



# 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

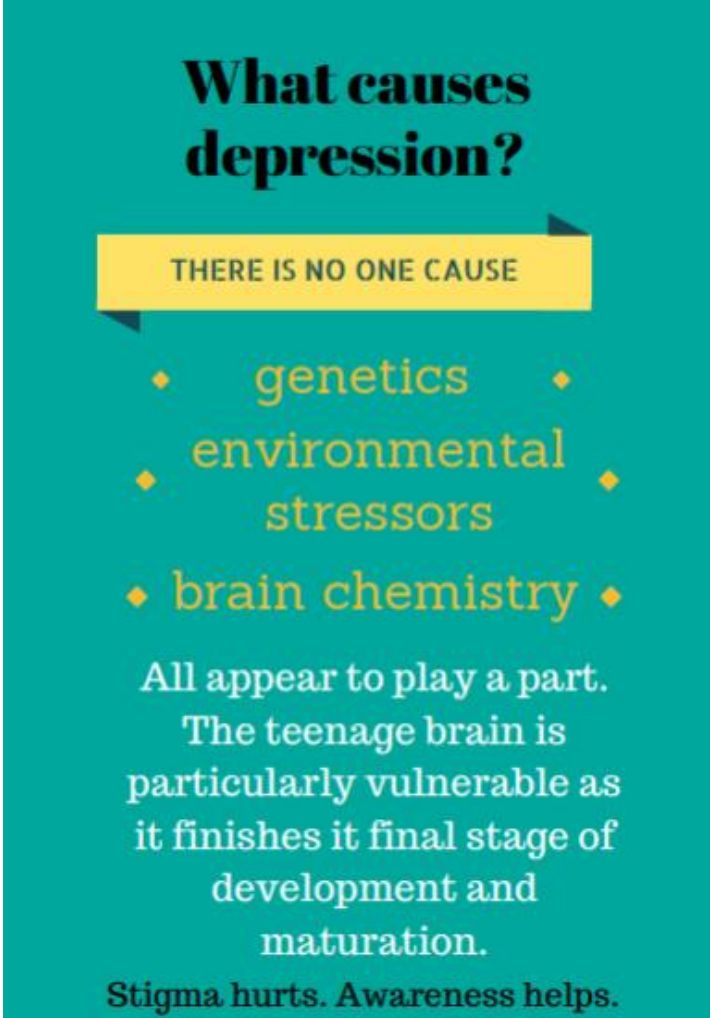
# Collaborative Launch

- 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



**What causes depression?**

THERE IS NO ONE CAUSE

- ♦ genetics ♦
- ♦ environmental stressors ♦
- ♦ brain chemistry ♦

All appear to play a part.  
The teenage brain is particularly vulnerable as it finishes its final stage of development and maturation.

