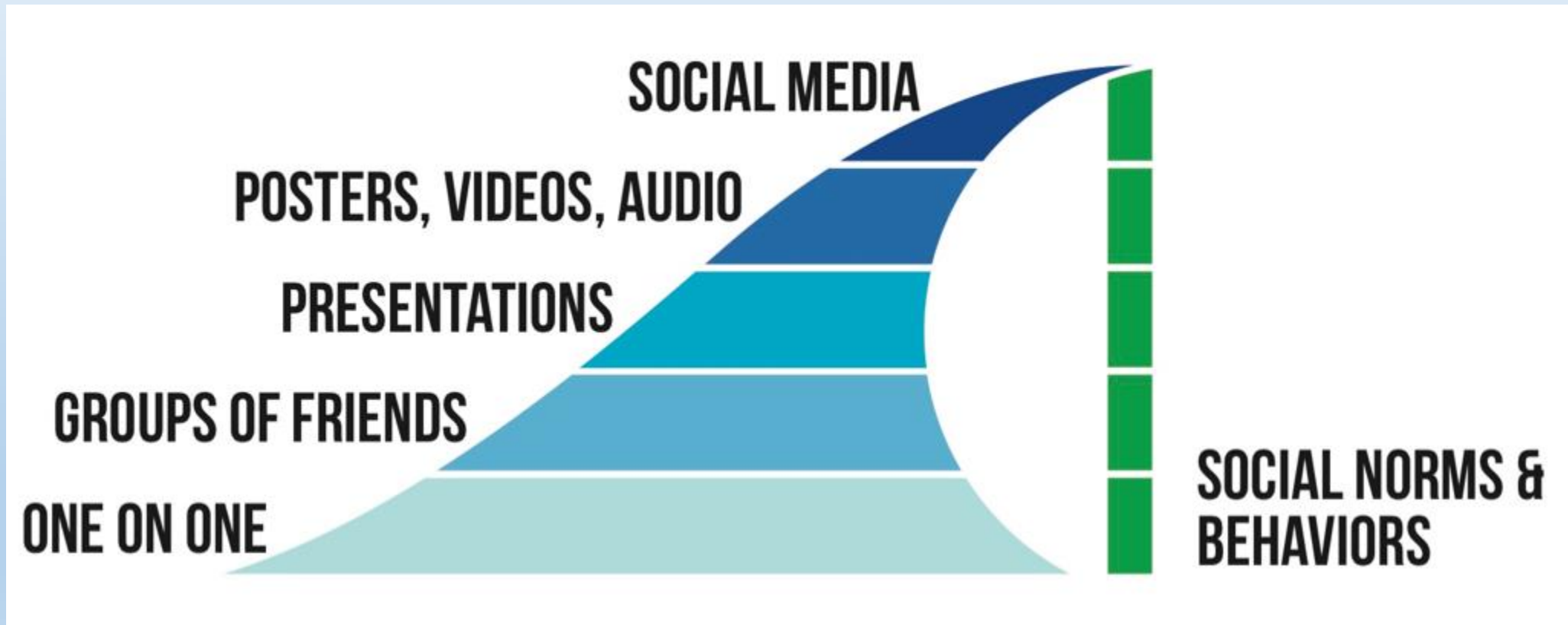
- Breaking secrecy and Silence
- Promoting Connection
- Spreading hope, help, strength

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

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