

# LETS BC2M Start-Up Guidebook



**Ending the stigma together.**

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“What mental health needs is more sunlight, more candor, more unashamed conversation about illnesses that affect not only individuals, but their families as well”

-Glenn Close

## **HOW TO USE THIS GUIDEBOOK**

The guidebook is divided into four sections;

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## Welcome To LETS BC2M!

Did You Know?

*1 in 5 youths ages 13-18  
will experience a severe  
mental disorder in a given  
year*

## **What is LETS BC2M?**

LETS BC2M is a student-led club initiative that allows all teens the opportunity to learn and explore more about mental health topics in a safe and supportive environment. As students engage and talk about mental health, we allow them to normalize the conversation and eliminate stigma within their community.

## **How Is The LETS BC2M Program Different?**

Commonly, mental health programs feature counselors as the main resource for emotional needs, behavioral issues, academic concerns, and mental illnesses. By the time kids see a counselor, they are often already in crisis. At the same time, counselors are often short on resources. But LETS BC2M Clubs empower young people to talk about mental illness on their own and to lead projects—outside of classrooms, assemblies, and clinical environments—to preemptively address the stigma and help prevent it in the long run.

## **Why Launch a LETS BC2M Club?**

- Hallway conversations about mental illness can produce change, transforming schools into a place where kids feel supported instead of bullied.
- Prevention and early intervention occur as students talk about mental illness today to prevent crises later.
- Clubs receive grants of \$500 so members can initiate projects, activities, and outreach.
- Teens can ask questions not only after a crisis, but also before one.
- Clubs encourage peer-to-peer learning. Students often benefit from simply talking about mental illness and “difference,” even if they don’t see a counselor.
- Everyone, with or without mental illness, is invited to talk openly
- Youth are empowered to network with resources, mentorships and communities.

## Mental Illness and Common Teen Struggles

### Academics

A common warning sign of mental illness is declining school performance. For many adolescents, the inability to cope with mental illness makes a challenging class or challenging material even harder, which may be why kids with mental health disorders have the highest dropout rate of any disability group. Addressing mental illness early on can have a tremendous impact on educational and career success.

### Teen Suicide

Suicide is the third-leading cause of death in youth ages 15 to 24 years old. Many steer away from speaking about suicide, fearing that discussion will lead to suicidal behaviors. But this way of thinking is misguided. Starting a conversation about suicide gets a person's concerns "heard" and shows a young person that somebody cares about them. Warning signs precede 4 out of 5 teen suicides, and the truth is that talking about suicide is what opens the door to wellness. So let's talk before it's too late.

### Substance Abuse

More than half (53%) of substance abusers also have a mental illness. Considering that the onset of substance abuse and mental illness are both common during the school years, educators cannot afford to think of mental illness and substance abuse as unrelated issues. Youth with mental illness may turn to substance abuse in an attempt to alleviate distressing symptoms, complicating both conditions. So, if we care about teens and substance abuse, we must also care about teens and mental illness.

### Social Problems

The stigma of mental illness can isolate youth from their families and peers. But LETS BC2M clubs are a place where kids can overcome this isolation to strengthen one another. Peer support replaces shame as a strong sense of self, and a sense of belonging often grows. Youth find solidarity in their shared goal of motivating

change, and together they create a welcoming culture where everyone can talk about things that matter to them.

## Bullying

Stigma often takes the form of bullying. Evidence shows that adolescents who are victims or perpetrators of bullying are more likely to have a mental illness in early adulthood, so let's change the conversation about mental illness and dispel the us-versus-them attitudes to create a dynamic team in which everyone can advocate against the stigma *together*.

## Getting Your LETS BC2M Club Started

Did You Know?

*Suicide is the 3<sup>rd</sup> leading  
cause of death for people  
ages 15-24 years of age?*

### Bring Change 2 Mind Pledge

- *I realize that mental illness is treatable and manageable.*
- *I understand that everyone is a valued person and deserves to be treated with respect.*
- *I will refrain from blame, shame, secrecy, social exclusion, stereotypes or discrimination.*
- *I will change the language I use when I talk about mental health and I will educate those who use stigmatizing language. I know that words matter.*
- *I will educate myself about the symptoms of mental illness and any side effects that may occur from treatment plans.*
- *I will use appropriate resources to work towards the stability of a loved one or myself.*
- *If I am feeling suicidal, I will reach out for help. If I know someone is experiencing suicidal thoughts, I will take it seriously and make every effort to ensure they get help.*
- *I will reduce stigma in myself and in others by being open about living with mental illness, naming it out loud and raising people's awareness.*
  - *I will help change the way people view mental health. I will make a difference.*

### **STEP 1 | TALK TO OTHER PEOPLE ABOUT LETS BC2M.**

Try to get them as excited about LETS BC2M as you are! Speak to other students, teachers, and those outside of the school community such as family and friends, in order to raise awareness about what LETS BC2M is trying to achieve. Ask them to participate and invite them to learn more about mental illness with you.

