



**Silence
the Shame**

CHILD WELL-BEING PROJECT IMPACT REPORT

Silence the Shame partnered with **United Way of Metro Atlanta and Gwinnett County** to activate a Youth Mental Wellness COPE Clinic to provide support and resources for young people aged 16-19 in Gwinnett County. The program focused on increasing mental health literacy, improving attitudes about seeking help, and developing leadership and vocational skills.

MENTAL HEALTH LITERACY GAINED

87%

WILLINGNESS TO ASK FOR HELP

75%

YOUTH CONTENT CIRCULATED

100K

YOUTH LEADERSHIP DEVELOPMENT

STS engaged 62 teens to create written and digital content about mental health awareness and suicide prevention through the Youth Advisory Council, Youth Mental Wellness COPE clinics, and the FYF Teen Summit. We hosted eight Youth Advisory Meetings.

MENTAL HEALTH LITERACY

STS launched a Youth Mental Health Awareness Campaign to promote behavioral health resources for young people and their families. In addition, STS hosted four teen seminars covering mental health parity, financial health, and suicide prevention. Finally, STS hosted community seminars and collaborated with over 80 organizations, professionals, schools, and afterschool programs to expand the reach of behavioral health resources.

REDUCING STIGMA

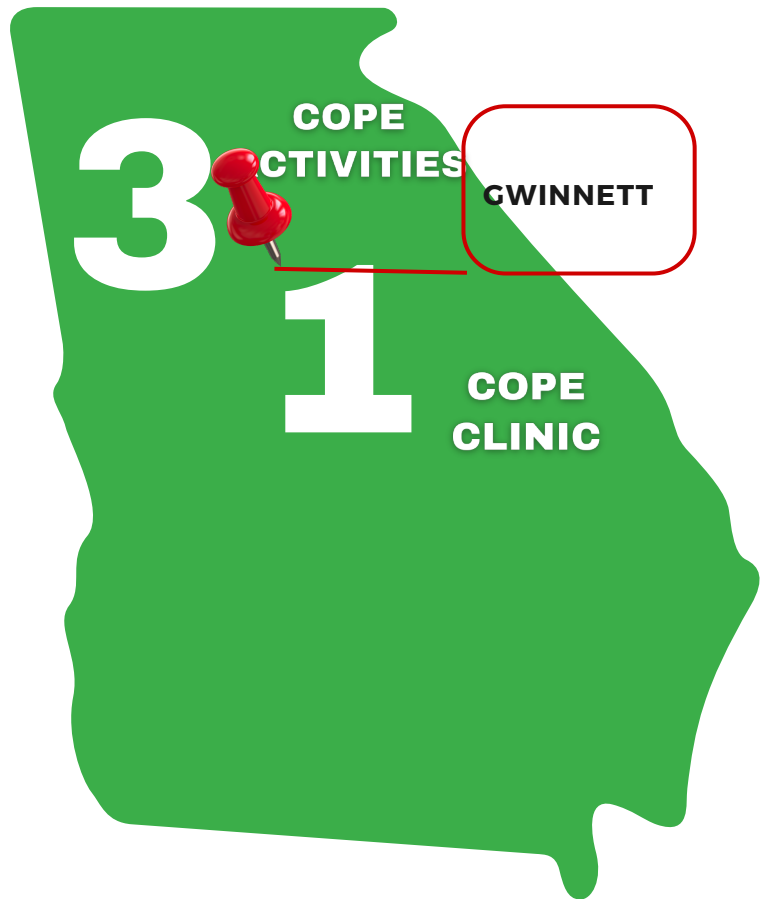
STS hosted four Youth Mental Wellness COPE Clinics, Free Your Feels Teens Summit, two Parent Cafés, and 15 community seminars. There will be three podcast episodes released focused on eliminating the mental health stigma.



EMPOWERING YOUTH VOICE

STS partnered with local organizations and behavioral health professionals in Gwinnett to organize these events, demonstrating a shift in attitudes towards mental health issues and those affected by them. STS also provided participants with the necessary tools to communicate with their communities, dispel common misconceptions, and promote healthy conversations surrounding mental health.

