

Silence the Shame

INDUSTRY ENGAGEMENT & IMPACT OVERVIEW



www.SilencetheShame.com
[@SilenceTheShame](https://www.instagram.com/SilenceTheShame)

Silence the Shame invites sponsors and Grantmakers to join in our mission of advancing mental health equity through culturally responsive education, community engagement, and program innovation. This prospectus provides a concise overview of our reach, evidence-based programs, and results-driven partnerships across industries and regions. Your support will drive scalable impact, foster cross-sector collaboration, and help dismantle stigma for vulnerable populations at local, national, and international levels.

ABOUT Silence the Shame



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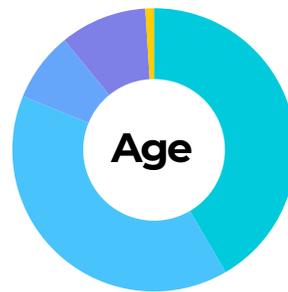
CEO/Founder - Silence the Shame

Silence the Shame (STS) is a national leader in mental health education and advocacy, developing culturally relevant initiatives to address mental health stigma and increase access to care, particularly in historically underserved and high-stress populations. Our tailored, evidence-informed approach is amplified through sustained, meaningful partnerships across critical sectors.

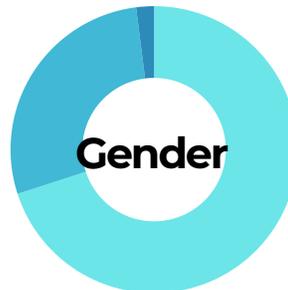
GEOGRAPHIC REACH

While headquartered and primarily operating in Georgia, STS is registered to operate in Kentucky and Maryland. We have delivered seminars and conversations in California, New York, Washington, DC, Texas, Amsterdam, and Bermuda.

POPULATIONS SERVED



- Under 18: 42%
- 18-24: 40%
- 25-34: 8%
- 45-54: 10%
- 65+: 1%



- Female: 70%
- Male: 28%
- Other: 2%



- 30% identify as LGBTQ



- Black/African American: 80%
- Hispanic/Latino: 20%
- White/Caucasian: 11%
- Asian / Middle Eastern: 2%
- American Indian/Alaska Native: 1%
- Multiracial: 6%



SPORTS & ENTERTAINMENT

ATLANTA HAWKS

- * **Community Conversations:** Designed and delivered educational sessions to staff and network, focusing on open dialogue about mental health and suicide prevention within competitive, high-performance environments.
- * **COPE Program:** Piloted Youth Mental Wellness Community Outreach Practice Effort—now a flagship event providing high school-aged youth with coping strategies, stress management tools, and stigma-reduction education through interactive workshops.

INFLUENCER & ARTIST PARTNERSHIPS

- * Involved celebrities and artists in video campaigns and social storytelling, destigmatizing mental health through personal narratives and promoting healthy coping.

NFL PLAYERS ASSOCIATION

- * **Podcast Series & Digital Media:** Collaborated to produce podcasts and digital resources centered on mental health and suicide awareness tailored for athletes, league/family members, and staff. Addressed transition out of sport, career identity, and wellness.

MUSIC INDUSTRY PARTNERS

RECORDING ACADEMY, MUSICCARES, ONE MUSIC FEST, A3C FESTIVAL

- * **Seminar Series & Festival Activations:** Hosted live mental health forums and workshops at music events, offering resources and wellness activities.
- * **Soundtrack of Mental Health with Sony:** Developed and delivered a 9-part curriculum of wellness seminars for musicians, label staff, and music industry workers focused on mental well-being, suicide prevention, and self-care practices.
- * Expanded internationally with Sony to reach global workforces and audiences.



TECHNOLOGY & CORPORATE WORKPLACES

NATIONAL GEOGRAPHIC

- * **Community Conversations:** Designed and delivered educational sessions to staff and network, focusing on open dialogue about mental health and suicide prevention within competitive, high-performance environments.

MICROSOFT

- * **Wellness Seminar Series:** Led custom workshops addressing workplace stress, digital burnout, and emotional well-being for employees at all levels.
- * **Mobile App Development:** Partnered to co-create a mobile platform offering mental health content, coping tools, and referral resources for employees and the broader community.

AMAZON

- * **Workforce and Community Initiatives:** Hosted wellness programs for Amazon employees and supported the Atlanta Mission's women's and men's shelters—delivering empowerment sessions, suicide prevention training, and direct access to behavioral health resources.

JANSSEN

- * **Community Health Equity Alliance:** Co-created a toolkit and digital campaign to enable Black communities in Georgia to identify and navigate behavioral health services, including suicide prevention pathways and culturally competent support resources.