### **STEP 2 | FOLLOW YOUR SCHOOL/COMMUNITY RULES.**

Ask your school's administrative office what you need to do to set up a new club. They may ask you to complete a simple form or permission slip. Please obtain the necessary permissions for beginning your LETS BC2M Club and follow the rules of your school. This will often involve finding a club advisor, usually a teacher at your school, then promoting the club at your school club day to recruit additional students.

### **STEP 3 | SET UP AN INTRODUCTORY MEETING.**

Schedule an introductory meeting to share ideas about the stigma of mental illness, talk about your LETS BC2M Club's mission, and think about ways you can help. Encourage participation and dialogue. Keep it informative and fun!

Have everyone sign in with their name, phone number, and email address so they can stay updated about your LETS BC2M activities.

### **STEP 4 | COMPLETE CONSENT FORM REQUIREMENTS**

As this pilot program is currently in the process of evaluation, anyone participating in the evaluation of the clubs must have consent. Parents of members will be required to complete and return a consent form to the club advisor. And, the student himself or herself will need to complete the assent form. The UC Berkeley research assistant will distribute these forms in person.

We also ask parents to give permission to use photographs of club members in promoting LETS BC2M. This consent form will come with your copy of this Guidebook. LETS BC2M headquarters will collect these once your club is active.

### **STEP 5 | FORMALIZE YOUR PLANS.**

Now it's time to think about details. Schedule your first formal meeting to address organizational objectives, to brainstorm, to delegate responsibilities, and to decide how you will run your LETS BC2M Club together. Determine the following:

- Your goals, plans, and logistics for running your LETS BC2M Club. Use the Club Constitution (Appendix 1) to answer basic start-up questions.

- When, where, and how often you will meet. Have your club advisor complete and return the *Advisor Agreement*, which can be found in the advisors guidebook.
- Nominate or elect your LETS BC2M Club Officers. Use *Responsibilities of Club Officers* information on page 14 to define Club member roles.

### **STEP 6 | COMPLETE YOUR LETS BC2M CLUB CONSTITUTION.**

Together with your Club, complete the *Club Constitution* found in Appendix 1. Use this to set goals, decide how to use your grant, and become an official Club of LETS BC2M. This constitution will help you guide your Club activities throughout the school year.

### **STEP 7 | MEET, TALK, ACT!**

Now you can really dig in. Do you have a regular room for club meetings? Is there something fun you want to do as the club gets itself together? Is there something important you want to discuss? A cool idea you have? Begin your regular meetings using this Guidebook and your own ideas to talk about the stigma of mental illness, activities your Club can do, and ways you can reach out to your school or community.

### **STEP 8 | REVIEW YOUR LETS BC2M START-UP GUIDEBOOK.**

This Guidebook is full of ideas to help you get organized and start erasing the stigma of mental illness. Don't worry, it's simple!

### **STEP 9 | APPLY FOR A LETS GRANT.**

Create plans for a \$500 grant from LETS BC2M. Fill out the *Grant Application Form* (found on our website [bringchange2mind.org](http://bringchange2mind.org)), being as specific as possible, and return it to [leanne.l@bringchange2mind.org](mailto:leanne.l@bringchange2mind.org).

### **STEP 10 | TALK TO US!**

LETS BC2M Headquarters will contact you soon to review your Constitution, connect you with resources, help you with a grant, ask if you need anything else, *and of course congratulate you!* Also, the evaluation team of LETS BC2M, at UC Berkeley, will have a research assistant who can also help with any "troubleshooting" issues

## **Your Role In The Pilot Evaluation**

We are committed to evaluating the impact of being part of a LETS BC2M club. So, we will ask members to complete a survey (open-ended questions and rating scales) related to knowledge of mental illness and attitudes toward it.

If your club is part of the evaluation, we will ask that these surveys be mailed to us via pre-paid envelopes that we will provide—or given to the UC Berkeley research assistant—so that the effectiveness of the program can be further verified. Your assistance with this is invaluable as we strive to provide schools and teens with an evidence-based mental health resource. We want to know whether LETS BC2M works, and if so, how!