- 88** YOUNG PEOPLE ENGAGED
- 11** SUPPORTED CAREGIVERS
- 83** COMMUNITY PARTNERSHIP DEVELOPED
- 65** YOUTH VOICE CONTENT CREATED
- 46** VOLUNTEERS RECRUITED
- XX** COMMUNITIES (ZIPCODES) SERVED



PROGRAM RECAPS



Silence the Shame Youth Mental Wellness Community Outreach & Practice Effort (COPE) Clinic is a youth (13-19) resiliency program that offers innovative opportunities to understand mental health and crisis, build soft vocational skills, and practice coping techniques for managing stress. Students engage in experiential learning segments (COPE activities) to build skills for self-care, entrepreneurship, financial health, and college/career readiness.

SATURDAY, JUNE 15, 2023 | BOYS & GIRLS CLUB IN LAWRENCEVILLE, GA



The COPE clinic engaged 35 youth, three community partners, and three volunteers to learn about self-awareness and self-love to manage mental wellness. The clinic also included creating sensory kits, positive affirmations, and engaging with youth leaders during a live podcast episode.

We also provided four Expression Stations:

- Podcasting and Content Creation with [Spellz Production, LLC](#). Release date **November 2023 on Soundcloud** and other platforms.
- Yoga with [Yoga Unbound, Daniel Edwards](#)
- Wellness Vision Board with Tia Robinson, [The Practice Pause](#)

SATURDAY, AUGUST 26, 2023 | GWINNETT COUNTY PUBLIC LIBRARY - FIVE FORKS BRANCH



STS partnered with [Delta Community Credit Union \(DCCU\)](#) to host Teens and Money, an interactive financial workshop for teenagers to learn about basic money management and using credit wisely. 21 teens practiced networking with their peers and budgeting for personal and academic goals. They explored banking services, credit, and financing for college. This informative workshop was tailored to empower teenagers for financial independence.

Program participants:

- Learned the importance of networking to support college and career readiness
- Explore budgeting and personal finance for teens.
- Identified strategies to plan for future goals and aspirations.

“ THIS WAS VERY INTERESTING AND A GREAT EXPERIENCE. I HOPE THEY CAN MAKE IT TO MEADOWCREEK HS. ”



PROGRAM RECAPS



TUESDAY, OCTOBER 17, 2023 | SHILOH HIGH SCHOOL IN LAWRENCEVILLE, GA



The COPE clinic engaged 35 youth, three community partners, and three volunteers to learn about self-awareness and self-love to manage mental wellness. The clinic also included creating sensory kits, positive affirmations, and engaging with youth leaders during a live podcast episode.

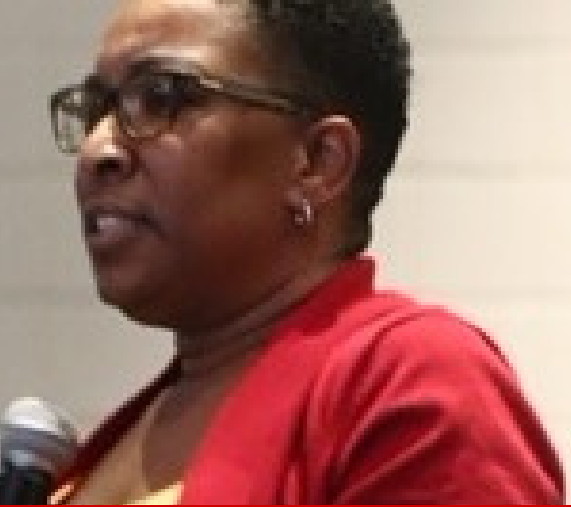
We also provided four Expression Stations:

- Podcasting and Content Creation with [Spellz Production, LLC](#). Release date **November 2023 on Soundcloud** and other platforms.
- Yoga with [Yoga Unbound, Daniel Edwards](#)
- Wellness Vision Board with Tia Robinson, [The Practice Pause](#)