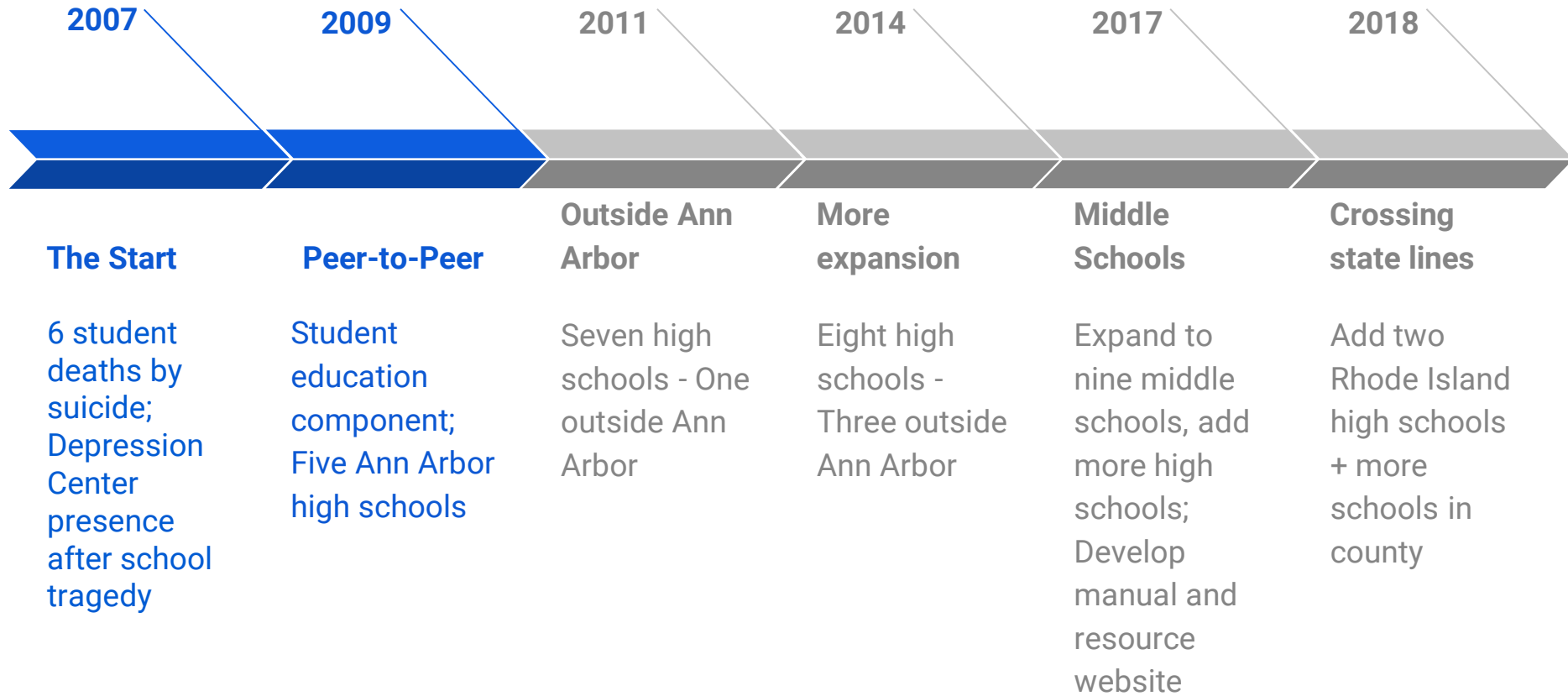
**Stigma hurts. Awareness helps.**

# 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

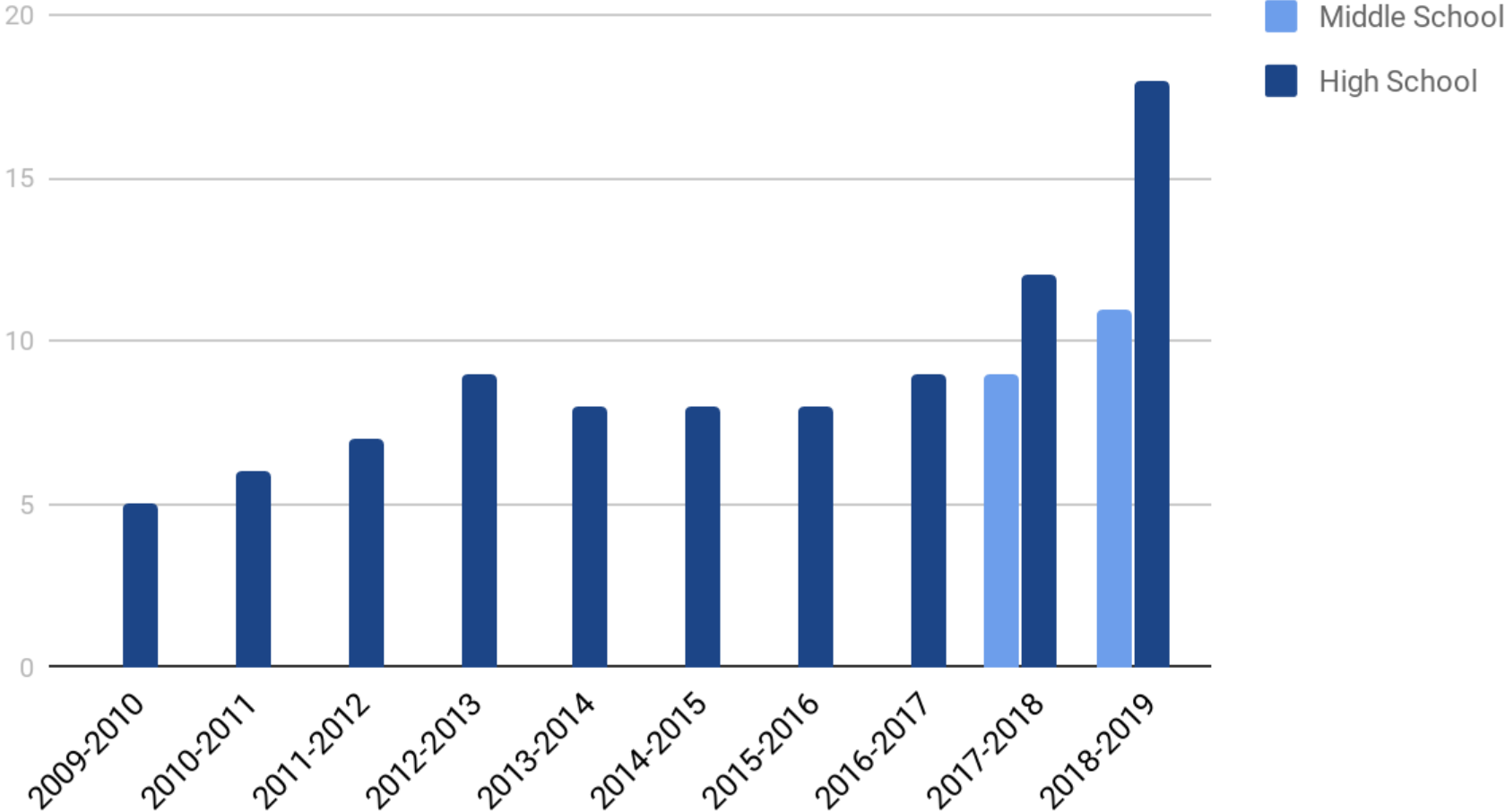


**Since 2009, over 1,160 students have participated directly on P2P teams in 27 different schools, over 250 P2P student-run events have taken place, and tens of thousands of students have been reached through the awareness campaigns.**