## **How The LETS BC2M Headquarters Helps You**

The LETS BC2M headquarters is here to assist you as you embark on your role as LETS BC2M club members. In addition to being a point of contact for your questions and suggestions, we will support your clubs growth by;

- Notifying you of upcoming trainings in your area or organizing a professional to come to your club.
- Organizing captivating speakers to speak at your club meetings.
- Providing you with a \$500 grant to fund activities of interest to the student members.
- Sending you links and information on documentaries relevant to mental health and stigma.
- Providing opportunities for all LETS BC2M clubs to meet at events such as our annual LETS BC2M Summit.
- Providing you with a sample calendar of activities
- Helping you to make your club unique

## Now That Your Club Has Formed



Congratulations! You have now officially created a LETS BC2M club and are ready to begin. In this section you can review tips for growing and strengthening your club.

### **Responsibilities of LETS BC2M Club Officers**

During initial establishment of your LETS BC2M Club, determine the following Club officers (or members responsible for the roles of each position). You can install additional officers and committees as your Club grows.

#### **President**

The President manages the day-to-day operations of the Club. He or she facilitates the regularly scheduled meetings and ensures the progress of the Club's mission and activities. The President, with the help of the Club Advisor, is also responsible for ensuring their LETS BC2M Club does not turn into a counseling or support group. (See page [15](#) for a statement you must read before each meeting as a reminder.)

#### **Vice President**

The Vice President supports the President during meetings and will stand in for the President if he or she is unavailable.

#### **Historian**

The Historian tracks Club activities and meetings. This is an extremely important role, because attendance at LETS BC2M clubs may be related to how well the clubs do, so we want to keep an accurate record. More information on this role and the record form can be found in Appendix 2.

#### **Secretary**

The Secretary organizes logistical information for Club meetings and activities, follows up with pertinent information, keeps track of to-do lists for Club members as discussed during meetings, and creates the Club meeting agendas. He or she handles all of the Club's organizational documents.

#### **Treasurer**

The Treasurer handles the Club's finances. He or she keeps a written record of all financial information, including expenses, donations, and fundraising revenue. The Treasurer reports the status of the Club's finances on a pre-determined basis, or when relevant. The financial records should be available to all members of the Club and to BC2M headquarters.

## Committees

Many organizations develop committees for their central tasks, such as fundraising, events, volunteering, community outreach, etc. If your Club decides to establish committees, determine the responsibilities and tasks expected committee members. Use the following page for notes on your Club Officers and Committees.

*\*If your club has smaller numbers, you may wish to merge certain roles such as secretary and treasurer, so that all responsibilities are covered without too many officers.*

## Mandatory Introductory Statement

At the beginning of each Club meeting, a participant must read this introductory statement to remind members that LETS BC2M is not a clinical resource, source of therapy, or support group:

*Welcome to our LETS BC2M Club! We are here to erase the stigma of mental health concerns and other important issues that youth face each day. Please remember that our Club is not a support group, therapy, or a place to vent; and the program does not provide mental health services in any capacity. Rather, LETS BC2M Clubs are a positive place where we can share open dialogue and make a difference. If you or someone else needs help, refer to other resources that our Club has discussed together.*

## Mandatory Discussion Topics

The following is a list of important topics your LETS BC2M Club needs to address throughout the year to help you learn, teach one another, and better understand mental illness and stigma. You can explore these topics through discussions, researching each topic, and reporting your findings in your Club, group projects, or your own creative ideas. Be sure to write down the date and check off each subject as you go.

- What is stigma?  
Date(s) Addressed: \_\_\_\_\_
- What is mental illness?  
Date(s) Addressed: \_\_\_\_\_
- What are multiple kinds of resources that can help people learn about mental health concerns and get help?  
Date(s) Addressed: \_\_\_\_\_

- If you think somebody needs help for a mental illness, what should you do? How can we help without giving specific advice that should come from a professional?  
Date(s) Addressed: \_\_\_\_\_
- What are some types of mental illness? What do they mean?  
Date(s) Addressed: \_\_\_\_\_
- How do we see stigma regarding mental illness in current events?  
Date(s) Addressed: \_\_\_\_\_
- Why do people avoid talking about mental illness and other stigmatized issues?  
Date(s) Addressed: \_\_\_\_\_
- How can young people erase stigma for future generations?  
Date(s) Addressed: \_\_\_\_\_

### Additional Discussion Topic Ideas

Remember: these topics are only suggestions to help start a dialogue. Feel free to amend—or even create! —Your own topics.

- What is mental health?
- What are some mental illnesses you are aware of?
- What is stigma in relation to mental illness?
- Have you or anyone you know ever had a mental illness?
- What does it mean to be a friend or a family member to someone with a mental illness?
- How has mental illness affected your relationships?
- Open up a discussion about mental illness with your friends and family and discuss what you've learned.
- What are some consequences of the stigma of mental illness?
- What would you do to help stop the stigma of mental illness?
- What can we do to raise awareness and educate our community?
- Research the statistics of mental illness within your community and discuss what you've found.
- What are the challenges of trying to erase the stigma of mental illness (within your community or even just person-to-person)?
- Do you think the stigma of mental illness will be erased within your lifetime?

