

STSU

SILENCE THE SHAME UNIVERSITY

COLLEGE AMBASSADOR PROGRAM

IMPACT REPORT

2025



ORGANIZATION OVERVIEW

ABOUT SILENCE THE SHAME

Silence the Shame (STS), Inc. is a national non-profit organization dedicated to eliminating mental health stigma and reducing health disparities and suicide rates among high-stress populations. Through community conversations, compelling content, and culturally responsive programs, we aim to normalize the conversation, peel back the layers of shame, and promote mental wellness.

MISSION

Empower and educate communities on mental health and wellness.

PROGRAM OVERVIEW

The **Silence the Shame University (STSU) College Ambassador Program** is an innovative leadership initiative that equips college students, especially those from underrepresented backgrounds, to become proactive mental health advocates on their campuses and in their communities.

Through the six-month **CLIMB UP Ambassador Leadership Training**, participants engage in self-paced learning, cohort-based workshops, and community engagement projects that build emotional intelligence, coping skills, and advocacy competencies. Ambassadors receive financial and transportation support to fully participate, and, upon completion, lead awareness campaigns, foster peer support networks, and connect students to behavioral health resources.

By increasing mental health literacy, reducing stigma, and cultivating youth leaders, STSU is helping to create more informed, resilient, and mentally well college communities.



COLLEGE AMBASSADORS

27 2025 STSU Ambassadors completed CLIMB UP Leadership Training

05 STSU Cohort Outreach Projects

325 Participants Engaged

96% More Likely to seek help

05 Community Training / Events

577 Participants Engaged

95% Increased MH Literacy

988 & CRISIS RESOURCES

~8K Materials distributed on 9 HBCU campuses

1.6K Individuals engaged

40% Youth learned about 988 for the first time

COMMUNITY OUTREACH

3307 Young Adults and Adults Engaged

45 Outreach Events Hosted:

- **2** Speaking Engagements
- **19** Freshman Hangouts
- **19** General Tabling Events
- **5** STS Resource Events

IMPACT-AT-A-GLANCE

In 2025, the Silence the Shame University College Ambassador Program has driven significant progress in promoting mental health awareness and well-being on college campuses and in surrounding communities through its youth-led initiatives and engagements.

STSU COLLEGE AMBASSADOR PROGRAM

STSU
SILENCE THE SHAME UNIVERSITY

BUILDING CAMPUS-BASED MENTAL HEALTH LEADERS

52 STSU College Ambassadors to serve as mental health advocates and peer leaders, with a focus on HBCUs and Georgia colleges.

This year, **27 Ambassadors** completed the CLIMB UP leadership curriculum achieving:

Certifications and Skills: Completed the following mental health awareness certifications, plus additional peer support and leadership training, creating a cadre of college leaders equipped to recognize distress, respond to crises, and connect peers to support.

22	16	10
Youth Mental Health First Aid	Question, Persuade, & Refer Suicide Prevention	LEAF Peer Support Training

High Engagement and Quality:

83%	97%	95%
Average cohort engagement across program components	Reported satisfaction among 577 community training participants	Reported increased mental health literacy

Peer-Led Outreach: Cohort members organized and led five mental health events each (COPE workshops, Self-Care Socials, Community Conversations, and podcasts), directly series engaging:

325	09	96%
Program Participants	Volunteers Engaged	Indicated a higher likelihood of seeking help

STSU Ambassadors led and supported campus events:

19	Freshman Hangouts (peer engagement)	**331**	Students reached (104 freshmen)
95%	Reported Satisfaction	**98%**	Reported increased motivation to enhance self-care, mindset, and behaviors.

09	8000+	1600+
988 HBCU Campus Tour Visits	988 Crisis & Mental Health Resources Distributed	Direct Student reached









PROGRAM HIGHLIGHTS

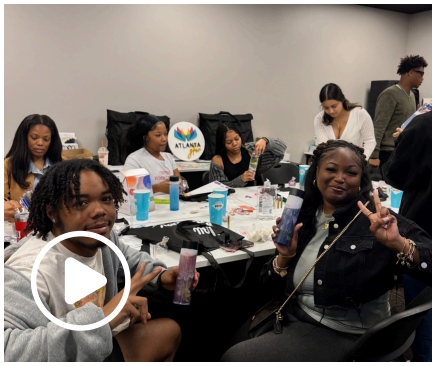
STSU COHORT OUTREACH PROJECTS



“Mind Over Matter” Cope Activity

Saturday, April 5, 2025 | Moving In The Spirit, Atlanta, GA

This event engaged 11 youth and 2 volunteers to promote mental health awareness and well-being. Highlights included a mental health obstacle course and self-care activities such as mindful movement, a letting go challenge, and mirror affirmations. The event concluded with a discussion led by a STSU Ambassador on personal reflections and future self-care practices for managing mental health challenges. **Click here or the image for Recap video**