# Growth over the years

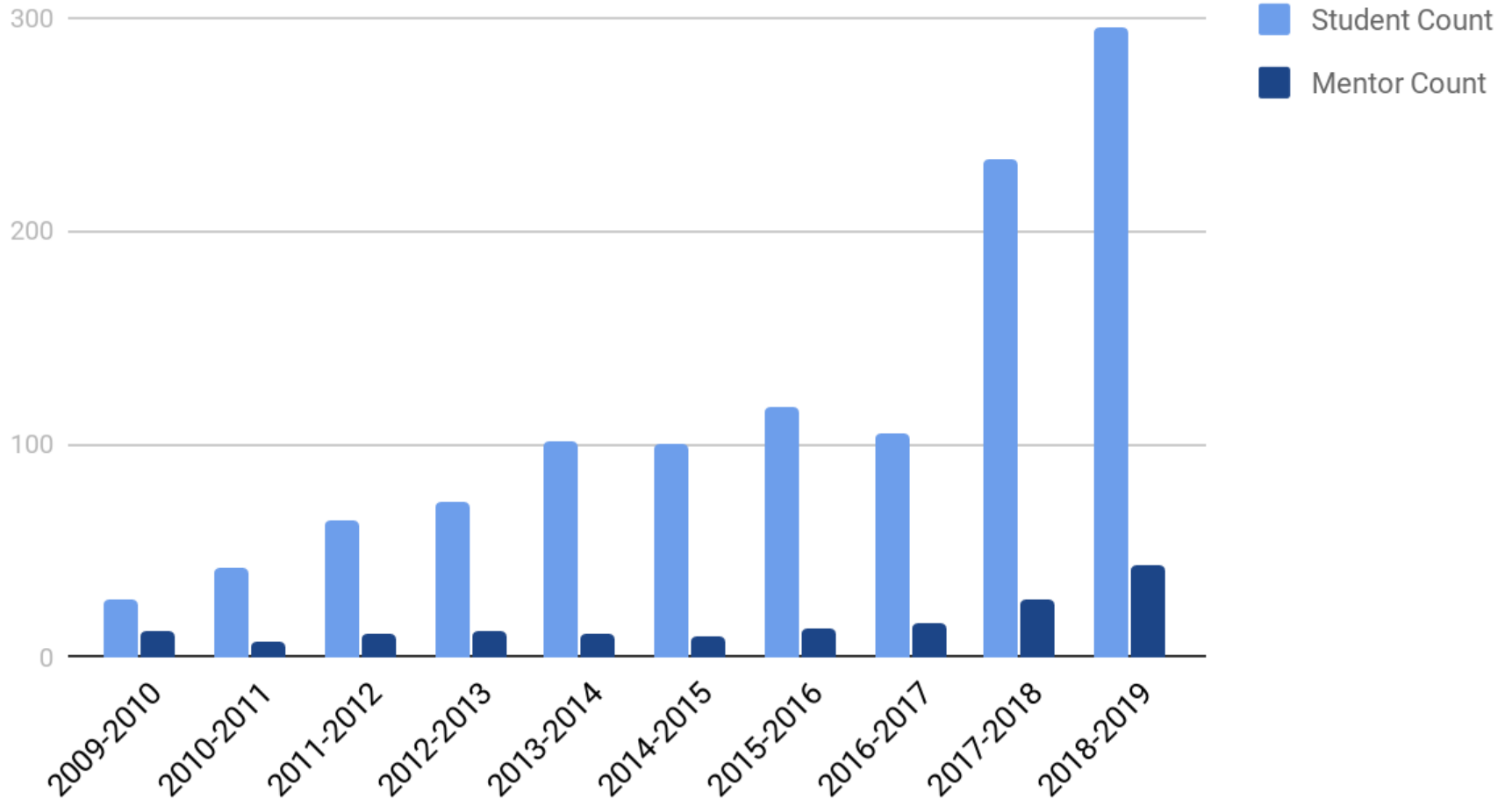


## P2P School Growth



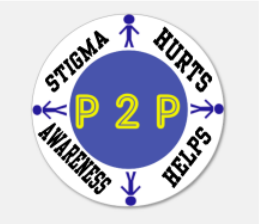
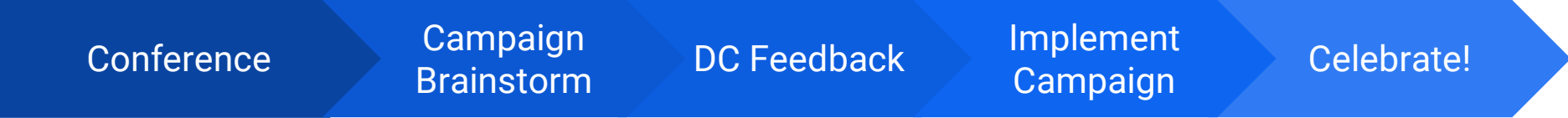
# Growth over the years

