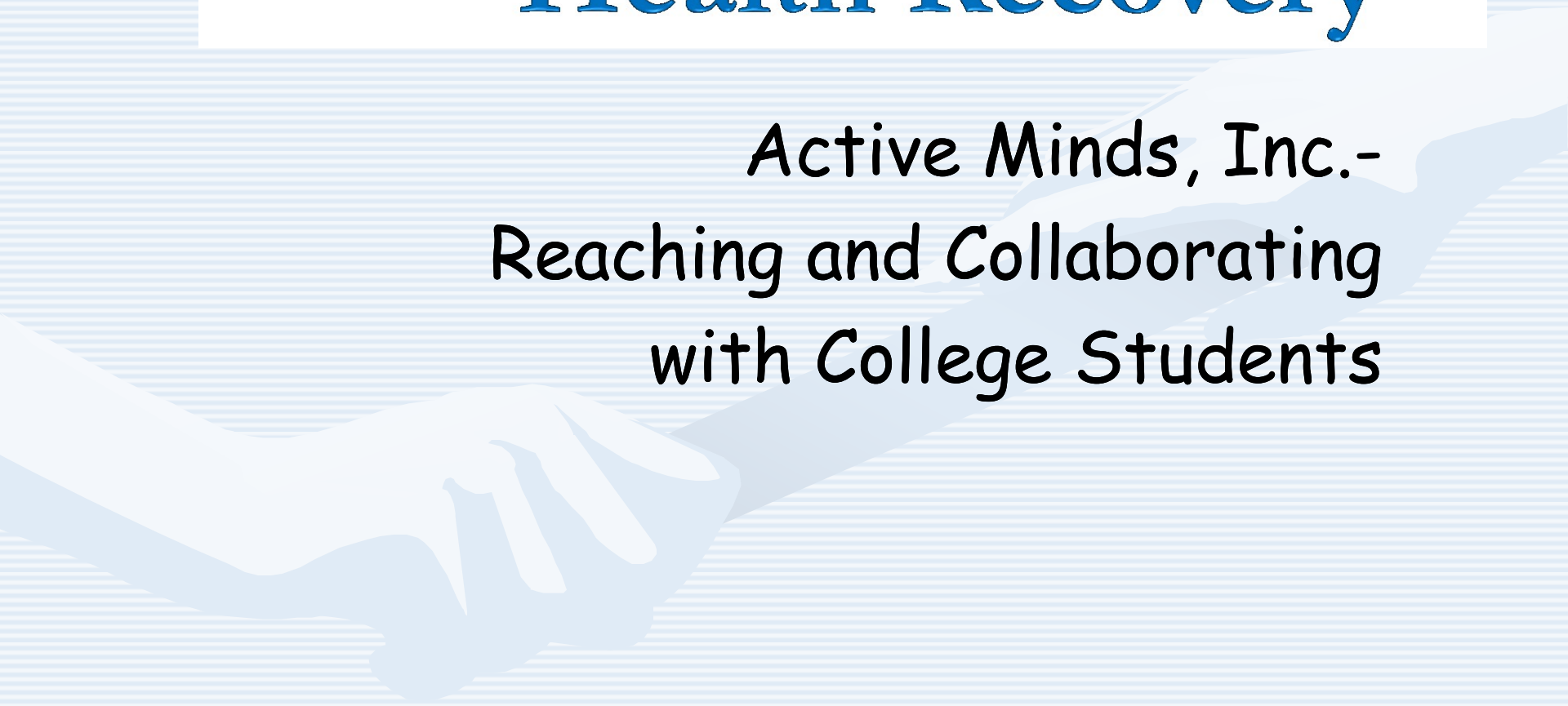


Campaign for Mental Health Recovery

Active Minds, Inc.-
Reaching and Collaborating
with College Students



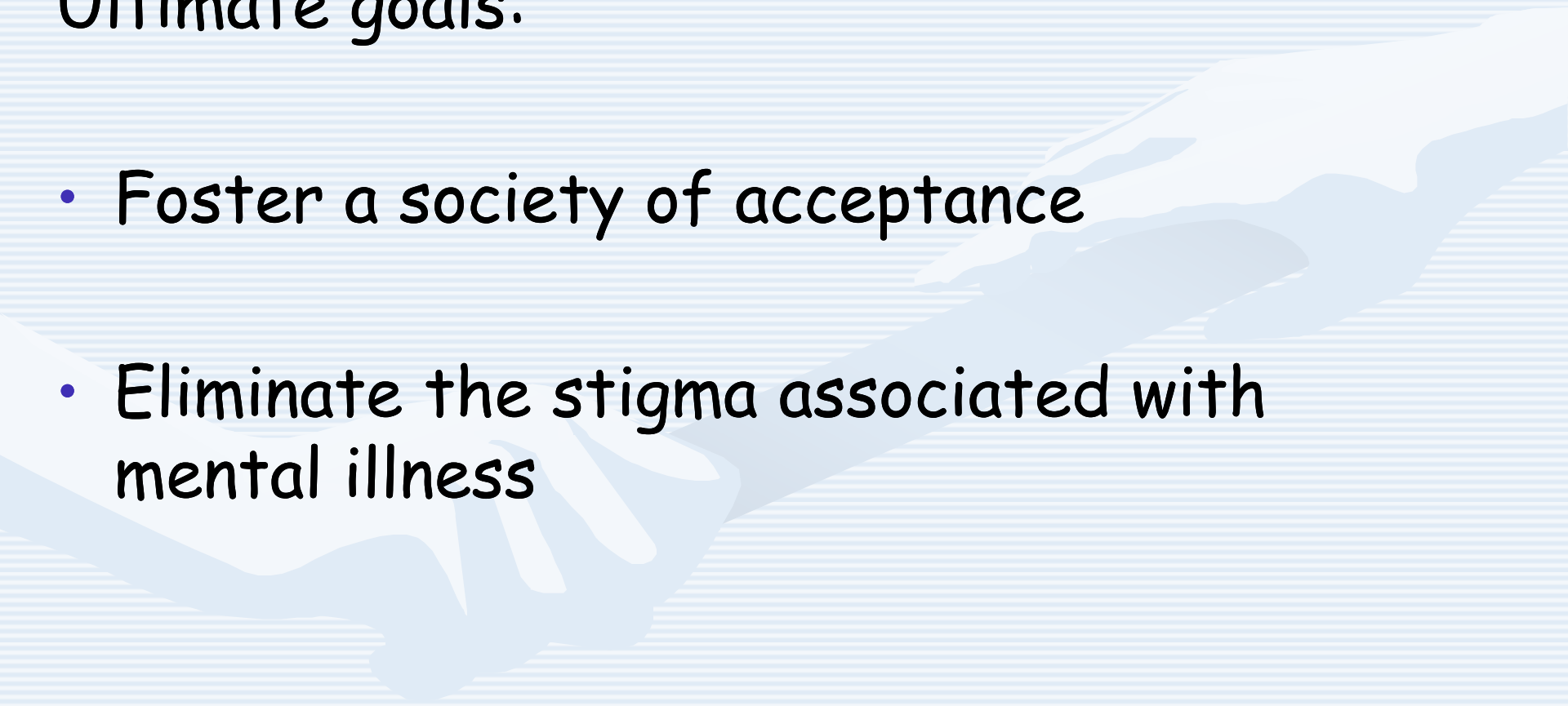
Campus Collaboration Objective

- To extend the reach of the Campaign for Mental Health Recovery (CMHR) PSA campaign
- Encourage, educate and inspire 18-25 year olds to step up and support friends they know are experiencing a mental health problem

Campus Collaboration Objective (cont.)

Ultimate goals:

- Foster a society of acceptance
- Eliminate the stigma associated with mental illness



Active Minds, Inc.

www.activeminds.org

- First student chapter developed at University of Pennsylvania in 2001, nonprofit founded in 2003
- National organization develops and supports student-run mental health awareness groups on college and university campuses around the US and Canada
- Currently: 83 chapters in 32 states plus DC and Canada - anticipated growth

Active Minds Mission

- To utilize peer outreach (“the student voice”) to increase students’ awareness of issues of mental health, symptoms of mental illness, and available resources for seeking help
- To serve as liaison between students and the administration/mental health community
- Become the major point of reference for mental illness and promotion of good mental health

Active Minds' Roles on Campus

- Work with on-campus services (counseling center) to provide education about mental health - distribute national and local resources and materials
- Sponsor speakers, panel discussions, brown bag lunch sessions
- Empower students to watch out for their own mental health and the mental health of their friends

Active Minds CMHR

Distribution Plan

- Provide each chapter with