COMMUNITY & PROGRAM PARTNERSHIPS

- Albany Area Primary Health Care (AAPHC)
- Albany State Student- Hasana Pullens
- Annie Vanoteghem of the Albany Museum
- Atlanta Parks & Recreation
- Balanced Wellness, with Linda Hall, Ph.D
- Big Brother's Big Sisters
- Boys & Girls Club of America
- Braves Foundation
- Carmax
- Children's Healthcare of Atlanta (CHOA)
- Clark Atlanta University
- Clayton County Schools
- Communities in Schools
- Delta Community Credit Union
- Drew Charter School
- Eastlake Foundation
- Emory University
- Future Business Leaders of America
- Georgia Department of Behavioral Health
- Georgia Department of Public Health
- Georgia Parents Support Network
- Georgians for a Health Future
- Grace Life Marketing
- Jack & Jill of America
- JALS
- Latin Association
- Mack Gaston Community Center
- Macon Storytellers
- Marsha Shackelford
- Mental Health America of Georgia
- Minds Eye, with Rhonda Sunshine Miller
- Oak Film Media
- Patchwerks
- Peach State Health Care
- Resilient Georgia
- River Edge Behavioral Health
- Seedlife Foundation
- South Candler Neighborhood Advocates
- Spellz Production, LLC.
- The Faith Center
- Tia Robinson, The Practice Pause
- United Way
- United Way of Gwinnett County
- United Way of Southwest Georgia
- Usher's New Look
- Voices for Georgia's Children
- VOX ATL
- Yoga Unbound, Daniel Edwards



BEHAVIORAL HEALTH & SUICIDE RESOURCES

Finding A Trusted Adult

- Respectful** A respectful person helps you feel safe and respected. They respect your boundaries.
- Non-judgmental** A non-judgmental person will not criticize or judge you based on your appearance, social status, beliefs, values, or culture. Instead, they allow you to be authentic.
- Accountability** An accountable person takes responsibility for their actions and respects your boundaries.
- Trustworthy** A trustworthy person is someone you can depend on to keep your secrets and not share your information with others.
- Helpful** A helpful person is willing to provide guidance and help you work through challenges.
- Thoughtful** A thoughtful person is considerate of your needs. They check in with you and listen to your thoughts and feelings.

Encontrar un adulto de confianza

- Respetuoso** Una persona respetuosa te ayuda a sentirte seguro y respetado. Respeta tus límites.
- Sin prejuicios** Una persona que no juzga no te criticará ni te juzgará por tu apariencia, estatus social, creencias, valores o cultura. En su lugar, te permite ser auténtico.
- Responsable** Una persona responsable reconoce que es responsable de sus acciones y respeta tus límites.
- Confiable** Una persona confiable es alguien en quien puedes confiar para que mantenga tus secretos y no los comparta con otros.
- Útil** Una persona útil está dispuesta a ofrecerte orientación y ayudarte a superar tus desafíos. Pueden ayudarte a lidiar con los problemas que te enfrentas.
- Reflexivo** Una persona reflexiva es considerativa con tus necesidades. Ella revisa contigo tus pensamientos y sentimientos, y te pregunta cómo te sientes.

BE A TRUSTED ADULT TO PROTECT YOUTH MENTAL HEALTH

WHAT IS A TRUSTED ADULT?

A trusted adult can be someone you trust who can help you feel safe and supported. They can be a parent, teacher, coach, mentor, or friend. They are someone you can talk to about your thoughts, feelings, and experiences. They are someone who listens to you and helps you work through your challenges.

ELEMENTS OF TRUSTED ADULTS

- Make them safe
- Respect their boundaries
- Be kind and supportive
- Be available
- Be patient

CREATE A SAFE SPACE FOR YOUTH

- Create a safe space for youth to talk about their thoughts, feelings, and experiences.
- Listen without judgment.
- Validate their feelings.
- Offer support and resources.
- Encourage them to seek help if needed.

SEA UN ADULTO DE CONFIANZA PARA PROTEGER LA SALUD MENTAL DE LOS JOVENES

¿QUÉ ES UN ADULTO DE CONFIANZA?

Un adulto de confianza es alguien en quien puedes confiar para que mantenga tus secretos y no los comparta con otros. Pueden ayudarte a lidiar con los problemas que te enfrentas.

ELEMENTOS DE ADULTOS DE CONFIANZA

- Respetar tus límites
- Ser respetuoso
- Ser amigable
- Ser paciente

CREAR UN ESPACIO SEGURO PARA LOS JOVENES

- Crear un espacio seguro para que los jóvenes puedan hablar de sus pensamientos, sentimientos y experiencias.
- Escuchar sin juzgar.
- Validar sus sentimientos.
- Ofrecer apoyo y recursos.
- Animarlos a buscar ayuda si es necesario.

SELF-CARE TIPS FOR STUDENTS

HOW TO TAKE CARE OF YOURSELF

- Get enough sleep.
- Eat healthy food.
- Exercise regularly.
- Spend time with friends.
- Take breaks when you need them.
- Practice self-compassion.
- Seek help when you need it.