“Cope & Connect” COPE Activity

Saturday, April 12, 2025 | Atlanta Glow, Atlanta, GA

This event engaged 10 youth participants and 3 volunteers in mental health awareness, aiming to reduce stigma and offer well-being strategies. Highlights included self-care activities like making glitter jars and stress balls, and a panel discussion on managing social anxiety. The event emphasized coping strategies, seeking support, and fostering positive intimacy. **Click here or the image for Recap video**



Free Your Feels Self-Care Social

Monday, April 14, 2025 | Morehouse College, Atlanta, GA

This event engaged 40 college students. The event aimed to empower participants by providing accessible stress relief and mindfulness techniques in a supportive environment. Highlights included four wellness stations focused on mental and emotional well-being, featuring activities like creating personal tea blends, coloring mandalas, practicing yoga, and journaling with reflective affirmations. **Click here or the image for Recap video**



“Thriving Not Surviving” Community Conversation

Friday, April 25, 2025 | Morehouse College, Atlanta, GA

The "Thriving Not Surviving" initiative engaged 20 college students and 4 volunteers to promote mental health awareness and reduce stigma. It offered educational resources, community support, and open discussions to normalize mental health conversations and strengthen campus support. The event featured a panel with Edomonia Doe (LPT), Krishna Louis (Master of Physician Assistant Studies), and Jamarrea Anderson (STSU Ambassador), and included a moderated discussion on managing mental health in college, along with a Q&A session. **Click here or the image for Recap video**

PROGRAM HIGHLIGHTS

STSU - LET'S UNPACK PODCAST SERIES

SUNDAY, APRIL 13, 2025 | BOSS STUDIOS IN ATLANTA, GA

In this three-part series, STSU Ambassadors delve into topics that influence the college experience—including faith, mental health among Black men, and the complexities of navigating relationships in a college setting. Each episode examines these themes through authentic discussions with students, professionals, and experts who share their personal narratives and offer practical insights.
Check out their recap video here.



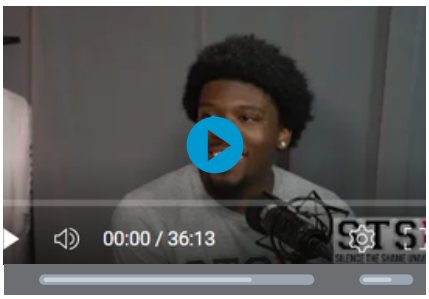


CLICK HERE TO WATCH

Part 1:

Theme: Unpacking Faith in College
Features discussions with Alani Williams, Ca'Miyah King, William Cox, and Dr. Nicole LaBeach.
Key Points:

- Faith offers balance and grounding during challenges like culture shock, academic stress, and social pressure.
- Faith and therapy can coexist—you don't have to choose one over the other.
- Faith is a journey, not a performance—growth comes through honesty, doubt, and connection.



CLICK HERE TO WATCH

Part 2:

Theme: Unpacking Black Men & Mental Health
Features Miles Kilpatrick, Aaniya Riddick, Mark Torphy and Nick Farthing.
Key Points:

- Black men need safe, supportive environments to express emotions and break the "I'm good" mindset.
- Therapy helps, but so do community, self-care, and meaningful connections.
- Talking openly about therapy reduces stigma and encourages others to seek help.



CLICK HERE TO WATCH

Part 3:

Theme: Unpacking Relationships in College
Features William Cox, Ca'Miyah King, and Aria Armstead.
Key Points:

- College relationships need balance—unhealed pasts and hookup culture can lead to disappointment.
- Put your happiness first—watch for red flags and set clear boundaries early.
- Mental health matters—know your triggers, set boundaries, and get support when needed.