## P2P Team Growth



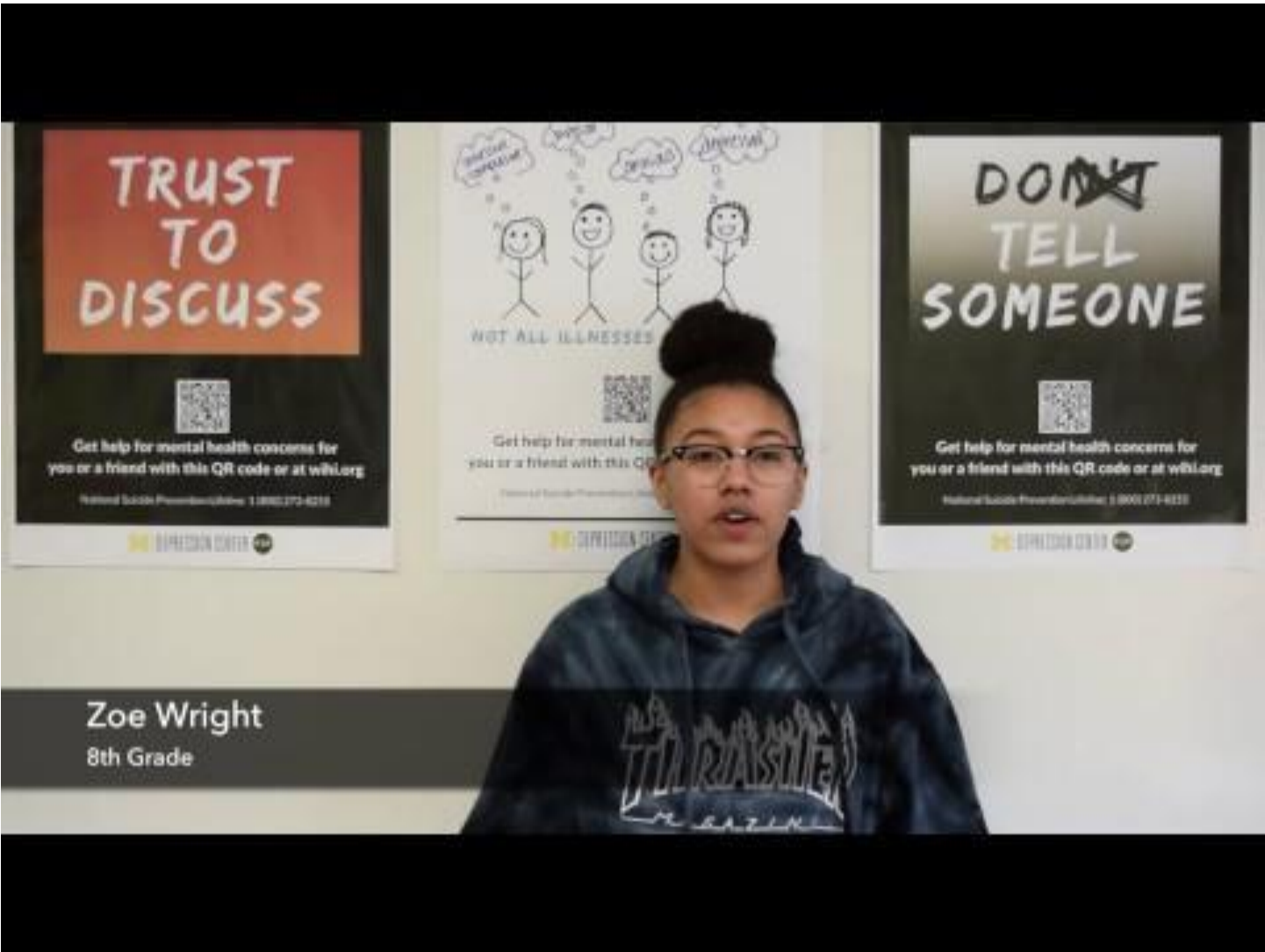


# Methods

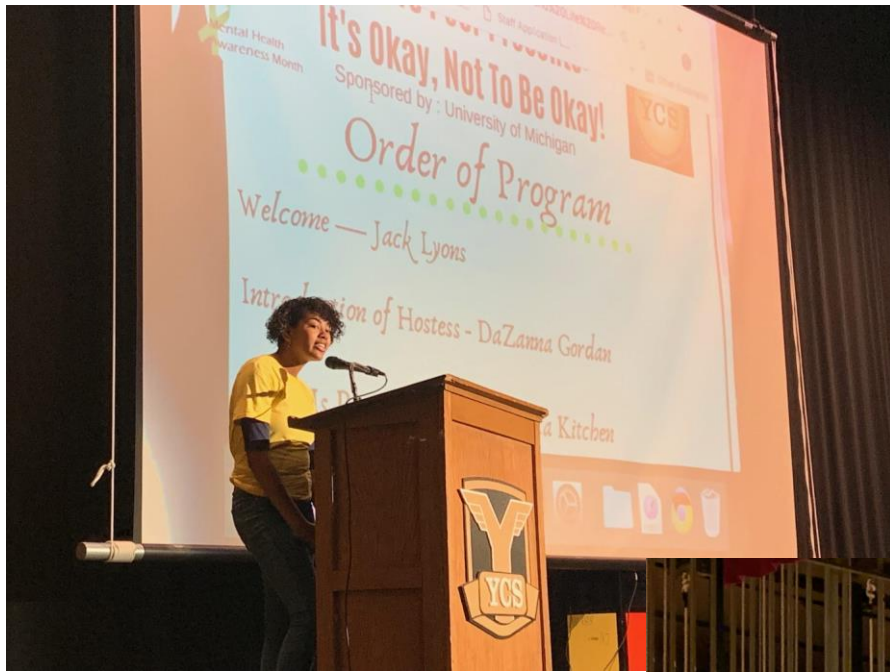


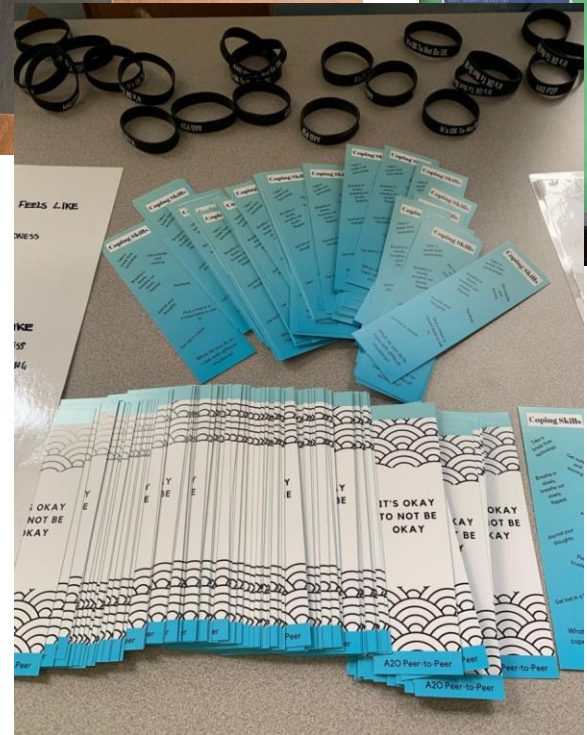
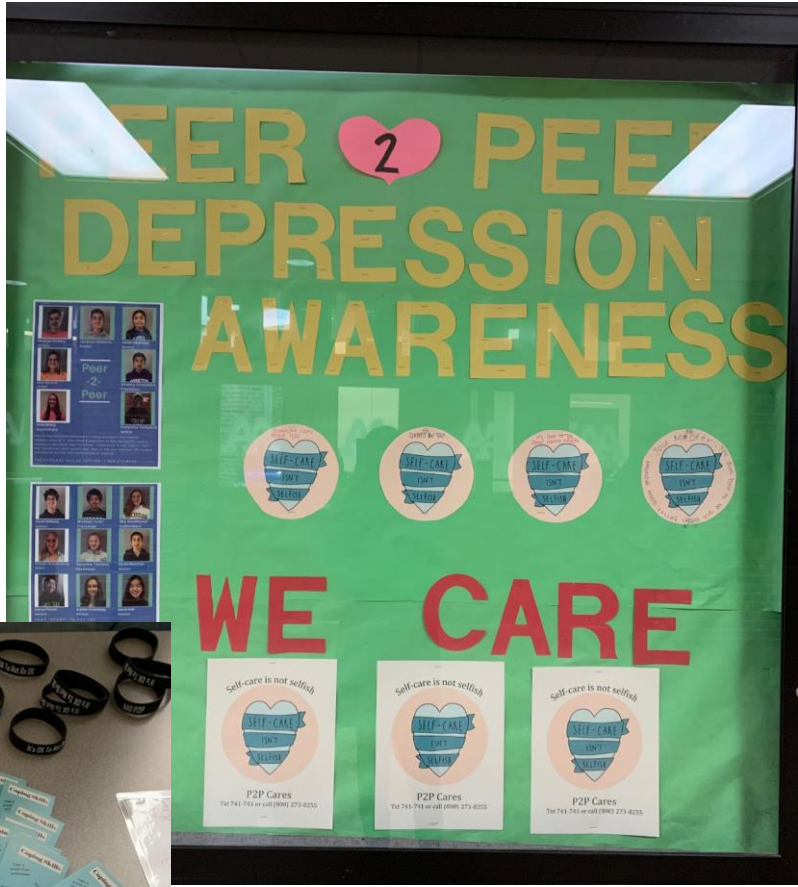
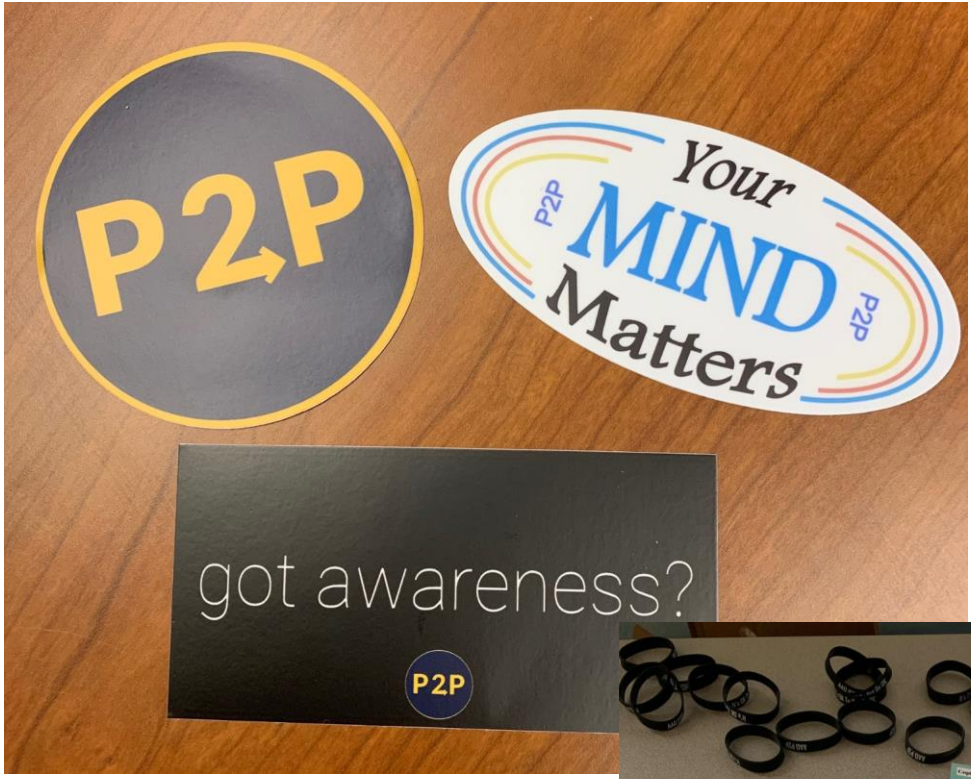
# Core Campaign Messages

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.



