



# Student Advocates

for Mental Health

## PEER-LED MENTAL HEALTH AWARENESS CAMPAIGN FUNDING OPPORTUNITY

The Orange County Department of Education will provide training, materials, and resources for student leadership groups to implement a mental health awareness campaign. Using a project-based learning model, student groups will develop and implement school-wide activities designed to increase awareness about suicide prevention, reduce mental health stigma, and promote school and community resources.



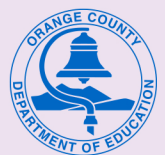
**APPLY TODAY**

<https://link.ocde.us/MH-Campaign>

Deadline: November 16, 2020



**StigmaFreeOC**



FOR MORE INFORMATION, CONTACT STEPHANIE LOSCKO  
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The Orange County Department of Education (OCDE) is inviting middle and high school leadership classes and clubs to implement a peer-led campaign focused on raising awareness about suicide prevention, reducing mental health stigma, and promoting school and community resources. All Orange County public, private, and charter schools are eligible to apply. Participating schools will be provided with materials and resources, online/virtual programs, training and ongoing technical assistance, and a \$1,000 advisor incentive.

## CAMPAIGN REQUIREMENTS

- A minimum of 10 students should be involved in the development and implementation of the campaign.
- The campaign should include a minimum of two student outreach activities, as well as one parent component, and one staff component.
- The school counseling and/or administration team must be involved to provide guidance and follow-up support as needed.
- Student outreach activities should aim to reach a large portion of the school population.
- Activities should be adaptable to distance learning and social distancing guidelines.
- The project must follow youth development principles where students partner with an adult advisor on the development and implementation of the campaign.
- The campaign must be completed by May 31, 2021.
- School administration should support the campaign evaluation, which will include surveying students who develop and implement the campaign and a sample of students, parents/caregivers, and staff who participate in the activities.

## OCDE WILL PROVIDE

- A workshop will be provided for students who develop the campaign to provide foundational knowledge of mental health issues affecting students.
- Ongoing support to help guide and develop the campaign using a Project-based Learning model: identify the issue, identify strategies, create a plan/schedule, monitor progress, assess the outcome, and evaluate the experience.
- Materials and resources to support the campaign. Examples include t-shirts, promotional items with campaign messages (pens, pop sockets, water bottles, etc.), refreshments, poster paper/markers, guest speakers.
- Advisor incentive of up to \$1,000 to ensure all campaign and reporting requirements are met.

The Student Advocates for Mental Health Program contributes to a Multi-Tiered System of Support and Local Control and Accountability Plan priorities by engaging students, families and community members, building social-emotional skills, and fostering a strong and positive school culture.

Funded by: OC Health Care Agency (OCHCA), Behavioral Health Services, Prevention & Intervention, Mental Health Services Act/Prop. 63