PROGRAM HIGHLIGHTS

STSU COMMUNITY EVENTS TO ENGAGE COLLEGE STUDENTS



Mind Matters Behavioral Health Conversation & Care

STS hosted the Mind Matters Conversation & Care at Morehouse College, engaging 65 attendees in discussions on mental health, resilience, and available support resources. The program featured a moderated panel with behavioral health professionals, a sound bath wellness experience, and on-site resource vendors, with leadership support from STSU Ambassadors and volunteers. **Click here or the image for Recap video & the Full Panel Conversation**



Vision Board Party

STS hosted a Self-Care Social in partnership with Tia Robinson, engaging 12 participants and supported by 2 volunteers in a welcoming, creative environment designed to promote relaxation, reflection, and goal-setting for the upcoming semester and year. **Click here or the image for Recap video**



Knock the Stress Bowling Self-Care Social

STS hosted a Self-Care Social at Lucky Strike, engaging 7 Ambassadors in a shared self-care experience designed to strengthen peer connections, build community, and promote balance through recreational wellness activities and academic pressures.

STUDENT-LED COMMUNITY SERVICE PROJECT



Positivity Letters

The Positivity Letters initiative was a student-led community service activity in which Ambassadors and students wrote encouraging, affirming letters to youth in high school facing isolation or hardship. The goal was to spread hope, kindness, and emotional support while reinforcing the importance of empathy and connection. The activity helped students practice compassion, reflective listening, and purposeful service, strengthening their role as mental health advocates and community leaders.
Click here or the image for Recap video

PROGRAM HIGHLIGHTS

STSU AMBASSADOR-LED COMMUNITY OUTREACH EVENTS



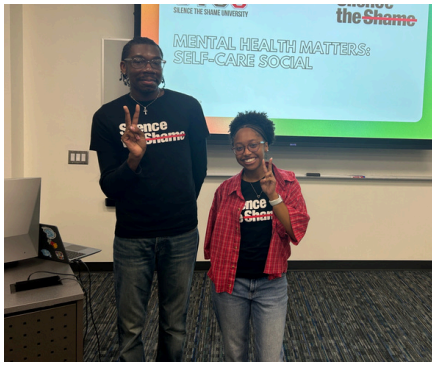
ABPsi Community Conversation

STSU partnered with Morehouse College's ABPsi chapter to host a Community Conversation for 29 participants. The panel centered on the importance of role models and mentorship for young Black men. The event was planned and facilitated by a STSU Ambassador, with cohort members supporting a resource table, where students received information on 988 crisis support, Black men's mental health resources, and educational materials on anxiety and depression—strengthening awareness, help-seeking, and community support.



Disconnect to Connect Self-care Social

A STSU Ambassador partnered with the Alpha Kappa Delta Sociology Honors Society to host a Self-Care Social at Kennesaw State University, providing students with a supportive space to decompress during finals and prioritize their mental well-being. The event engaged 29 students through guided breathing exercises, dog therapy, journaling, adult coloring, positivity letter writing, and access to mental health resources, with four cohort members supporting on-site resource sharing.



GSU Public Health Club Self-Care Social

Two STSU Ambassadors facilitated a Self-Care Social for the GSU Public Health Club during Public Health Week, introducing participants to STS programs and resources. The interactive session engaged 10 students in creating affirmation mirrors, writing positivity letters, and learning about mental health and wellness resources, empowering participants to strengthen their self-awareness, practice self-care, and support their overall well-being.



Future Seekers COPE Clinic

Four STSU Ambassadors partnered with the Future Seekers Afterschool program to host a self-love and wellness event for 45 teens. The event emphasized that a healthy life starts with caring for oneself, through a teen-led panel and four interactive stations on journaling, affirmation mirrors, nutrition education, and team building. It concluded with guided reflection to help youth process their learning and set personal intentions.

PROGRAM HIGHLIGHTS

FRESHMAN HANGOUTS







STS partnered with T2S C.A.R.E.S. to launch Freshman Hangouts, designed to promote mental health awareness and peer support across Georgia State University, Georgia Tech, and the AUC. Lead Ambassadors were trained through T2S C.A.R.E.S.' LEAF peer support program to facilitate safe, supportive spaces where students built connections, learned self-care and coping skills, reinforced peer networks that encourage help-seeking and stress management, and supported student-led mental health efforts that normalized conversations about emotional well-being across campuses, engaging over 331 students, including 104 freshmen.

"It was cool to learn that therapeutic hobbies are helpful and support my mental health!"

"I enjoyed learning how to cope with mental health and how dopamine can be used to benefit your mental when doing something you love like journaling or listening to music."

988 HBCU TOUR

STS partnered with DBHDD 988 team to deepen relationships with campus counseling centers, empower student advocates, and amplify awareness of 988 as a life-saving mental health resource across Georgia's HBCU community, engaging over 1,600 students and community members through this initiative, with Ambassadors supporting the effort by creating an interactive 988 trivia game and tabling at several events. Each school received customized 988 materials, including shirts in their campus colors, HBCU-edition posters and STSU College Resources Postcards designed to promote essential mental health practices and support the overall well-being of college students.