Although we do encourage open discussion on all mental health issues, be sure to keep focus on how you can further the mission of *erasing the stigma*

## Documentaries/ Videos

Short and interesting videos can be a great tool for starting your meetings. You don't have to use these every meeting, but these short films can focus club members on the purpose of the club and be an excellent stimulus for discussion as the meeting moves forward.

Here is a list of videos that we recommend;

This is Your Brain by Michael Hanna (First 6:15 minutes)

[http://www.youtube.com/watch?v=hhPx\\_ZBy1SI&authuser=0](http://www.youtube.com/watch?v=hhPx_ZBy1SI&authuser=0)

Stand Up Kid

[https://www.youtube.com/watch?v=SE5Ip60\\_Hjk](https://www.youtube.com/watch?v=SE5Ip60_Hjk)

I Had a Black Dog, His Name was Depression

<https://www.youtube.com/watch?v=XiCrniLQGYc>

Psychological Disorders: Crash Course Psychology #28

[https://www.youtube.com/watch?v=wuhJ-GkRRQc&list=PLx-8QEdUhE1SBcaer8mx\\_5kcqccEcsp1j](https://www.youtube.com/watch?v=wuhJ-GkRRQc&list=PLx-8QEdUhE1SBcaer8mx_5kcqccEcsp1j)

Schizo: Bring Change 2Mind

<https://www.youtube.com/watch?v=21U4sa187GY>

Mental Illness: What you See/ What You Don't See

[https://www.youtube.com/watch?v=54sDdNa9vek&index=4&list=PLx-8QEdUhE1SBcaer8mx\\_5kcqccEcsp1j](https://www.youtube.com/watch?v=54sDdNa9vek&index=4&list=PLx-8QEdUhE1SBcaer8mx_5kcqccEcsp1j)

Stomping Out Stigma: Mental Illness

<https://www.youtube.com/watch?v=atsYrwCfQk8>

Campaign for Mental Health Problem and Awareness

<https://www.youtube.com/watch?v=fZSk-BZ7-l8>

What do you Think about Mental Illness?

<https://www.youtube.com/watch?v=FG4pXTqJ3ec>

Let's talk- Crazy

<https://www.youtube.com/watch?v=qW2izYX54f0>

Stigma and the media

<https://www.youtube.com/watch?v=8WWKXyIXZX0>

## Optional Lesson Plans

### Lesson plan 1: Stigma

Video;

Schizo, BC2M

<https://www.youtube.com/watch?v=21U4sa187GY>

Follow-up Questions;

- 1) How does this video relate to stigma?
- 2) Why do you think mental illness is so stigmatized?
- 3) Can you think of other health conditions or social issues that were previously stigmatized?
- 4) How does stigma affect people's lives?
- 5) How may stigma effect treatment seeking behavior? Eg. Avoid seeking help, self-medication.

### Lesson Plan 2: Mental Illness

Video;

This is your brain (First 5-6 min)

[http://www.youtube.com/watch?v=hhPx\\_ZBy1SI&authuser=0](http://www.youtube.com/watch?v=hhPx_ZBy1SI&authuser=0)

Questions;

- 1) In your own words how would you describe mental health or illness?
- 2) What does it mean to be a friend or a family member to someone with a mental illness?
- 3) Do you think many people know the facts about mental illness?
- 4) Has your school or community tried to address the topic?

### Lesson Plan 3: Educating and raising awareness

Video;

I had a black dog, his name was Depression

<https://www.youtube.com/watch?v=XiCrniLQGYc>

Questions;

- 1) This video shows resources that a person can use to help deal with their condition, but what resources help other people learn more about mental illness?
- 2) In your opinion, which is the best and why?

- 3) Why is it important that more people learn about mental illness?
- 4) What messages would you want to communicate to other students? Eg. Mental illness is a biological condition not a character flaw, it is treatable, to help them recognize symptoms.
- 5) Do you think your generation is more open to talking about mental illness than your parent's generation?

#### **Lesson Plan 4: What Should You Do if Someone Needs Help?**

Video;

Let's talk- Crazy

<https://www.youtube.com/watch?v=qW2izYX54f0>

Questions;

- 1) How could you tell that a friend may need help?
- 2) What would you do if you were concerned?
- 3) Would you feel comfortable doing this?
- 4) Do you think many teens would know how to address this with a friend and know where to seek help?