Zoe Wright  
8th Grade







# 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*

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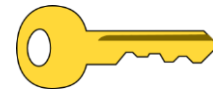
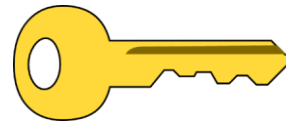
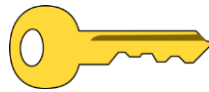
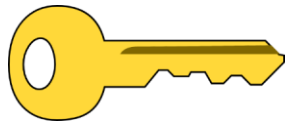
*“I learned that it is vital to keep an eye and an ear out at all times, and that even those who don't show their struggles on the outside can really benefit from a friendly peer.” – Student*

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. 😡

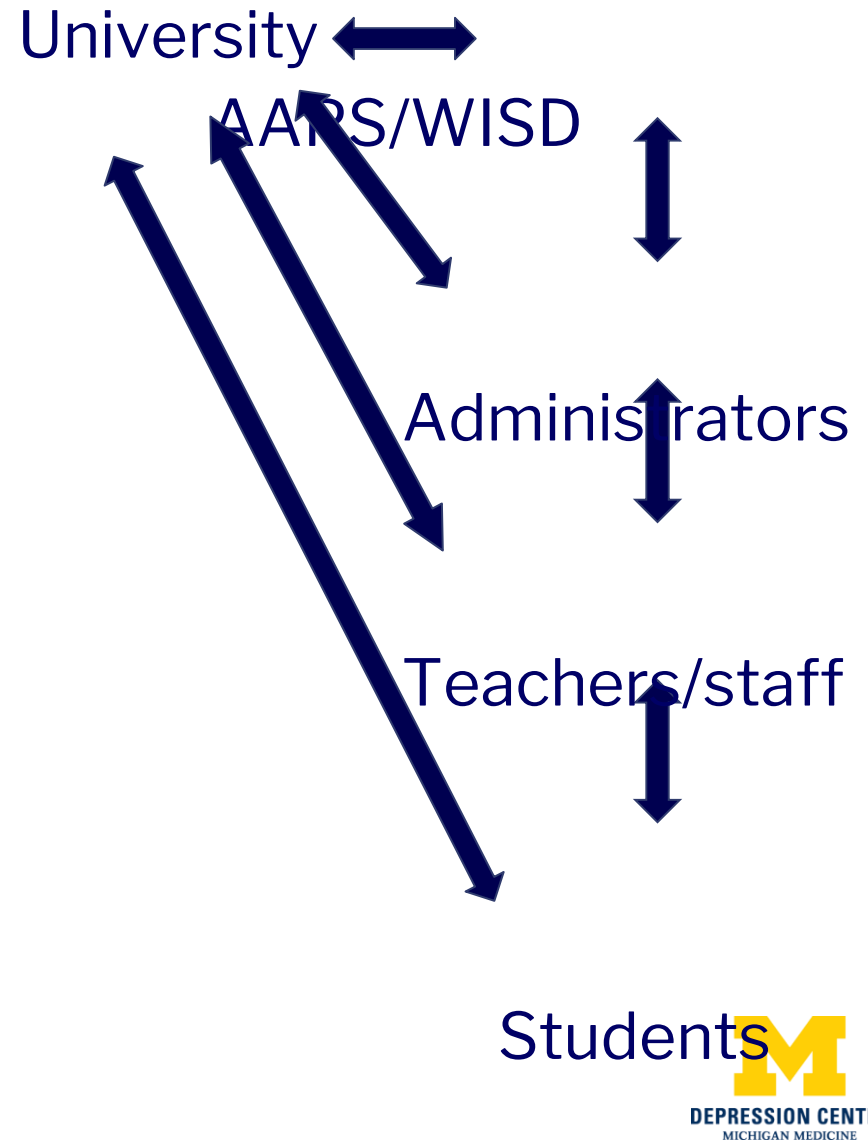
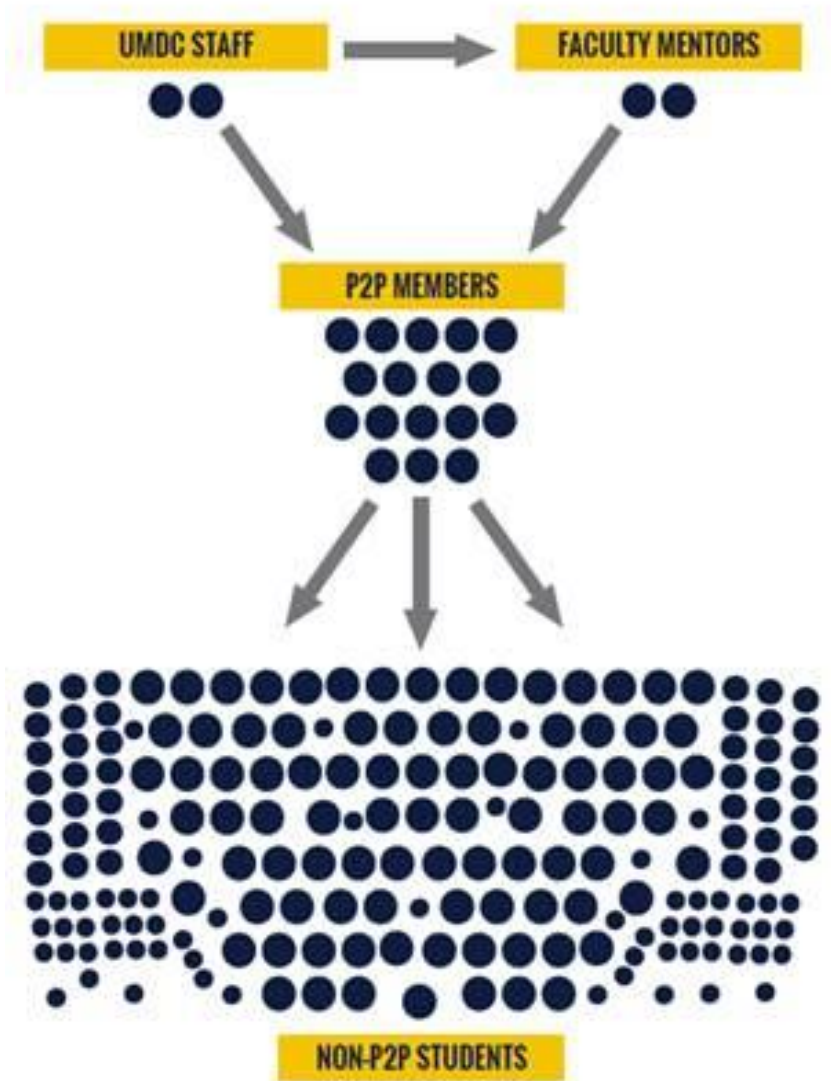