"I loved the premise of this event, mental and behavioral health aren't talked about enough and events like this are needed."

"I'm a mental health advocate, and I needed resources to help a close friend struggling with suicidal ideation. This event helped me find support that can truly help."







PROGRAM HIGHLIGHTS

SILENCE THE SHAME PRESENTS

COLLEGE EMPOWERMENT SUMMIT

STSU

SILENCE THE SHAME UNIVERSITY

college fest

STSU FEST







The STSU College Empowerment Fest delivered an impactful and transformative experience, placing student empowerment at its core. The event was built around three essential pillars: Career Readiness through Silence the Shame University (STSU), Mental Health Awareness through Free Your Feels (FYF), and Suicide Prevention with My Life is a Gift (MLG). During the event, we offered hands-on wellness activities and live music to promote relaxation, connection, and positive energy. Students also connected with community and campus resources that offered ongoing mental health support. Students engaged in a Fireside Chat with CEO, Shanti Das, and comedian DC Young Fly, empowering youth to be authentic with self-care and focused on goals that can often change pathways through their lives.

460 Attendees

52 Volunteers

13 Community Partners

28 Vendors

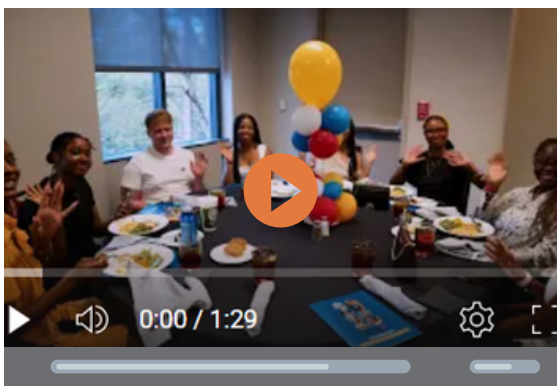
93% Increased Mental Health Literacy

85% Willingness to Seek Help

95% Event Overall Satisfaction Rate

STSU GRADUATION

The event honored the accomplishments of the 27 students who completed the STSU CLIMB UP Leadership Training, as well as the 5 Peer Leaders who supported this initiative, acknowledging their dedication to mental health advocacy and leadership growth. Key moments included inspiring speeches, award presentations, and valuable networking opportunities at the Loudermilk Conference Center, featuring 50 participants and four dedicated volunteers.



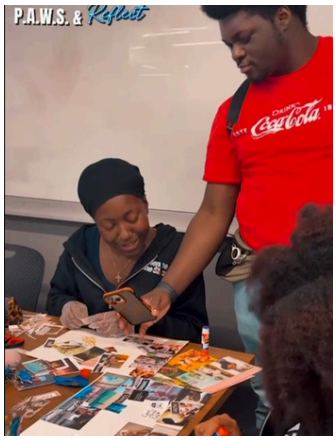






PROGRAM FEEDBACK









"I valued the training and certification opportunities for credibility as a mental health advocate, particularly in identifying warning signs and sharing mental health resources."

STSU - Cohort Member

"I feel my experience in my role has helped me become a more effective planner and communicator when my role requires me to be the one leading discussions."

STSU - Cohort Member

"This was such a great event and spoke to me personally. I enjoyed every conversation and activity, and I'm very appreciative of the work that STSU is conducting."

STSU - Mind Matters Panel - Participant

"I enjoyed the various activities that were available as we were learning about mental health. More specifically the arts and crafts activities and the support dogs walking around."

STSU Fest - Participant

"Honestly, I came for the food, but once I got involved in the event, it turned out to be really interesting and fun! It was a great way to support my friend and take a much-needed break from homework."

STSU - Freshman Hangout, Student

"I loved the trainings about how to take care of ourselves. This program also help me solidify what I want to do for a career."

STSU - Cohort Member

"Overall, I truly did enjoy my experience with Silence the Shame as someone who wants to pursue a career in psychology this was the perfect opportunity for me to network and also to learn more about the career field."

STSU - Cohort Member

"As a first-year student, I really enjoyed the mental health Kahoots and getting to hang out with other students before heading into the last stretch of the semester."

STSU - Freshman Hangout, Student

"The event was well organized, the food was delicious, and the guest speaker was so personable! It was an excellent event!"