 - 150 brochures to be distributed on campus
 - Order form for additional brochures
 - CMHR community site kit
 - The site kit is a CD-Rom that includes the campaign's PSAs, background materials, FAQs and a campaign fact sheet.
- Continue to provide brochures to new and developing chapters

Other CMHR College Outreach Activities

- Program manuals distributed in October to 1,100 peer educators through BACCHUS Network
- 450,000 brochures were included in campus trial packs (which contained giveaways unrelated to the campaign) and distributed from August to October at over 200 colleges and universities across the country.

Other College Outreach Activities (cont.)

Alloy Media on Campus/on Nightlife Networks

Work with Alloy Media to:

- Place the campaign creative on more than 1000 college campuses around the country with a reach of 10.3Mill students (roughly 90% of the college population)
- Distribute the print creative to over 1800 campuses with a reach of 11.4Mill students
- Put the creative in over 3800 restaurants, and nightclubs in 75 markets, as well as displays in 200 movie theaters in the top 25 markets.

Other College Outreach Activities (cont.)

- Work in coordination with SAMHSA to provide local organizations with materials for campus outreach.
- Materials to be included:

PSA Site Kit

Brochures

Coffee Sleeves

Mouse Pads

Post Cards

Other Outreach Activities

Chicago Public Schools Collaboration

Work with Chicago Public Schools to:

- Develop vehicles and forums to amplify the campaign message of peer support and recovery at six high schools by:
 - Holding assemblies at schools.
 - Providing health teachers with tools to discuss campaign issues during class.
 - Developing scripts to be used during homeroom announcements.

