

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

One page only. This page will be shared electronically with Grant Committee Members & Fund Advisors.

Note: If Philanthropy Network of Greater Philadelphia's Common Grant Application is used, the Community Foundation's Summary Sheet **MUST** accompany application.

To obtain an electronic version of this application, visit www.chescocf.org

Date 6/27/2018

Contact Information

Organization Name: Minding Your Mind. Executive Director Name: Trish Larsen
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Website: www.mindingyourmind.org Primary Contact Name: Trish Larsen
Year Incorporated: 2007 Primary Contact E-mail: trish@mindingyourmind.org

Has your nonprofit ever applied to the Community Foundation? Yes No Not Sure
Has your nonprofit ever received funding from the Community Foundation? Yes No Not Sure
 Donor Advised Fund(s) Fund for Chester County Don't know/Not sure

Field/s of Interest:

Arts, Culture & Humanities Environment/Animal Welfare Education
 Health Human Services Religion

Organization Information:

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):

Describe Population Served and Annual Number of People Served: Middle School, High School and College aged students, their parents teachers and caregivers

Mission: Minding Your Mind's primary objective is to provide mental health education to adolescents, teens and young adults, their parents, teachers, and school administrators. Our goal is to reduce the stigma and destructive behaviors often associated with mental health issues. The behaviors include, but are not limited to, self-harm, violence, substance abuse, bullying, eating disorders, unhealthy relationships, and suicidal ideation. Minding Your Mind Programs move away from crisis-based response to prevention through education. Education is the key to any type of change in perception or behavior. Our programs are for students and the adults in their lives to learn ways to identify symptoms, assure them they aren't alone in their feelings, and provide language they can use to ask for help.

Proposal Summary: Open dialogue regarding mental health is a focal point among school counselors, teachers, and administrators across the country. Two out of three people with a mental health condition will never ask for help. Suicide is almost always the result of an under-treated or untreated mental health disorder. While schools are becoming increasingly aware of the importance of discussions about mental health, they face the overwhelming challenge of meeting the academic, physical, and

HISTORY

Minding Your Mind a successful PA based not for profit was founded in 2007 in response to the void in Mental Health Education. Programs are aimed at middle school and high school students their parents, teachers and caregivers. What started as a grass roots organization with fewer than thirty programs in our first year has grown to become the largest provider of Mental Health Education Programs in PA and beyond. Our evidence based programs move away from crisis based response to prevention through education. In our first year, we presented to 3,000 students; by the end of the 2017-2018 school year, we will have cumulatively addressed over 500,000 students, faculty members, and parents.

MISSION AND GOALS

Minding Your Mind's primary objective is to provide mental health education to adolescents, teens, young adults, their parents, teachers, and school administrators. Our goal is to reduce the stigma and destructive behaviors often associated with mental health issues and promote help seeking behavior in youth through education. Issues discussed include, but are not limited to, self-harm, violence, substance abuse, bullying, eating disorders, unhealthy relationships, and suicidal ideation. Education is the key to any type of change in perception or behavior. Our programs aimed at students and the adults in their lives, help individuals learn ways to identify symptoms, assure them they aren't alone in their feelings, and provide language they can use to ask for help.



BACKGROUND

Open dialogue regarding mental health is becoming a focal point among school counselors, teachers, and administrators across the country. Two out of three people with a mental illness never seek help. While schools are becoming increasingly aware of the importance of discussions about mental health, they face the overwhelming challenge of meeting the academic, physical, and emotional needs of their students with limited resources. Most schools do not have the additional staff, capacity, or budget to offer mental health education to their student body. Additionally, suicide prevention training is mandated in many states in our service area. The mandate directs schools to provide up to four hours of suicide intervention training for all teachers and staff every two years. In most cases, these mandates are unfunded and the schools must finance the training from their annual operating budgets. Minding Your Mind is authorized

to facilitate training of the three programs listed in the Best Practice Registry for Suicide Prevention Education. Through grants and individual support, Minding Your Mind helps ensure that staff and teachers are trained in student crisis identification and intervention.

The following are statistics from the Centers for Disease Control (CDC):

- Suicide is now the **second leading cause of death** among young people ages 10-24; it had been third in previous years. **Suicide has surpassed homicides for the first time in US history and suicide rates among individual 10 years and up has increased 30% in all states but one.**
 - **Suicide is now a legitimate Public Health Crisis**
- **Every 12 minutes** someone in the U.S. dies by suicide.
- Over 90% of those who die from suicide have an **undiagnosed mental disorder.**
- Undiagnosed mental health issues are statistically significant among adolescents and teens that experience **drug dependency or addiction.**
- **One in four teens** will experience a mental health issue this year, shockingly 80% will not seek treatment, a most disturbing statistic.
- Stigma coupled with shame is cited as the **number one reason** individuals don't seek treatment for a situational or chronic mental health issue.



OUR PROBLEM

Over the past four years, Minding Your Mind has experienced an incredible surge in inquiries for information about our programs. Parents, teachers, and school administrators have reacted to growing concerns about the rise in youth suicide, stress, anxiety, bullying, depression, opioid addiction (along with many other substances). We are inundated with requests for our live, in-person presentations, as school officials and community members are eager for mental health education. This school year we will have completed 1,400 presentations and reached over 150,000 individuals throughout Pennsylvania, New Jersey, New York, Delaware, Maryland, Massachusetts, Connecticut and Virginia.

ONGOING PROGRAMS AND ACTIVITIES

Programs, starting as early as fifth grade, help students learn about the causes and effects of anxiety, depression, substance abuse, eating disorders, and suicide ideation. We also teach peer support, positive coping, stress reduction, positive self-talk, and mindfulness. Because the adults in their lives play such an important role in their well-being, MYM offers several mental health educational programs for teachers, faculty and the community at large. They are further outlined on the following page under “Just Talk About It” and “QPR.”