STSU Fest - Participant

"I didn't know I could actually lead and organize meetings well until I was given the role as project coordinator so I'm very thankful for this opportunity."

STSU - Cohort Member

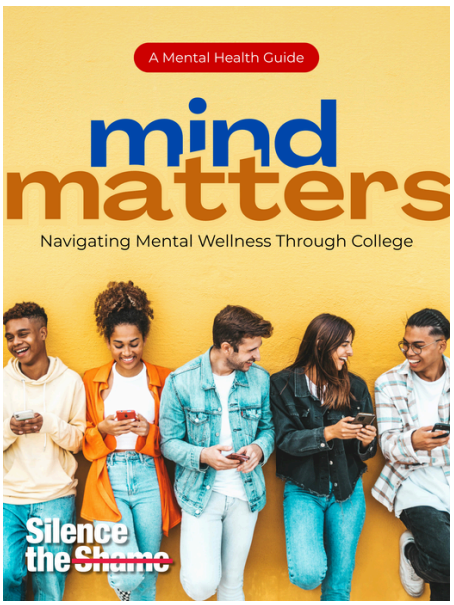
PROGRAM RESOURCES

STSU RESOURCES

Featured: Resource cards and booklet for college students and posters created for 988 HBCU Tour









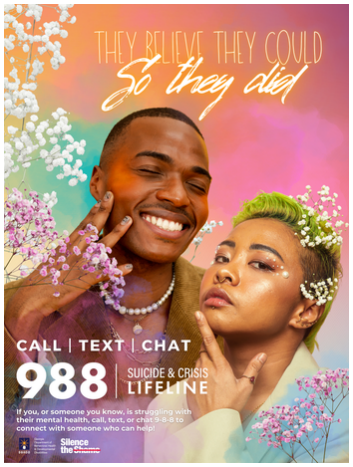


















PROGRAM PARTNERSHIPS

Additionally, we partnered with the following local organizations to offer resources to participants:

- 626 Events
- Adversity University
- Agape Youth and Family Center
- AJR Events Photobooth
- Alliance of Therapy Dogs
- Alpha Kappa Delta Mu Chapter
- American Foundation for Suicide Prevention – Georgia Chapter
- Association of Black Psychologists Student Circle
- Atlanta Growing Leadership of Women
- Black Coffee
- Black Male Initiative
- Black Men Lab
- Black Students in Psychology
- Blissful Lemonade
- Buck Davis & Company
- Carter Center
- Clark Atlanta College
- Clark Counseling
- Claratel Behavioral Health
- Delta Community Credit Union
- Do Not Disturb Spa
- DripNPaint Atlanta
- Dr. Kensa Gunter, Gunter Psychological Services
- Eat Plants and Prosper
- Fulton County DBHDD
- G.K.S. Photography LLC
- Georgia Department of Behavioral Health and Developmental Disabilities
- Georgia Health Policy Center
- Georgia Mental Health Alliance
- Georgia State University
- GA Tech Wellness Empowerment Center
- Georgia Tech Safety, Health and Environmental Services
- Glover Sports
- GSU Community Wellness Center
- GSU Public Health Club
- GSU Trio Support Services
- Hope Heritage (Tamiko Hope)
- Innovative Artists
- Innovative Therapy Works LLC
- Integrated Counseling Center & Consulting Services LLC
- Kabian Brown, LCSW
- Kaiser Permanente
- King of Pops
- Lotus Performing Arts (Lotus Simms)
- Love Ya Self Co. (Marquis Hill)
- Lucky Strike
- Mahogany Ellis - DBHDD
- Morehouse College
- Morehouse College ABPsi
- Morehouse College Boxing Club
- Morehouse Counseling Center
- Morehouse School of Medicine
- My Life Is a Gift
- National Alliance on Mental Illness (NAMI) of Georgia
- Oak Film
- Portrait Coffee
- Radio One / Hot 107.9
- Reginald Matthews, RPMJ Consulting
- Rickki McCoy
- Rising Phoenix Health and Wellness Empowerment Center, LLC
- Scratch Out Loud
- Skyland Trail
- Sneaker Doodle
- Spelman College
- Spelman Counseling
- Spellz Production, LLC
- Studio W.I.P
- Success Brand Behavioral Health
- T2S C.A.R.E.S.
- Taylor Peyton, Opioid Abatement Liaison
- The Pause Practice
- The Tuftest Class In Town
- VOX ATL



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Georgia Department of Behavioral Health & Developmental Disabilities

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