Everything You Will Miss If You Commit Suicide

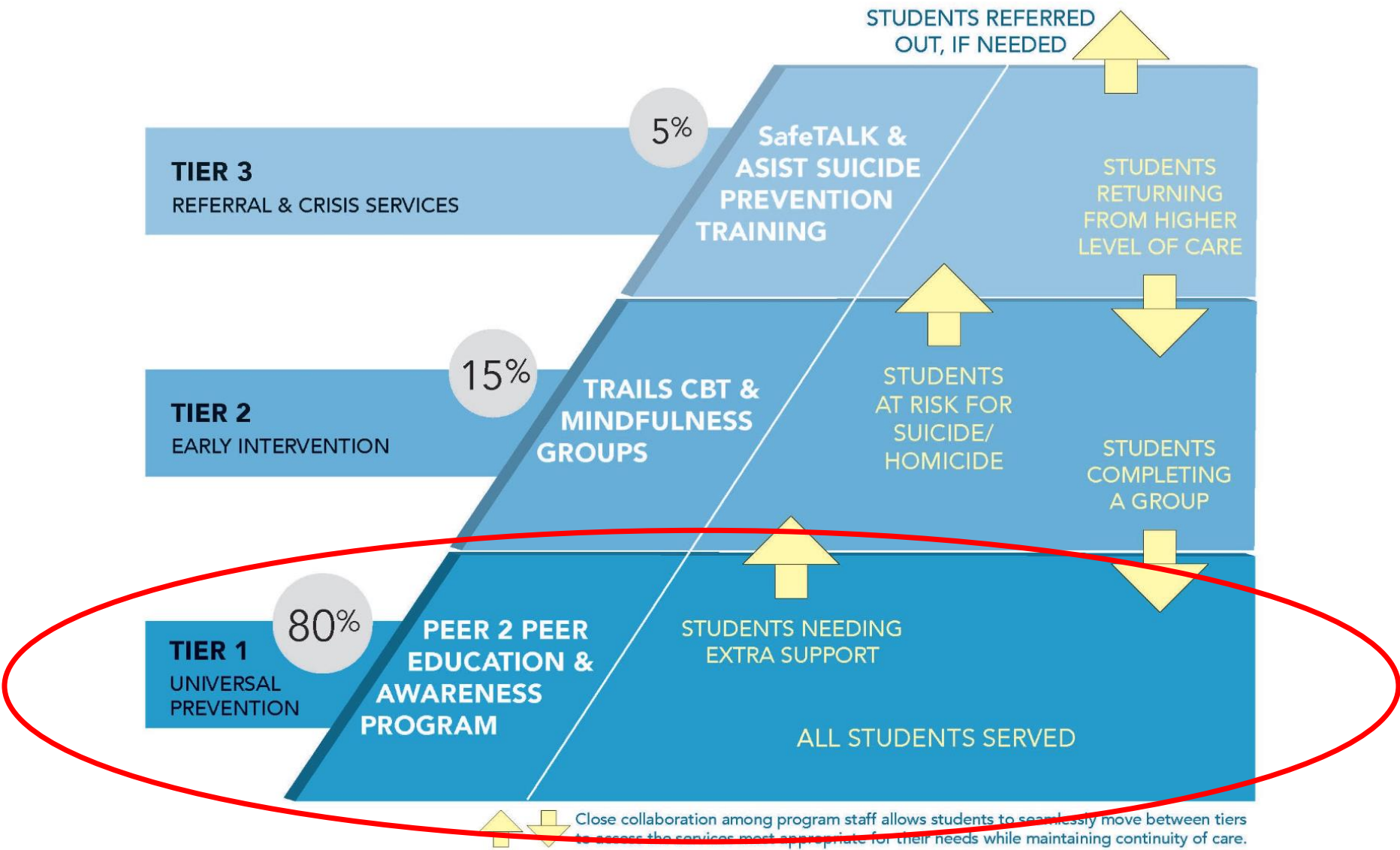
# Keys to expansion



# Key Partnerships

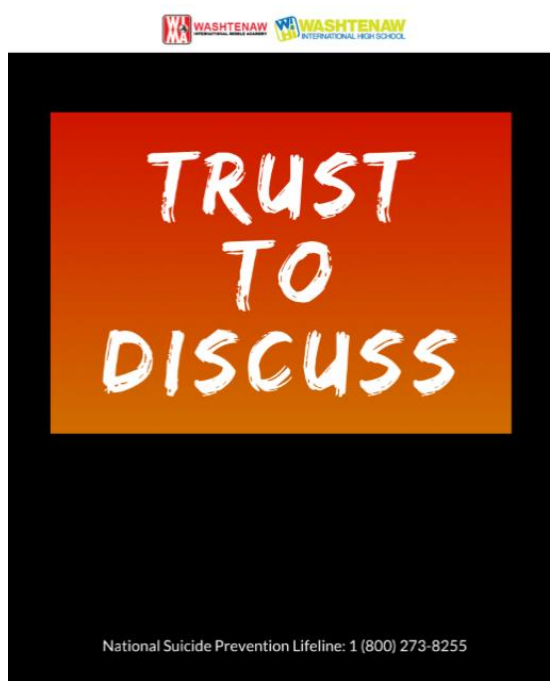


# Key partnerships: School-wide Prevention to Intervention Approach



# 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



# Program Manual

## PEER-TO-PEER DEPRESSION AWARENESS CAMPAIGN

## MENTOR MANUAL

RAISE AWARENESS. END STIGMA. PROMOTE HELP SEEKING.

### YEAR 1 PROGRAM CHECKLIST

#### Before School Year Starts

- Mental Health Training for school staff
- Identify school mental health resources

#### September

- Identify and finalize Faculty Mentors (FM)
- Identify and finalize P2P Members
- Present P2P program concept to school staff
- Establish semester meeting times with P2P team
- Meet with P2P Members at least once before the Kickoff Conference
- After first meeting, FM arranges and completes check-in with UMDC staff
- Kickoff Conference prep:
  - P2P Members answer pre-test survey before the Kickoff Conference
  - Distribute photo release forms and permission slips for Kickoff Conference to P2P Members
  - Collect T-shirt sizes
  - Excuse P2P members from class two weeks before
  - Ask P2P members to remind their teachers 3-5 days before
  - E-mail U-M Depression Center (UMDC) staff the final number of attendees for the conference, including P2P Members, Faculty Mentors, and chaperones
  - E-mail UMDC staff 1-2 shirt sizes for P2P Members and Faculty Mentors
  - E-mail UMDC staff if you will be needing transportation to the Kickoff Conference
  - Collect photo release forms and permission slips for Kickoff Conference

#### October

- Attend Kickoff Conference
- If applicable, arrange for substitute teacher or appointment coverage for Kickoff Conference day
- Submit or bring copies of photo release forms to UMDC
- FM reaches out to teachers about borrowing classroom time for pre-test
- Confirm pre-test times and dates for non-P2P Members with teachers and UMDC staff
- Complete pre-test with non-P2P Members
- Begin campaign brainstorming – Your team will have 3 weeks from the Kickoff Conference date to submit your proposal to UMDC. The P2P team will need to develop their concept, proposal, timeline, and budget.