#### **Lesson Plan 5: Types of Mental Illness**

Video;

Stomping Out Stigma (Up to 2:20 min)

<https://www.youtube.com/watch?v=atsYrwCfQk8>

Questions;

- 1) Take turns to name a mental health condition and explain it as best you can.
- 2) Which do you know the most and least about?
- 3) Do certain mental health conditions carry greater stigma? Why?
- 4) How can being labeled with a mental health condition reinforce stigma? Eg. Oversimplifies, stays with the person a long time even if inaccurate.

#### **Lesson Plan 6: Stigma in Current Events**

Video;

Stigma and the media

<https://www.youtube.com/watch?v=8WWKXyIXZX0>

Questions;

- 1) How is mental illness portrayed in the media?

- 2) How does this effect public perception?
- 3) Why may they present the topic in this manner?
- 4) What could the media do to change?
- 5) Are there any ways that you could help to change this?

### **Lesson Plan 7: Why Do People Avoid Talking About Mental Illness?**

Video;

Mental illness: what you see and what you don't see.

[https://www.youtube.com/watch?v=54sDdNa9vek&index=4&list=PLx-8QEdUhe1SBCaer8mx\\_5kcqccEcsp1J](https://www.youtube.com/watch?v=54sDdNa9vek&index=4&list=PLx-8QEdUhe1SBCaer8mx_5kcqccEcsp1J)

Questions;

- 1) The people in this video are happy to speak about mental illness, but why do some people avoid talking about it?
- 2) Are certain types of people less likely to talk about mental illness eg. Old or young, male or female?
- 3) Who would you feel most comfortable talking to about mental illness?
- 4) Who would you feel least comfortable talking to about mental illness?

### **Lesson Plan 8: How Can Young People Erase Stigma For Every Generation?**

Video;

Stand up kid

[https://www.youtube.com/watch?v=SE5Ip60\\_Hjk](https://www.youtube.com/watch?v=SE5Ip60_Hjk)

Questions;

- 1) How do you think young people can help erase the stigma of mental illness?
- 2) What organizations would help to make this possible? Eg. Schools, community centers, local businesses, media.
- 3) What are the barriers to doing this?
- 4) How can we overcome these challenges?
- 5) Do you think the stigma of mental illness can be erased in your lifetime?

\*Additional follow-up activities for these optional lesson plans can be found on our website.

## Ideas for Keeping Meetings on Track

Effective meetings should focus on clearly stated goals and affirm the Club's mission and objectives. Include discussion of what was accomplished since the last meeting as well as directions on this particular say's agenda. Meeting leaders should:

- Prepare an agenda before each meeting that includes:
  - Important follow-ups from the last meeting
  - What needs to be addressed at the current meeting
  - What decisions must be made at the current meeting
  - What plans need to be made for upcoming activities
  
- Allow time to create an action plan for items that need to move forward before future meetings.
  
- Make sure that topics discussed are relevant to all attendees.
  
- Make sure each meeting is timely and addresses all priority issues on the agenda.
  
- Allow all participants an opportunity to contribute. (Be flexible here, because in any group there are bound to be 'talkers' and 'listeners.' Still, try to encourage participation from everyone to extent that they can and are comfortable with.)

Participants should:

- Be on time for each meeting.
- Remain on topic.
- Be courteous to those speaking by not interrupting.

## Fun Ideas For Club Activities

### Activity and Event Planning

The first thing to do when planning an activity or event is to consider the following:

**Who** is responsible for the activity? Who needs to be informed of the event? Who will help?

**What** preparations are necessary for the activity and what materials are needed?

**When** is the date and time of the activity?

**Where** will this activity take place?

**Why** is this activity or event in line with LETS BC2M Club's goals and objectives?

### **EVENT TIPS**

- Create a month-by-month Club calendar with at least one event each month or so to keep your Club active and visible in your school and community. For example, you might want to:
  - *Month 1:* Participate in school fair to recruit new members. Hold general meetings to welcome new members.
  - *Month 2:* Host Mental Health Awareness Week.
  - *Month 3:* What's YOUR cool idea?
- Promote the event by posting flyers around high traffic areas like your cafeteria, local supermarkets or restaurants. You may also want to contact local media like public broadcasting stations, local event websites, and community newsletters to promote the event.

### Facebook Ideas

Every Club member should follow LETS BC2M on Facebook to keep up to date on the latest events and news. Here are some tips:

- Ask all Club members to "friend" the main LETS BC2M page at Lets Erase The Stigma!
- Start your own LETS BC2M Club Facebook Page for events and communications specific to your Club.
- Use your Club Facebook Page to coordinate with other Club members, send reminders about events, schedule meetings, and share ideas.
- Post links and status updates that include what you're doing with your Club.
- Brainstorm how Facebook can be a positive medium for erasing stigma. What can you do on Facebook to spread awareness, organize support, motivate your Club members, inspire action, and erase stigma?

