



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 multifaceted mental health awareness campaign. Using a project-based learning model, student groups will develop and implement activities designed to increase awareness about suicide prevention, reduce mental health stigma, and promote school and community resources. The activities will be designed in partnership with school staff and target students, staff, and parents.



FOR MORE INFORMATION OR TO COMPLETE AN APPLICATION, VISIT OUR WEBSITE

<https://ocde.us/SAMH>

Deadline: October 1, 2021



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 multifaceted peer-led campaign focused on raising awareness about suicide prevention, reducing mental health stigma, and promoting school and community resources. Campaign activities will target students, staff, and parents. All Orange County public, private, and charter schools are eligible to apply. Participating schools will be provided with materials and resources, training, activity development support, and a \$1,200 advisor incentive.

CAMPAIGN REQUIREMENTS

- One advisor must be involved, and a minimum of 10 students must serve as peer leaders and participate in the development and implementation of the campaign. Peer leaders will receive training and attend a facilitated discussion with OCDE staff.
- Submit a campaign plan and material list to OCDE by December 15, 2021.
- The campaign must include the following activities:
 1. Peer-Led Outreach Activity: Develop and disseminate mental health information to the student body. The activity should aim to raise awareness of mental health issues, reduce mental health stigma, and promote school and community resources.
 2. Peer-Led Awareness Week Activity: Host a week-long event to promote mental health resources and self-help strategies. This should include a school wide media blitz (e.g. posters, morning announcements, social media) and interactive activities with the student body.
 3. Parent Outreach Activity: Conduct one parent outreach activity to raise awareness of mental health issues affecting youth and how families can support their children. The activity should include a youth perspective and promote school and community resources.
 4. Staff Outreach Activity: Conduct one staff outreach activity to raise awareness of mental health issues affecting youth and how school staff can support students. The activity should include a youth perspective and promote school and community resources.
- The school counseling and/or administration team must be involved to provide guidance and follow-up support as needed. An email or letter of support from a school counselor or a school/district mental health specialist is required with the application.
- The campaign must be completed by May 31, 2022.
- School administration should support the campaign evaluation, which will include surveying peer leaders and a sample of students, parents/caregivers, and staff who participated in the activities.

OCDE WILL PROVIDE

- A workshop will be provided for peer leaders 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.
- Materials and resources to support the campaign. Examples include t-shirts, promotional items with campaign messages (e.g. stress balls, pop sockets, journals), refreshments, posters and markers.
- Advisor incentive of up to \$1,200 when all campaign and reporting requirements are met. Please note: a contract to pay the incentive will be established with the district.

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