#### November

- FM arranges check-in meeting time with UMDC staff before campaign proposal submission
- FM completes check-in with UMDC staff
- Contact UMDC staff if you need help in any part of the process

**14** **STUDENT GOALS**  
I finished that I 6 items to keep on top and an on out at all times, and that one those also don't show that progress on the outside can make myself more successful.

### USEFUL TIPS

#### ACTION STEPS FOR COMMON MENTOR CHALLENGES

- A** Fellow staff members believe that mental illnesses are not real  
**Action:** Bring up the P2P program at staff meetings. Emphasize that depression is a brain illness and it is not a character flaw and someone can't just "snap" out of it.  
**Action:** Ask your administrators to talk about the importance of mental health. If it's coming from leadership, it may be more widely accepted.  
**Action:** Connect with UMDC staff to arrange a mental health training for school staff.
- B** Fellow staff members feel uncomfortable speaking about depression  
**Action:** If staff members feel uncomfortable, encourage them to at least be familiar with the resources available so they can properly refer a student.
- C** My P2P team is falling behind on the proposed timeline I sent to U-M. What should we do?  
**Action:** Consult with UMDC staff and see if there's any way they can help to make the process easier. UMDC staff are willing to come to P2P team meetings or talk with the Faculty Mentor 1-on-1 to troubleshoot.  
**Action:** Set specific and realistic deadlines for P2P team.  
 Ex: We will have posters completed by Feb. 10 and submit posters for U-M review on Feb. 11.  
**Action:** Scale down the proposed number of activities if that is the cause of the issue.
- D** The P2P Members want to do too many things, but we don't have enough time!  
**Action:** Determine 2 campaign activities that P2P Members feel most passionate about and focus on completing those activities first.
- E** Teachers and other staff aren't supportive of using class time for P2P activities  
**Action:** Invite UMDC staff and/or P2P team members to a staff meeting to explain what they would like to do and how much time it would take.  
**Action:** Consider campaign activities that don't interfere with class time. For example, posters, announcements, "lunch and learn" presentations.

NON-COORDINATOR

#### NON-P2P MEMBER

See the video below for the campaign process.

Campaign ideas can be used when they teach on the bus, outreach events, social media posts.

**LUNCH AND LEARN**  
 Common activities:  
 • Ask and Answer - Modeling  
 • Songs and Digs - Assembly  
 • Help and Help - Posters  
 • Michael and Li - Games

**SKIT/THEATRE PRESENTATION**  
 The more advanced roles you can give the director, the more roles that works for both your school all presentations as well as the availability of the performers.

**MESSAGES OF HOPE BOARD**  
 Creating a "Messages of Hope" board is another creative idea. This allows the P2P Members to be easily identifiable, while welcoming positive messages that come from Non-P2P members to be showcased in a centralized area.

#### Campaign Activities

- Activity Ideas**
- Art gallery
  - Assembly (UMDC staff can help to find/schedule speakers)
  - Daily announcements
  - Information Tables
  - "Lunch and Learn" Presentations (UMDC staff can help to find/schedule speakers)
  - Messages of Hope board
  - Posters displayed throughout school
  - Social media posts
  - Video or flip-a-gram
  - Staff presentations
  - Wear P2P t-shirts once per week
- Ambition Ideas**
- Classroom visits with lesson plans and/or speakers
  - Parent education night
  - Poster class
  - Skit/theater presentation
- Note: these ideas will require more work and take more time.*

#### "LUNCH AND LEARN" PRESENTATIONS

Lunch and learn presentations are voluntary learning events that students can attend during their lunch. Similar to an assembly, a speaker presents a mental health topic or shares their personal story with mental health. In the past, pizza has been served at these presentations to encourage participation. "Lunch and Learn" presentations have ranged from a one-time event to a series of presentations. A discussion can follow the presentation.

#### SKIT/THEATRE PRESENTATION

Your team can design their own or invite the Corner Theater Troupe. The Corner Theater Troupe is a youth peer health education program that uses theatre as a tool to teach others how to be healthy. They have performed at the P2P Kickoff Conference and assemblies for P2P participating schools on topics related to mental health.

If you are interested in inviting the Corner Health Theatre Troupe to perform at your school, e-mail either of the following to schedule a date:

- Craig VanKempen (cvankempen@cornerhealth.org)
- Joey Albright (jalbright@cornerhealth.org)

Some teams choose to create their own skit/theatre presentations. This will take more time to write and rehearse. The script should be reviewed by UMDC staff early in the process.

PROGRAM OVERVIEW

MENTOR MEMBER RESPONSIBILITIES

# Resource Website

← → ↻ https://members.depressioncenter.org/p2p/home/index.php



Log Out



Raise Awareness. End Stigma. Promote Help-Seeking.

Mentor Manual & Tools

Campaign Creation Tools

Kickoff Conference Content

Past Campaigns

Surveys

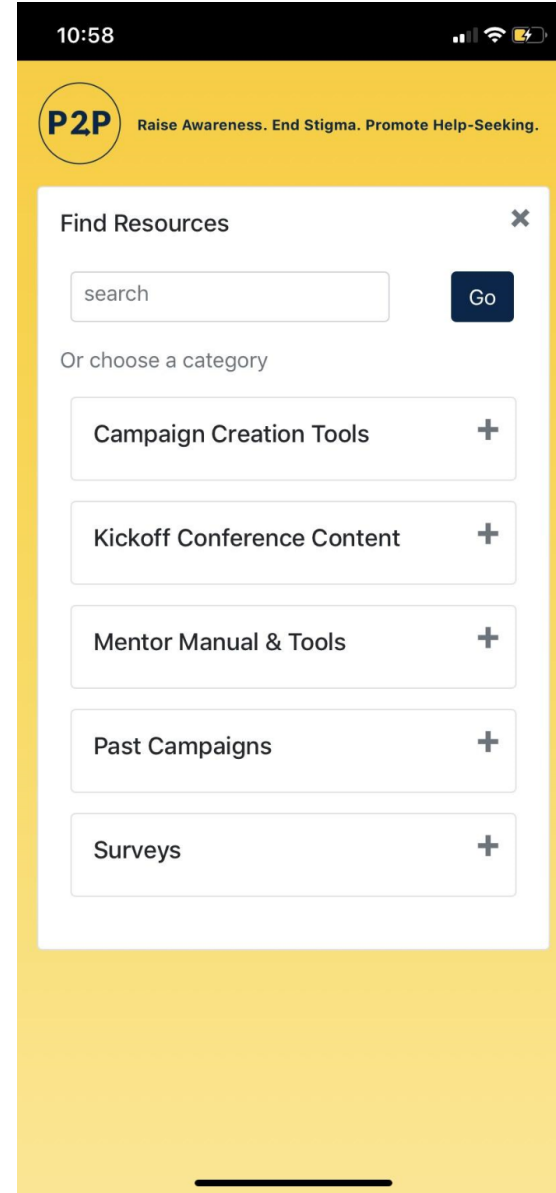
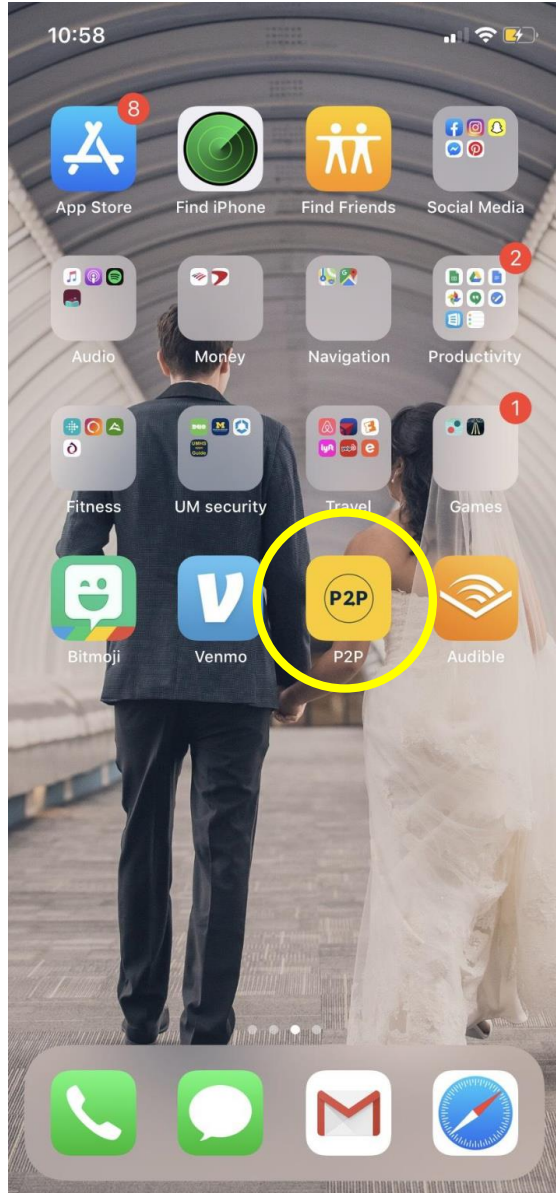


