



## CHAMPIONS OF CHANGE - MISSION

To empower youth to help reduce stigma surrounding teen mental health and decrease incidences of teen suicide through connection, open conversations and action.

### LET'S GET STARTED!

Thank you for facilitating a Champions of Change teen event! Below are some guidelines and tips to help you hold a successful youth gathering.

### PICK A DATE AND PLACE

Date:

Location:

Address:

### WHO WILL BE THE PRIMARY CONTACT?

First/Last Name:

Phone:

Email:

### WHO WILL FACILITATE?

First/Last Name:

Phone:

Email:

### WHO WILL BE RESPONSIBLE FOR FOOD/DRINKS?

First/Last Name:

Phone:

Email:

### PROMOTING YOUR EVENT

- Use the CoC logo
- Remember to include details about the event
- Create social media graphics





- Create a Facebook event; invite friends' and contacts' kids
- Post to social media channels 3-4 times each during the two weeks prior to the event
- Ask kids to promote through their social media channels
- Create an email campaign and registration through Mail Chimp, Constant Contact, Mad Mimi, etc.
- Create a flier – hand out to friends, family, co-workers, youth groups, church, community groups
- Word of mouth – let people know
- Write a press release and send to the media the week of the event and invite them to attend

## **SAMPLE SESSION**

### **INTRODUCTION**

- Who I am/what I'm representing
- Why I do this/my story
- Rise in teen depression, anxiety and suicide (#1 cause of teen death in Oregon)

### **LET'S TALK ABOUT TEEN MENTAL HEALTH AND SUICIDE**

#### **Ground Rules:**

- Do not have to participate
- There is no right or wrong answer
- Keep jokes and side comments to yourself; this is a serious issue, let's give it some respect
- You're leaders? I encourage you to go outside your comfort zone and help us affect change; all great leaders affect change by pushing their comfort zone

### **IMPACT OF COVID TO MENTAL HEALTH?**

### **WHAT DO YOU BELIEVE ARE THE PRIMARY CONTRIBUTORS TO TEEN ANXIETY, DEPRESSION AND SUICIDE?**

### **WHAT NEEDS TO CHANGE? WHAT COULD BE DONE DIFFERENTLY?**

### **IDEAS AND INPUT FOR NEXT STEPS & ACTION ITEMS...**

Have questions or need help? Contact [andrea@spotlightmkg.com](mailto:andrea@spotlightmkg.com).



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