## Fundraising Ideas

Below are some suggestions for fundraising events. Your own ideas and creativity are also encouraged! Whenever you plan a fundraiser, be sure to first seek approval from the appropriate people at your school and in your community:

### **1. Service Events**

Easily raise funds with service events.

- Hold a bake sale and, to promote Club continuity, prepare baked goods for a sale together, as a Club.
- Sell baggies filled with five cookies; four all the same flavor or frosting color and one cookie that is a different color or flavor. Include a card with the Club logo, website, and a note that says, “only one in five people who have a mental health concern and need help actually gets help.”
- Hold car washes, dog washes, or community cleanups to involve your surrounding neighborhoods.

### **2. Product Sales**

Sell LETS BC2M-themed items such as our logo tees, rubber bracelets, pens, pencils, and LETS BC2M erasers!

- Make and sell LETS BC2M-themed stress balls from balloons filled with sand. Write the LETS BC2M name and website on one side of the balloon—and on the other side write a positive word that is key to erasing the stigma of mental health concerns. For example: “acceptance,” “respect,” or “understanding.”
- Around midterms and finals, sell packages of gum with a card that gives information about LETS BC2M and tips for reducing stress. For example: meditating, exercising, or chewing gum.

### **3. Mondo Yard Sale**

A “Mondo Yard Sale,” usually requires group coordination. Hold your yard sale in a high-traffic location like a school parking lot.

- As with any yard sale, put up signs in advance with the dates and times of your sale. Be sure your advertising mentions that proceeds will benefit your Club.
- Have your supporters scavenge their closets, attics, and garages for unwanted items. Don't bother with individually pricing anything. Just place it out for display with other similar items and get what you can for each piece.
- Having a good mix of items is helpful, as not all your buyers will be searching for the same things. Popular items include furniture, tools, clothing, and toys.
- You can increase your donations, volunteers, and net proceeds by offering a percentage split to donors of large ticket items. They get rid of the old lawn mower, and when it sells for \$40, they keep \$20.

#### **4. Holiday Gift Wrap Center**

Arrange a holiday gift-wrapping station for teachers and parents. Purchase holiday themed gift-wrapping supplies and set aside a time to wrap gifts for those who don't have the time or inclination. The more ornate the wrapping choices, the higher price you can set per package.

Bookstores and other retailers are great venues for setting up stations.

#### **5. Get The Picture**

Offer portraits, glamour shots, vintage photos, and other "dressy" pictures. Your group can coordinate with a local photographer or perhaps a talented photography student to create the following prints:

- Dress-up Picture Party (with themes like western wear, biker gear, 80s attire, etc.)
- Goofy Faces Wanted! (yours included)
- Andy Warhol Style colored portraits

#### **6. Rubber Duck Derby**

The Rubber Duck Derby is an easy and fun fundraising event that can be sized to fit your group's supporter base. The actual event, strange as it may sound, involves racing rubber ducks down a local stream or canal.

- Sell tickets linked to select numbered rubber ducks that race down the waterway. Your local community "adopts" the ducks for a chance to win valuable donated prizes.
- At the event, empty large plastic bags full of the ducks simultaneously into the water. The winning duck is the one that floats to the finish line first. There may also be prizes for other categories to add to the festivities.

#### **7. Blues Fest**

For this event, sell tickets to a one-night music festival and raise extra cash selling LETS BC2M t-shirts, rubber bracelets, pens, and erasers at the event.

- Reserve a night at a local park, or ask your school or community center to allow you to use a field or auditorium for the evening.
- Invite bands to play for short blocks of time; high school and college bands are always happy to get exposure.
- Ask parents or teachers to grill food, included in the price of the ticket, or ask a local restaurant to cater the event.

## **8. Movie Night**

Host a movie night at a local theater or school auditorium. Show something that other students and community members will enjoy, but don't forget that LETS BC2M is about erasing the stigma of mental illness. So, it is probably best to pick a movie that raises awareness or shows the realistic side of mental health concerns (not a slasher flick).

- Post flyers around your school and community, hand out invitations to the event to classmates, and include an ad in your school bulletin or events calendar to advertise the date, time, location, and movie. Don't forget to mention that all proceeds are going to a good cause!
- If you're interested in screening a new release, ask the theater manager if he or she can help you by donating the proceeds from ticket sales to your LETS BC2M Club. Many theaters offer group deals and provide donations when asked. However, check out your theater carefully, because some of the larger companies have a set charity list and will not provide free goods and services.

### Volunteer and Community Outreach Ideas

- Volunteer with other organizations that work in mental health fields.
- Participate in programs sponsored by other mental health organizations in your community.
- Help a teacher plan and present a mental health lesson to younger kids.
- Write an article about the importance of mental health for your school publication or website.
- Collect socks and blankets for homeless shelters or mental health facilities.

