



Silence
the ~~Shame~~

YOUTH EMPOWERMENT PROJECT IMPACT REPORT

Silence the Shame and the **Georgia Health Initiative** partnered to launch the Youth Empowerment Project, aimed at improving mental health outcomes for Black and Latinx youth in Georgia. The project includes mental health education, suicide prevention, youth voice promotion, and resource linkages. STS activated four Youth Mental Wellness COPE Clinics and a Free Your Feels Teen Summit, which were successful in promoting mental health awareness and supporting young people's mental health.

MENTAL HEALTH LITERACY GAINED

87%

WILLINGNESS TO ASK FOR HELP

75%

YOUTH CONTENT CIRCULATED

100K

ELEVATING YOUTH VOICES

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.

INCREASING 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 various counties, such as Baker, Calhoun, Lee, Clayton, Dekalb, Gwinnett, and Whitfield, 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.

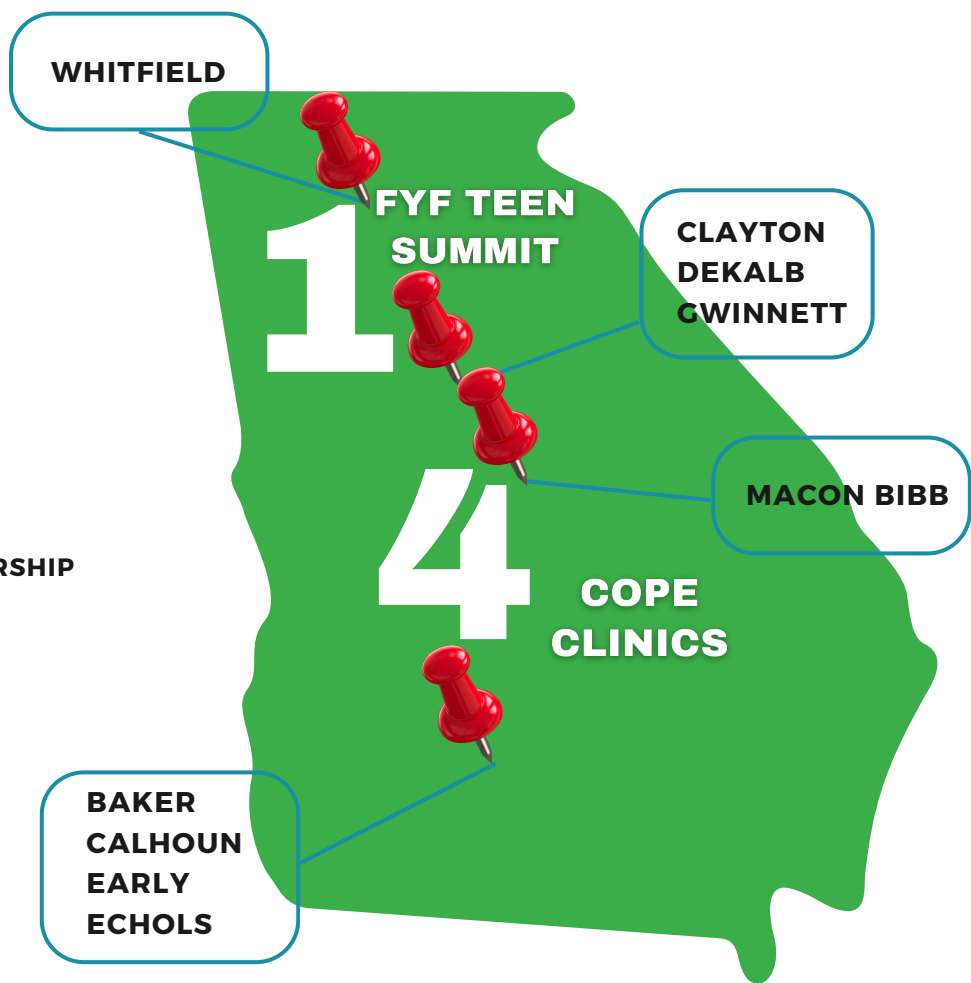
235 YOUNG PEOPLE ENGAGED

110 SUPPORTED CAREGIVERS

83 COMMUNITY PARTNERSHIP DEVELOPED

65 YOUTH VOICE CONTENT CREATED

46 VOLUNTEERS RECRUITED

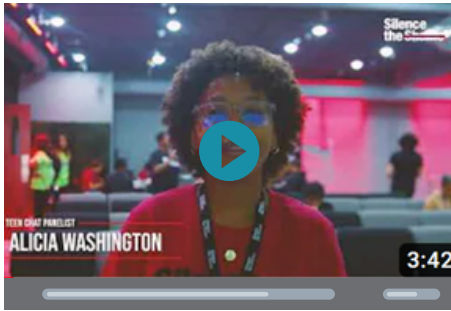


PROGRAM RECAPS



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, MARCH 25, 2023 | THE FAITH CENTER IN TUCKER, GA.



The COPE clinic engaged 62 youth, 20 caregivers, 25 community partners, and ten volunteers to recognize and cope with mental health challenges. Additionally, caregivers discussed raising resilient teens and healthy development for their youth in the Parent Café. The clinic also included creating sensory kits, positive affirmations, and engaging with youth leaders during the Teen Chat.

We also provided four Expression Stations:

- Podcasting and Content Creation with [VOX ATL](#) - Listen to the teen-produced podcast episode [HERE](#)
- Yoga with [Marsha Shackelford](#)
- Wellness Vision Board with Tia Robinson, [The Practice Pause](#)
- Explore Your Spark with [Usher's New Look](#)

SATURDAY, APRIL 08, 2023 | ALBANY STATE UNIVERSITY IN ALBANY, GA