Choose a category to get started.

**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.



# “App”

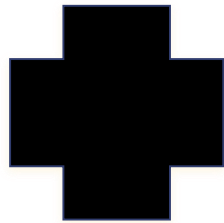
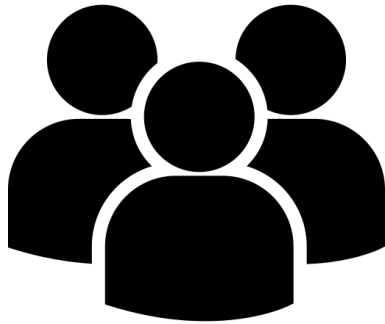


# Funding streams

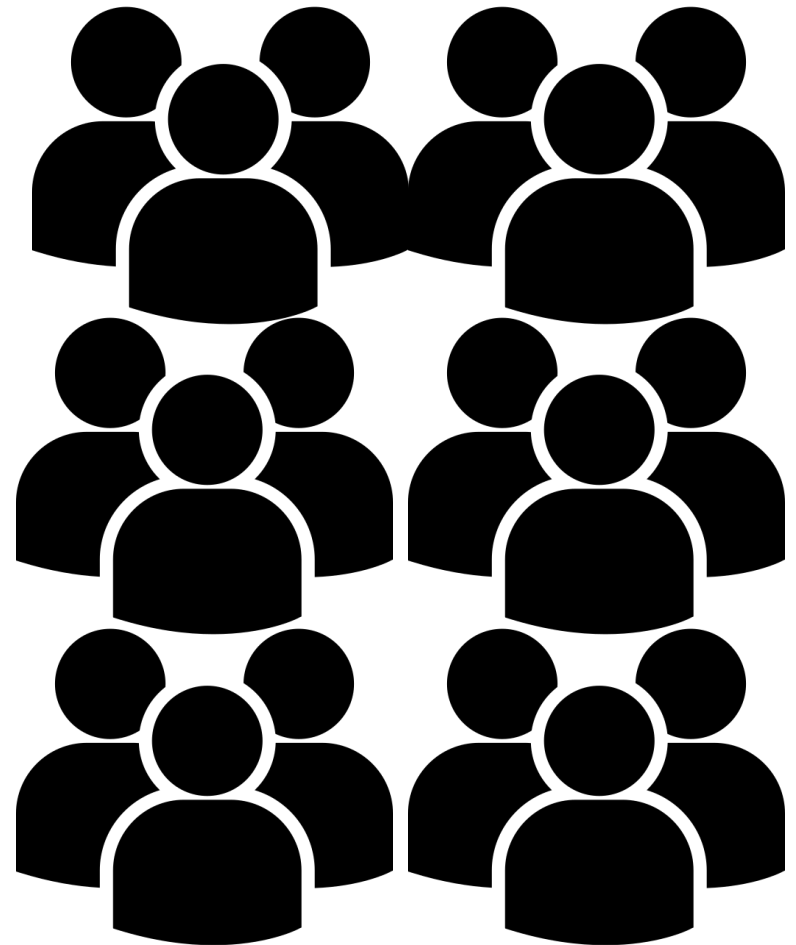
- Individual donors
  - 2005-2009, raised \$51,431.00 from 157 individuals
- Memorial Funds
- Michigan Institute for Clinical Health Research
  - Grants of \$25,000 awarded in 2010 and 2011
- Community Volunteer Committee
  - Gifts ranging from \$300-\$12,000
- Foundations
  - Flinn Foundation
    - \$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

<b>Helping Others</b> 	<b>Helping Yourself</b> 	<b>Knowledge</b> 
<p>More confident in their ability to:</p> <ul style="list-style-type: none"><li>● identify someone who is showing the common signs of depression;</li><li>● help a friend access mental health support services in their school or in their community</li></ul>	<p>++ More likely to ask for help if they had signs of depression lasting for more than two weeks.</p> <p>++ Less embarrassed to be seen going into the office of their school social worker or school psychologist.</p>	<p>Greater percentage able to correctly identify:</p> <ul style="list-style-type: none"><li>● depression cannot be controlled through willpower;</li><li>● depression is not a sign of personal weakness.</li></ul> <p>At post-test, students were able to correctly identify more signs of depression.</p>

# Consistent data

## School Environment and Stigma



## Help-Seeking



**Less** likely to agree that a student with depression is more dangerous than other students

**More** likely to agree that they and other students would help a student with depression.

More comfortable discussing mental health issues with their peers and their teachers talked to them more about mental health.

More likely to consider seeking help from:

- Mental health professional
- Phone help line
- Crisis text line

More likely to report that they “definitely” knew where to get mental health help in their school.

# 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 off more than you can chew
6. Make friends and influence people
7. Be Organized. Use the Manual.
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](http://www.depressioncenter.org/p2p)