### Educational Activity Ideas

1. Get to know your school psychologist/counselor or nurse and ask for his or her support in LETS BC2M Activities.
2. Contact local colleges and ask about peer education programs. If they have one focused on mental health or wellbeing, ask for a peer educator to present to your Club or school.
3. Public Service Announcements
  - Write and produce a public service announcement or short play addressing current issues regarding the stigma of mental illness.
  - Increase awareness and participation by timing these PSAs to correspond with Club events.
4. Book Club

- Read books or watch movies or read books related to mental health.
  - Discuss these events as a group.
  - Check out local theaters and attend a play that addresses mental health concerns.
  - Ask if the theatre would be willing to do a post-show discussion for the Club.
5. Boost of Confidence
- During Eating Disorder Awareness Month post notes on the all the bathroom mirrors.
  - Write a combination of inspirational sayings like “You are beautiful,” and facts about how to prevent eating disorders from the National Eating Disorder Association website.
  - Post notes with encouraging quotes during finals and midterm week as a great way to inspire students and help them relax.
6. Thinking Inside the Box
- Make a “Question Box” for Club members and other classmates and community members to anonymously submit questions about mental health concerns and stigma.
  - Make a “Let It Go Box” where people can write down incidents they observed or experienced of stigma of mental health concerns. Discuss these anonymous submissions during Club meetings.
  - Have Club members create “Post Secret” postcards related to their feelings and experiences with stigma. Use these as an artistic outlet for members and talking points for addressing the effects of stigma.
7. Walk It Out and Talk It Out
- In your Club, discuss one or more of the many designated mental health awareness months and weeks (such as Eating Disorder Awareness Month, Autism Awareness Month, National Anxiety and Depression Week, and more).
  - Choose an awareness period to host a walk around your campus or community park, where you can carry signs that promote awareness, positive self-esteem and body image, recovery, and so on.
  - Wear your Club t-shirts and host a Club walk through a busy park. Bring information postcards or LETS BC2M brochures to hand out to people who ask about your group.
8. Take field trips and participate in local activities related to youth, mental health, stigma, and education.
9. Arrange fun activities with a casual atmosphere (such as bowling) with educational materials on hand for anyone interested.
10. A Visible Difference

- Have Club members wear out-of-style or wild-patterned shirts that they feel sets them apart from their peers and represents the stigma around mental illness.
  - Use your peers' responses as opportunities to discuss the stigma of mental illness.
  - Alternatively, if you have a larger Club, show your classmates that every 15 minutes someone dies by suicide with a Black-Out Event.
  - Have all Club members wear a light colored shirt to school, but bring a black shirt to pull over it.
  - Give every member a time during the school day at which they put on their black shirt.
  - Make sure that one Club member is pulling on his or her black shirt every 15 minutes.
11. Collaborate with your school's art program or a local art gallery, and put on a stigma- or health-themed art show.
  12. Request a presentation by a speaker, Club member, or community leader at your school. Identify local youth who are open about their personal experience with mental illness and invite them to speak at your school.
  13. Plan a stigma discussion at your school and invite many students to attend. In groups of ten, discuss how you see stigma at school and in the news. Then discuss a simple task you are going to do *tomorrow* to make change.
  14. Plan events for National Mental Health Awareness days and months.

## Sample Activity Calendar 2015-2016

|                  |   |
|------------------|---|
| <b>September</b> | <ul style="list-style-type: none"> <li>• Member recruitment</li> <li>• Orientation to LETS BC2M</li> <li>• Club leader election</li> <li>• Plan goals for school year and projects for the semester</li> <li>• Suicide Prevention Week; watch “More Than Sad; Teen Depression”</li> </ul> |
| <b>October</b>   | <ul style="list-style-type: none"> <li>• Host a pizza party and screen a documentary highlighting mental illness or stigma.</li> <li>• Hand out ribbons for World Mental Health Day</li> </ul>  |
| <b>November</b>  | <ul style="list-style-type: none"> <li>• Host a speaker for your club</li> <li>• Contact your school or local newspaper and write an article on mental illness, its impact on teens or stigma</li> </ul>  |
| <b>December</b>  | <ul style="list-style-type: none"> <li>• Fundraise and raise awareness with a cookie sale (see activities)</li> <li>• Volunteer with a local mental health organization</li> </ul>  |
| <b>January</b>   | <ul style="list-style-type: none"> <li>• Create a poster campaign educating students on mental illness and the misconceptions</li> <li>• Collect socks and blankets for local homeless or mental health facility.</li> </ul>  |
| <b>February</b>  | <ul style="list-style-type: none"> <li>• Eating Disorder Week; post positive notes on student bathroom mirrors</li> <li>• Host a speaker for your club</li> <li>• Recruit students to sign the BC2M pledge</li> </ul>   |
| <b>March</b>     | <ul style="list-style-type: none"> <li>• Prepare a poster highlighting your club and what you have done this school year.</li> <li>• Help a teacher plan and present a lesson on mental health</li> </ul>   |
| <b>April</b>     | <ul style="list-style-type: none"> <li>• Stress Less Week; Arrange a jog or yoga class together</li> <li>• Attend our LETS BC2M summit and bring your poster.</li> </ul>  |
| <b>May</b>       | <ul style="list-style-type: none"> <li>• Mental Health Month; Take part in a mental health walk.</li> <li>• Present at school or a local event about why we should end the stigma of mental illness.</li> </ul>   |