The COPE clinic engaged 53 youth, 17 caregivers, 20 community partners, and ten volunteers to learn about youth mental health and suicide awareness. Additionally, caregivers discussed raising resilient teens and healthy development for their youth in the Parent Café. The clinic also included creating sensory kits, positive affirmations, and engaging with youth leaders during the Teen Chat.

We also provided four Expression Stations:

- Content Creation with [Grace Life Marketing](#) - Check out the teen interviews,
- Yoga Station with Albany State Student- Hasana Pullens
- Self-Love Station, led by ASU Student Volunteers
- Art Wellness Station with Annie Vanoteghem of the [Albany Museum](#)

PROGRAM RECAPS



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

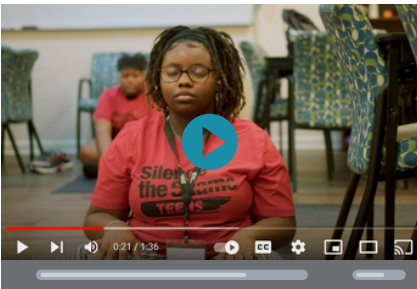


The COPE clinic engaged 35 youth, three community partners, and three volunteers to learn about self-awareness and self-love to manage mental wellness. The clinic also included creating sensory kits, positive affirmations, and engaging with youth leaders during a live podcast episode.

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, SEPTEMBER 16, 2023 | RIVEREDGE BEHAVIORAL HEALTH IN MACON, GA

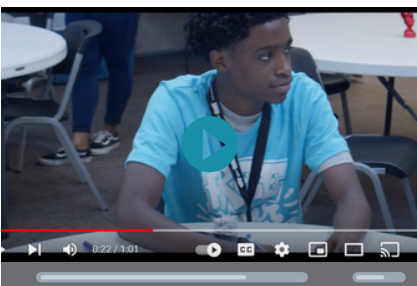


The COPE clinic engaged 25 youth, eight caregivers, ten community partners, and 15 volunteers to learn about youth mental health and suicide awareness. Additionally, caregivers discussed raising resilient teens and healthy development for their youth in the Parent Café. The clinic also included creating sensory kits, positive affirmations, and engaging with youth leaders during the Teen Chat.

We also provided four Expression Stations:

- Content Creation and Teen Chat filed by [Oak Film Media](#)
- Yoga Station with [Balanced Wellness](#), with [Linda Hall, Ph.D](#)
- Storytelling for Wellness, with [Macon Storytellers](#)
- Self-Love Greeting Cards, [Minds Eye](#), with [Rhonda Sunshine Miller](#)

SATURDAY, SEPTEMBER 23, 2023 | MACK GASTON COMMUNITY CENTER IN DALTON GA



The Free Your Feels Teen Summit engaged 14 youth, five caregivers eight community partners. FYF is a youth mental health awareness campaign for Georgia Youth to share their feelings fearlessly.