BROADCAST, RADIO, & MEDIA

V-103, RADIO ONE, CBS, KISS FM, THE BREAKFAST CLUB

- * **Awareness Campaigns:** Developed and aired PSAs, suicide prevention messages, and stigma-reducing radio segments, leveraging on-air talent and influencers to connect authentically with Black and multicultural audiences across Atlanta and nationally.
- * **Live Event Integration:** Partnered on community town halls, Q&A sessions, and call-in shows to address local mental health needs in real time.

GOVERNMENT, SCHOOLS, & HIGHER EDUCATION

GA DEPARTMENT OF BEHAVIORAL HEALTH & DEVELOPMENTAL DISABILITIES

- * **Community Program Pilots:** Rolled out Silence the Shame University College Ambassador Program—training undergraduate leaders in peer support, mental health literacy, and suicide prevention advocacy.
- * **Policy & Statewide Initiatives:** Co-designed faith-based mental health education for clergy and congregants and hosted regional summits for public health workers.

CITY OF ATLANTA (MAYOR'S OFFICE)

- * **988 Crisis Line Implementation:** Drove community seminars, digital toolkits, PSAs, and trainings focused on promoting the 988 suicide prevention hotline—tailored for Black communities and youth.

COLLEGES & UNIVERSITIES

TEXAS SOUTHERN UNIVERSITY, MOREHOUSE COLLEGE, CLARK ATLANTA UNIVERSITY, AND KENNESAW STATE UNIVERSITY

- * Partnered on campus-wide mental health awareness campaigns, peer ambassador leadership training, and interactive workshops specifically tailored to each school's student population.
- * Delivered suicide prevention education, resilience-building seminars, and ongoing resource sharing to strengthen mental health advocacy and student support networks and connect students to campus resources.



FAITH-BASED & NONPROFIT ORGANIZATIONS

STATEWIDE FAITH-BASED INITIATIVE

- * Produced discussion guides, and resource toolkits to help church leaders recognize mental health and crisis warning signs and refer congregants to appropriate support.
- * Hosted “Silence the Shame Sundays,” organizing special days of education, wellness activities, and suicide prevention resources for faith communities.

COMMUNITY NONPROFITS

NAMI, JACK & JILL, BOYS & GIRLS CLUB, BIG BROTHERS BIG SISTERS

- * Empowered chapters and youth with evidence-based resilience training, mental health workshops, and suicide awareness programming.
- * Collaborated on digital campaigns empowering youth to lead mental health advocacy and peer support.



COMMUNITY ADVOCACY & POLICY ENGAGEMENT

- * Supported legislation and public proclamations (e.g., Black Children’s Mental Health Awareness Day); collaborated with public schools on middle/high school mental health programs; equipped school leaders to identify crisis and foster resiliency.
- * **Youth Policy Parties:** Created interactive forums for youth and young adults to discuss policies affecting mental health access and prevention, build civic engagement skills, and connect with advocacy leaders.
- * **Election Stress Series:** Facilitated conversations and resources helping youth and families manage stress and anxiety linked to elections and civic events.

STATE TASKFORCES & COALITIONS

- * **Suicide Prevention Taskforce, Georgia:** Serve as advisory member guiding state policies, resource allocation, and community-based suicide prevention efforts.
- * **Georgia System of Care Mindworks Coalition:** Work collaboratively to shape statewide systems for youth mental health, providing subject-matter expertise.

SCALABILITY & NATIONAL EXPANSION

ALL SILENCE THE SHAME PROGRAMMING AND TOOLKITS ARE INTENTIONALLY DESIGNED FOR ADAPTABILITY AND IMPACT IN NEW REGIONS:



- * **Proven Modular Curricula:** COPE, The Soundtrack of Mental Health, Ambassador programs, and wellness seminars can be implemented in partnership with schools, local governments, faith communities, and industry partners across states.
- * **Digital & Remote Delivery:** Our website, online toolkits, and virtual training infrastructure enable rapid deployment anywhere.
- * **Replicable Advocacy Models:** Community advocacy forums, youth leadership models, and coalition-building strategies are ready for partnership expansion and technical assistance to local agencies and coalitions.
- * **Track Record:** Successful pilots in Georgia have created ready-to-share models for funders and multi-state networks.

We actively seek new collaborations with school districts, employers, local governments, entertainment venues, and health equity stakeholders in other states.

Silence the Shame is uniquely positioned as a connector, educator, and advocate—delivering precise, culturally responsive mental health and suicide prevention programming in partnership with leading organizations across the sports, entertainment, corporate, tech, faith, and government sectors.

Our work is proven, scalable, and urgently needed. We invite partners and funders to join us in expanding mental wellness and suicide prevention efforts, locally and nationally.

CONTACT US



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**Silence
the Shame
PODCAST**