Young Adult Speaker Program



Our speakers – dynamic young adults, typically in their twenties, who have successfully and productively coped with their mental health issues – visit schools and community organizations to share their compelling, professionally- crafted stories. Our evidence-based program’s success is largely based upon the fact that attendees hear their real and relatable stories of hope and recovery that challenge stereotypes. Every presentation offers an educational component including the signs and symptoms of mental health conditions, that mental health issues are common and treatable, the similarities between physical and mental health, negative vs. positive coping skills, and how to ask for help. Minding Your Mind speakers have been invited to the White House and the United Nations, as well as featured on Good Morning America, Dr. Phil, and ESPN.

“After the assembly, I had a 6th grade boy approach me to say, ‘You know the speaker’s story? That’s me, so I know I have to be brave and get some help.’ I asked him if he wanted to speak to her and he said yes. She was so kind and empowering to him; I know she changed his life for the better that day.”

Paula Gray
Social Worker

Just Talk About It

This interactive, clinician-led training is an introduction to mental health, which is designed to train both adults and youth on **how to recognize the warning signs of stress, anxiety, depression, and crisis**. *Just Talk About It* educates adolescents and the adults who support them to look beyond stigma and notice warning signs. Schools and organizations are able to request one of Minding Your Mind’s speakers to accompany the training facilitator. *Just Talk About It* has been approved by the Best Practices National Registry, Section III: Adherence to Standards, which is required suicide prevention training in many states.

Q.P.R. Suicide Prevention Program

Q.P.R. stands for Question, Persuade, and Refer — the three simple steps anyone can learn to help save a life from suicide. *Q.P.R.* is sometimes referred to as CPR for a Mental Health Crisis. Just as people trained in CPR and the Heimlich Maneuver help save thousands of lives each year, people trained in *Q.P.R.* learn how to recognize the warning signs of a suicide crisis and **how to question, persuade, and refer someone to help.** Our *Q.P.R.* program meets the requirements for listing in the National Registry of Evidence-based Practices and Policies.



Introduction to Mindfulness

Mindfulness is a powerful positive coping skill that ultimately improves focus and helps regulate emotions to reduce negative behaviors. Rather than teaching mindfulness directly to students, which often does not result in long-lasting behavior changes, we train teachers who are able, in turn, to work with students in sharing mindfulness techniques. Our training program is designed to **create an environment where mindfulness is an important part of a school's commitment to students' well-being.** *Introduction to Mindfulness* is a three-part series that is designed to instruct and empower teachers and administrators in creating a mindful school community.

RESULTS

Since our inception in 2007, Minding Your Mind has grown to become a thought leader and preeminent provider of youth mental health education in communities throughout the Eastern Seaboard. What began as a grassroots organization is now the largest provider of mental health education in the Mid-Atlantic states. We have recently established a strong presence in the Greater Boston area to service Massachusetts, Connecticut and New Hampshire. This school year we completed 1,400 presentations. Additionally, the Scattergood Foundation has collected and analyzed the necessary data to prove an **evidence-based** program in stigma reduction and help-seeking behavior, proof that our programs are very effective.

We have reached hundreds of thousands of students, teachers, and parents. All program growth has been through word of mouth and teacher testimonials; Minding Your Mind does not spend any money on direct marketing. We have been able to expand our fundamental programs with our young adult speakers and develop new programs to address a broader range of issues, all the

while maintaining the high fidelity of our flagship programs. This has been accomplished with a commitment to continue providing our programs free of charge. We are devoted to these founding principles and have increased our fundraising efforts in order to accomplish this goal.

Boston College High School

“Drew was absolutely wonderful for all three presentations. We have been hearing from students, faculty, staff, and parents who were at the presentation about how moving his talk was and how it has inspired them to speak up about their own struggles or to be more proactive in the struggles of others. As a result of the presentation, a number of students saw their Guidance Counselors soon after and are currently seeking professional help. Students- even those who were not able to attend- have explicitly asked if we could have MYM back soon, and faculty has expressed a desire to make this a yearly event and to continue the discussion throughout our whole community.”

Elizabeth K
Teacher

Partner With Us



Minding Your Mind respectfully requests your partnership and financial support. Last week, the CDC released a report that reveals that the number of suicides in the U.S. is now double that of homicides. “The data is disturbing,” said Anne Schuchat, CDC principal deputy director. “The widespread nature of the increase, in every state but one, really suggests that this is a national problem hitting most communities.” In half of the states, suicide among people 10 years and older increased more than 30 percent. This is alarming! Suicide is now a legitimate public health crisis. Like other issues that have come before, education is the key to treatment and prevention. We can help by changing the conversation around mental health and suicide. Minding Your Mind programs are statistically proven to reduce stigma and increase help-seeking behavior. Asking for help can save lives. Now more than ever we are reminded of the importance of our good work in the community and our ability to affect change but there is much work to be done.



Minding
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Mind continues to grow and thrive. Requests for programs increase year over year and we continue to attract new schools and community groups. The majority of Minding Your Mind's programs are provided free of charge to the schools or organizations requesting them. While hosting groups or schools are invited to make a donation to Minding Your Mind, we do not decline presentations due to an inability to pay. Because of this policy, the majority of Minding Your Mind's financial support is derived from fundraising events, personal donations, and charitable grants. We continue to develop new programs and respond to current trending topics in mental health.

Please consider partnering with Minding Your Mind's mission and our commitment to providing this much needed service in our communities.