We also provided four Expression Stations:

- Podcasting and Content Creation with [VOX ATL](#) - A teen-produced podcast episode will launch on November 2023 on the [VOX ATL YouTube](#) channel.
- Zumba Fitness with the [Mack Gaston Community Center](#)



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 Parent Support Network
- Georgians for a Healthy 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

Having an adult you trust to talk to can help you feel safe and calm. You can speak to a trusted adult about anything, including your thoughts and feelings. They'll listen and help you figure out what to do next. You can find a trusted adult in your school, community, or family. Here are some questions to help you find a trusted adult:

- Respectful** - A trusted adult respects you and your feelings. They will not judge you or tell you what to do.
- Non-Judgmental** - A trusted adult does not judge you or tell you what to do. They will listen to you and help you figure out what to do next.
- Acceptability** - A trusted adult is someone you can depend on to help you with your problems. They will not tell anyone else about your problems unless you ask them to.
- Trustworthy** - A trusted adult is someone you can depend on to help you with your problems. They will not tell anyone else about your problems unless you ask them to.
- Helpful** - A trusted adult is someone you can depend on to help you with your problems. They will not tell anyone else about your problems unless you ask them to.
- Thoughtful** - A trusted adult is someone you can depend on to help you with your problems. They will not tell anyone else about your problems unless you ask them to.

Encontrar un adulto de confianza

Un adulto de quien confíes puede ayudarte a sentirte seguro y calmado. Puedes hablar con un adulto de confianza sobre cualquier cosa, incluidas tus pensamientos y sentimientos. Ellos te escucharán y te ayudarán a decidir qué hacer a continuación. Aquí hay algunas preguntas que te ayudarán a encontrar un adulto de confianza:

- Respetivo** - Un adulto respetuoso te respeta y escucha lo que tienes que decir. No te juzgará ni te dará consejos que no quieras.
- Sin prejuicios** - Un adulto que no juzga ni se enfurece si te juzgas por tu apariencia, ideas o valores. Es capaz de permanecer neutral, incluso si no está de acuerdo contigo.
- Responsabilidad** - Un adulto responsable demuestra que no puede ayudarte por sí mismo pero puede ayudarte a encontrar a alguien que sí puede ayudarte.
- Confiable** - Un adulto confiable es alguien en quien puedes confiar para que te ayude con tus problemas. No te dirá nada que no quieras oír.
- Útil** - Un adulto útil es alguien que puede ayudarte a encontrar a alguien que sí puede ayudarte.
- Reflexivo** - Un adulto reflexivo es alguien que puede ayudarte a encontrar a alguien que sí puede ayudarte.

BE A TRUSTED ADULT TO PROTECT YOUTH MENTAL HEALTH

WHAT IS A TRUSTED ADULT? A trusted adult can be anyone you trust to talk to about what is happening in your life. A trusted adult can be a parent, teacher, coach, counselor, pastor, or friend. They are someone you can depend on to help you with your problems. They will not tell anyone else about your problems unless you ask them to.

ELEMENTS OF TRUSTED ADULTS

- Make time to listen
- Be respectful
- Be non-judgmental
- Be helpful
- Be trustworthy
- Be confidential
- Be responsible

CREATE A SAFE SPACE FOR YOUTH

- Learn about their interests
- Have structured interactions
- Ask Open-Ended Questions
- Keep Talking
- Be Respectful
- Recognize Behavior Changes

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

¿QUÉ ES UN ADULTO DE CONFIANZA? Un adulto de confianza puede ser cualquier persona en la que puedas confiar para hablar sobre lo que está sucediendo en tu vida. Un adulto de confianza puede ser un padre, profesor, entrenador, pastor o amigo. Son alguien a quien puedes depender para ayudarte con tus problemas. No te dirán nada que no quieras oír.