FINDING A TRUSTED ADULT

HOW TO BECOME A TRUSTED ADULT

STUDENT COPING

SELF-CARE PLAN

Identifying self-care tips can help you prioritize your physical, emotional, and mental health. Here are some steps to get started:

1. Set aside time for self-care activities each day, such as reading, listening to music, or journaling.
2. Identify your needs and create a list of activities that will help you meet them.
3. Make a plan to incorporate self-care into your daily routine and stick to it.
4. Create a relaxing environment in your home where you can practice self-care activities. Use scented candles and soft lighting to create a soothing atmosphere.
5. Practice self-compassion and be kind to yourself.
6. Seek support from friends, family, or a mental health professional.

Certified Self-Love

Self-love refers to the practice of self-acceptance, respecting, and caring for yourself. It involves recognizing and appreciating your strengths and weaknesses, setting healthy boundaries, and practicing self-compassion, emotional, and mental well-being.

Check out some tips in the Self-Love Toolkit to help you practice better self-love!

1. Practice positive self-talk and affirmations.
2. Focus on your strengths and celebrate your accomplishments.
3. Take care of your physical health by exercising regularly and eating well.
4. Make time for activities that bring you joy and relaxation.
5. Set boundaries and prioritize your own needs.
6. Surround yourself with supportive and positive people.
7. Practice forgiveness and let go of negative self-judgments.
8. Engage in hobbies or interests that make you feel fulfilled.
9. Take time to reflect and check in with your emotions regularly.
10. Seek help from a trusted adult or professional if needed.

Mental Health Messaging

A Toolkit Designed For Teens and Young Adults

Learn how to create content related to building healthy relationships, understanding mental illness, creating awareness around burnout and self-care, and knowing how to ask for help.

TEEN PARTY PARTY!

MENTAL HEALTH IS A PRIORITY.

It's time to talk about mental health. Let's make it a priority.

SELF-CARE & VISION BOARD

CERTIFIED SELF-LOVE

MH MESSAGING

TEEN PARTY PARTY

MENTAL HEALTH IS NOT A LUXURY. IT'S A PRIORITY.

It's time to talk about mental health. Let's make it a priority.

Visit www.silencesthe shame.com for more resources.

MH AWARENESS TOOLKIT

2022-2023 IMPACT REPORT





**Silence
the Shame**

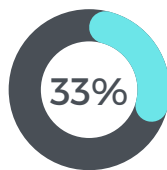
PROGRAM OUTCOMES

Program participants completed a survey to measure knowledge or skills gained due to the COPE clinic. Participants were also encouraged to silence the shame and ask for help when experiencing mental health challenges.

As a result of the COPE clinic, I feel more confident that I can recognize risk factors for experiencing a crisis.



Strongly Agree

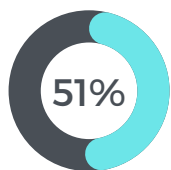


Agree

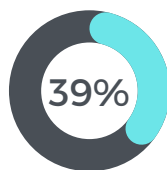
"Your love language is the opposite of the way you self-sabotage. So for me, my love language is quality time and I isolate" - **Savannah Elahee, 16**

"Some parents understand but not all parents do. Different kids, they want their parents to understand the struggles they go through so whenever they have a problem they can help them with it and collaborate and solve it." - **David Gooding, 14**

As a result of the COPE, I feel more confident that I can recognize things that impact my own mental health.



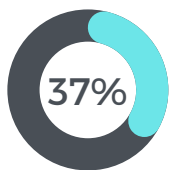
Strongly Agree



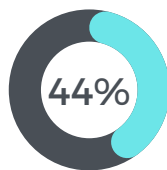
Agree

"Parents, and adults, in general, are older than us and have experienced a lot of things that we haven't, but may need more empathy about the things that we go through because they are quick to say "You are young, you don't know what you're talking about, or you're just getting that from social media", and while we may have just made the biggest mistake, these are the things we have to go through and learn from" - **Faith Chung, 16**

As a result of this conversation, I feel more confident that I can ask for help.