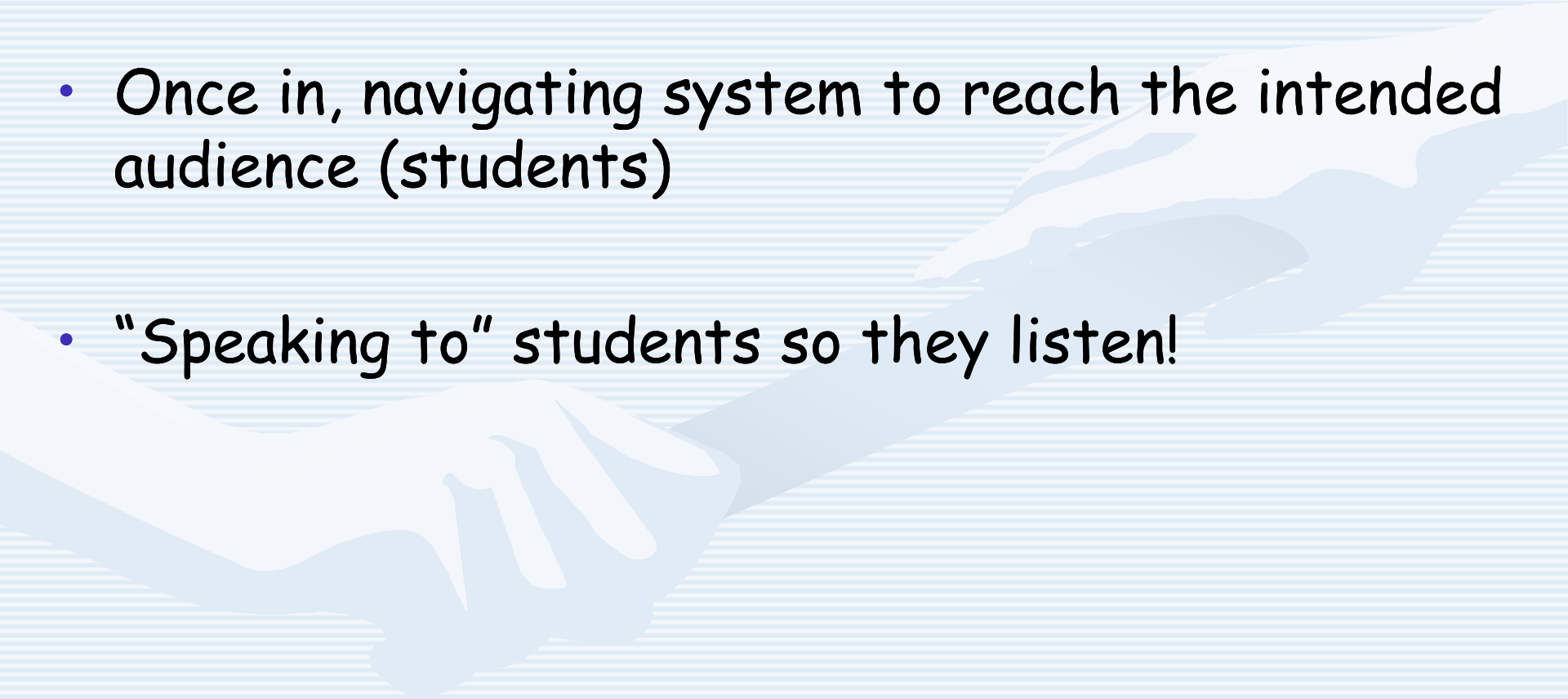
Other Outreach Activities (cont.)

Work with Chicago Public Schools to:

- Secure placement of appropriate PSAs in high school media by distributing:
 - TV and radio PSAs to air on closed circuit TV and radio and during PA announcements.
 - Print PSAs to run in school newspapers.
 - Web banners to run on high school websites.

Collaborating with Colleges: Challenges

- Making inroads at any particular school
- Once in, navigating system to reach the intended audience (students)
- "Speaking to" students so they listen!



Collaborating with Colleges: Solutions and Suggestions

- College administrators currently keen on the issues
- Presence of student awareness groups growing and strengthening on campuses
 - For same reason as mission of CMHR!
- Highly encouraged to find students where they are (student group, campus newspaper, radio station, psychology classes) to be most effective
- Timing is key!

Collaborating with Colleges: Resources

- Active Minds: www.activeminds.org
- Half of Us: www.halfofus.com
- Campaign for Mental Health Recovery:
www.whatadifference.samhsa.gov
- SAMHSA Resource Center to Address
Discrimination and Stigma:
www.stopstigma.samhsa.gov

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A college degree is not a sign that one is a finished product but an indication a person is prepared for life.

- Reverend Edward A. Malloy, *Monk's Reflections*