ELEMENTOS DE ADULTOS DE CONFIANZA

- Hay tiempo para escuchar
- Respetar los valores y creencias
- No juzgar ni criticar
- Ser útil
- Respetar la confidencialidad
- Responsabilidad

CREAR UN ESPACIO SEGURO PARA LOS JÓVENES

- Conocer sus intereses
- Interacciones estructuradas
- Realizar preguntas abiertas
- Mantener conversaciones
- Respetar
- Reconocer cambios de comportamiento

SELF-CARE TIPS FOR STUDENTS

Self-care is taking care of yourself. It is important for students to take care of their physical, emotional, and mental health. Here are some self-care tips for students:

- Get enough sleep
- Eat healthy
- Exercise
- Take breaks
- Ask for help
- Practice self-compassion

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

Silence the Shame kicked off our Youth Mental Wellness Marketing Campaign on August 20th! 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 wellness at every stage of life, foster a sense of self-worth, and challenge the negative perception surrounding mental illness.

FINDING A TRUSTED ADULT

HOW TO BECOME A TRUSTED ADULT

STUDENT COPING

MH AWARENESS TOOLKIT

SELF-CARE PLAN

Designing a self-care plan 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, meditating, or exercising.
2. Identify your needs and create a list of activities that 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.
5. Be kind to yourself and allow for flexibility in your self-care routine, adjusting to your changing needs and circumstances.

MENTAL HEALTH & SUCCESS

As you transition into adulthood, it's important to prioritize your mental health. Here are some tips to help you maintain good mental health:

1. Practice self-care regularly, such as meditation, exercise, and getting enough sleep.
2. Make time for hobbies and interests that bring you joy and relaxation.
3. Stay connected with friends and family for emotional support.
4. Seek professional help if you are struggling with mental health issues.
5. Practice healthy coping mechanisms for stress, such as deep breathing or journaling.
6. Set realistic goals and prioritize your tasks to avoid feeling overwhelmed.
7. Practice self-compassion and avoid negative self-talk.
8. Allow yourself to struggle through your difficulties with your values or priorities.
9. Be proactive and seek out the positive aspects of your life.
10. Find a support group or community, such as a support group for young adults, to share your experiences and receive encouragement, as they can help you maintain your mental health.

Certified Self-Love

Self-love refers to the practice of valuing, respecting, and caring for yourself. It involves accepting and appreciating your strengths and weaknesses, setting healthy boundaries, and prioritizing your physical, emotional, and mental well-being.

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

SELF-LOVE TRACKLIST

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 self-harm and suicide, and knowing how to ask for help.

TEEN PARTY PARTY!

MENTAL HEALTH IS A PRIORITY.

MENTAL HEALTHY CULTURE EDUCATION

JULY 20, 2022

SELF-CARE & VISION BOARD

CERTIFIED SELF-LOVE

MH MESSAGING

TEEN PARTY PARTY



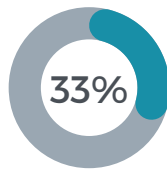
PROGRAM OUTCOMES

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**

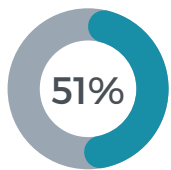
"Some parents understand but not all parents do. Different kids, they want their parents to understand the struggles they go through so whenever they have a problem they can help them with it and collaborate and solve it." - **David Gooding, 14**

"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**

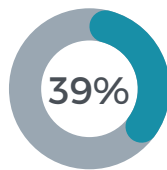
"When you think of mental health awareness, you can think of all the bad things that could happen but also the good things when it comes to protecting your mental health and being self-aware...if we're more aware of ourselves, then there's a better understanding that I need to take time for myself, do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

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

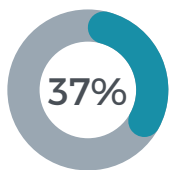


Strongly Agree

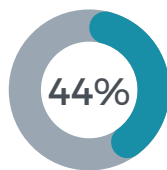


Agree

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



Strongly Agree

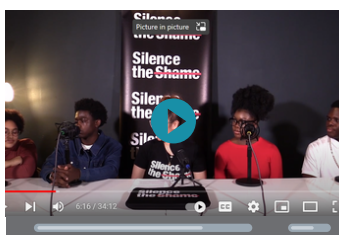


Agree

YOUTH-LED CONTENT



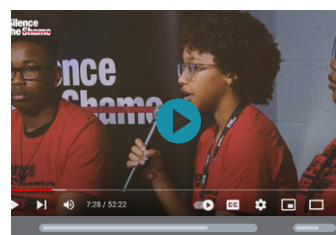
Youth created, produced, and edited content for a podcast and social media messaging. They shared their voices through teen chats, podcast episodes, and social media.