Strongly Agree



Agree

"When you think of mental health awareness, you can think of all the bad things that could happen but also the good things when it comes to protecting your mental health and being self-aware...if we're more aware of ourselves, then there's a better understanding that I need to take time for myself, do for myself, and work on myself." - **Dontrell Martin, 16**

"You can't be everything to everybody... it can get very draining, and one thing I learned is you can't pour from an empty cup." - **Marquis Hill, 18**

Silence the Shame

MENTAL HEALTH IS NOT A LUXURY; IT'S A PRIORITY



TAKE TIME, SAVE A LIFE, AND SILENCE THE SHAME. VISIT US AT WWW.SILENCETHESHAME.COM



YOUTH MENTAL HEALTH CAMPAIGN

Silence the Shame kicked off the Youth Mental Wellness Marketing Campaign on August 21, 2023! The campaign aims to emphasize that mental health should not be seen as a luxury but rather a priority. Its objective is to recognize the significance of mental wellbeing at every stage of life, foster a sense of overall wellness, and eliminate the negative perception surrounding mental illness.

990.38K BILLBOARD IMPRESSIONS

112.73K SOCIAL MEDIA REACH

141 MARTA QR CODE CLICKS



CAMPAIGN ASSETS

4 BILLBOARD ADS: DEKALB CO. AND GWINNETT CO.

21 MARTA BUS INTERIOR CARDS

39 MARTA TRAIN POSTERS



SCAN THE QR CODE TO REVIEW OUR CAMPAIGN RESOURCE WEBPAGE ON THE STS WEBSITE!



YOUTH ADVISORY COUNCIL

Youth created, produced, and edited content for a podcast and social media messaging. They shared their voices through teen chats, podcast episodes, and social media.

#1 January 24, 2023 - YAC and Ambassador Introductions and Orientation

#2 February 2, 2023

#3 July 8th - 3 attendees

#4 July 24th - 20 attendees

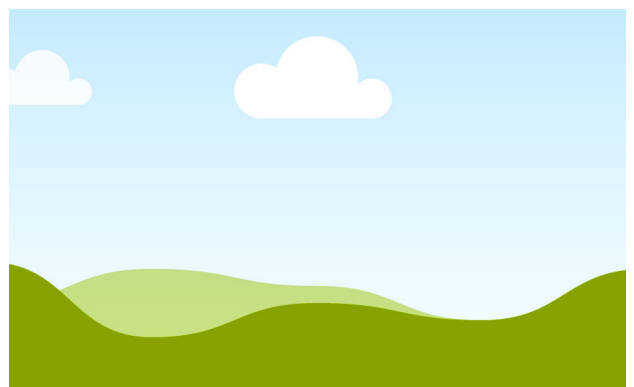
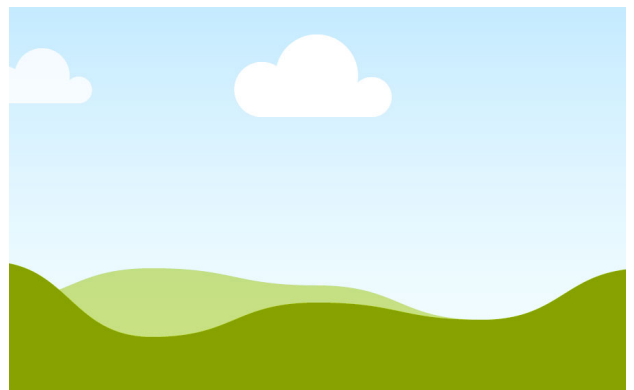
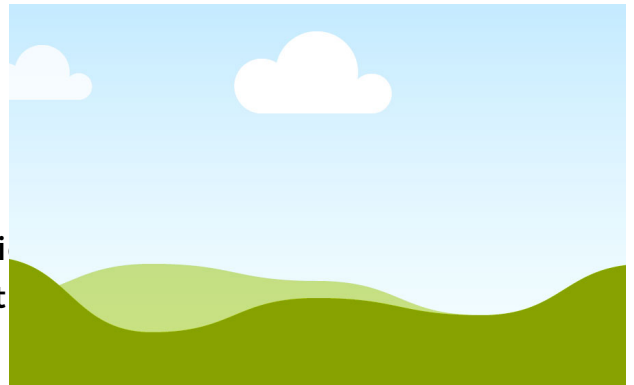
#5 July 26th - 22 attendees - Teen Parity Party

#6 August 14th - 11 Attendees

#7 September 5- 8 attendees-

#8 September 11th - 3 attendees- Suicide Preventi

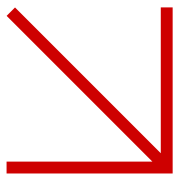
#9 September 24th - 16 attendees - Content Creat



SOCIAL MEDIA INSIGHTS



Check out @silencetheshameteens for teen-created and teen-informed content and STS Youtube TV!



Views

4529



Reach

4058



Likes

230