**PODCAST -
IMPACT OF
VIOLENCE ON YOUTH
MENTAL HEALTH**



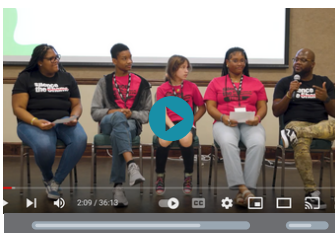
**LIVE PODCAST -
CERTIFIED SELF-
LOVE**



**MENTAL
WELLNESS
TEEN CHAT**



**MENTAL
WELLNESS
TEEN CHAT**



**MENTAL
WELLNESS
TEEN CHAT**



**FREE YOUR
FEELS
TEEN CHAT**



**HOW DO YOU
PRACTICE SELF-
CARE**



**SUPPORTING
YOUTH MENTAL
HEALTH**



**PROTECTING
YOUR MENTAL
HEALTH**

**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

@SILENCETHESHAME

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.

- 1.07M** BILLBOARD IMPRESSIONS
- 112.73K** SOCIAL MEDIA REACH
- 141** MARTA QR CODE CLICKS



CAMPAIGN ASSETS

- 4** BILLBOARD ADS: ATLANTA, DEKALB, AND GWINNETT COUNTIES.
- 21** MARTA BUS INTERIOR CARDS
- 39** MARTA TRAIN POSTERS



ACCESS OUR CAMPAIGN RESOURCE WEBPAGE ON THE STS WEBSITE BY SCANNING THE QR CODE.





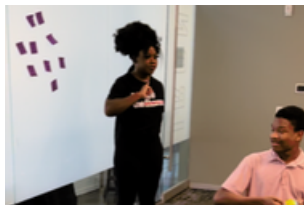
YOUTH ADVISORY COUNCIL

At STS, we believe in empowering young people aged 13-26 to raise awareness about mental health issues, eliminate stigma and improve outcomes. Our Youth & Young Adult Advisory Board and Ambassador Program are two initiatives that aim to achieve these goals. By joining either program, members can promote their voice in the community, educate and empower peers on mental health awareness, and reduce the stigma surrounding mental health. Ultimately, we aim to foster youth advocacy and leadership while promoting positive youth development.

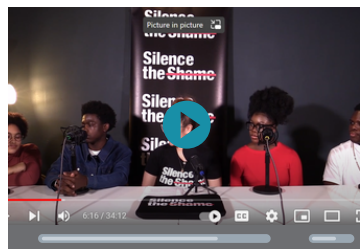
ADVISORY MEETINGS & TRAINING



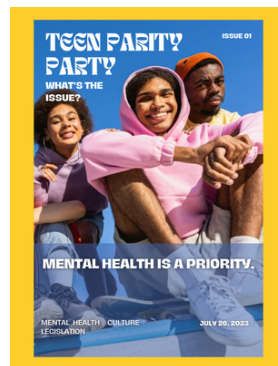
YAC & CAB ORIENTATION



LEADERSHIP, CONTENT CREATION AND LIVE PODCAST



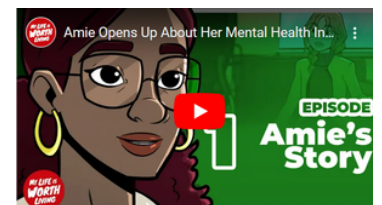
PODCAST - IMPACT OF VIOLENCE ON YOUTH MENTAL HEALTH



BEHAVIORAL HEALTH PARITY WORKSHOP



SUICIDE PREVENTION SEMINAR



MY LIFE IS WORTH LIVING

SOCIAL MEDIA INSIGHTS



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



SELF-LOVE PODCAST SERIES COMING SOON!



Views

4529



Reach

4058



Likes

230





Thank you to our sponsor!



**Georgia
Health
Initiative**

235 Peachtree St NE
Atlanta, GA 30303
info@silencetheshame.com

www.silencetheshame.com