## FAQ for LETS BC2M Members and Advisors

Did You Know?

More than 2/3 of Americans  
who have a mental illness live  
in the community and lead  
productive lives.

Below are some answers to frequently asked questions about LETS BC2M. Please be sure to read this section of the Guidebook. If you have questions that are not answered here, feel free to email Leanne Loughran at [leanne.l@bringchange2mind](mailto:leanne.l@bringchange2mind) or call us at 415-425-9936.

### **Is LETS BC2M only for teens with mental illness?**

LETS BC2M is an inclusive club where everybody can work together to erase stigma, dispelling us versus them attitudes. Student members come from a variety of backgrounds and have varied interests in mental health. Some may be living with a mental health disorder such as depression, anxiety, bipolar disorder or an eating disorder. Others are friends or family of people who live with a disorder, or are survivors of a friend or family member's suicide. Many members of LETS BC2M are simply students with an interest in issues of mental health.

As you can see, LETS BC2M is an inclusive community and welcomes everyone. Students, teachers, mentors, mental health organizations, community leaders, clinicians, people with mental illness, families--and anyone else who cares—can all join together to talk about stigma and help kids.

### **Is LETS BC2M a support group?**

Clubs are not support groups or forms of therapy. Rather, LETS BC2M Clubs are a vehicle for opening dialogue among peers. Of course, talking about stigma and openly addressing mental health has a supportive nature; after all, early education and social inclusion help to prevent problems from becoming worse. Students seeking clinical help should be referred to other resources such as a crisis hotline for emergencies, a clinical provider, or a mental health organization.

### **How much input can I have in our club activities?**

We want you to have as much input on these decisions as possible. LETS BC2M clubs are designed to be student-led, which means that the topics of discussion, activities and events you chose to address are under your control, so long as they appropriate and respectful of other students, your school, and your community.

### **I am concerned about a friend. Who are the best people to talk with?**

Having a bad day is normal. It happens to everyone. Having a string of bad days in which one can't sleep, eat, keep up with schoolwork, or find enjoyment—or in which behavior is really agitated—could be the sign of a larger problem. Listening to your friend and offering them the opportunity to speak with you in private about how they are feeling can help them to open up about issues that may be bothering them.

If you feel that your friend requires additional help, it is really important to speak to an adult who can help. This may be your club advisor, a teacher you trust, a guidance counselor, or a parent. Remember, it's better to talk about it than to keep silent.

**Can I send suggestions to LETS BC2M?**

Absolutely! Thank you for your work in helping us erase the stigma and discrimination around mental illness!

## APPENDIX 1: YOUR CLUB RECORDS

### LETS BC2M Club Constitution

Name of High School:

**With specific goals, we can do **BIG** things!**  
\_\_\_\_\_ Academic Year

*Mission: LETS Bring Change 2 Mind is a nonprofit dedicated to erasing the stigma of mental illness by funding and developing educational programs, mentoring opportunities, and research possibilities designed to empower youth to change the perception of mental health concerns.*

This constitution is not meant to be a test of your understanding of LETS BC2M philosophy. It is an opportunity for your Club to brainstorm, organize ideas, plan for activities and fundraising, and set clear goals for the academic year. LETS BC2M is an opportunity for YOU to come up with your own solutions, rather than follow an established curriculum, so be creative! We're excited to see what you come up with and eager to help you reach your goals any way we can!

#### **Club Administration**

1. Our school, community center, or organization is:

Name  
Address  
Phone  
Email

2. Our LETS BC2M Club President is:

Name  
Title  
Phone  
Email

3. Our LETS BC2M Club Advisor is:

Name  
Title  
Phone  
Email

4. Our LETS BC2M officers include:

President  
Vice President  
Secretary  
Treasurer

Other

5. Our LETS BC2M meetings will take place:  
Time  
Location  
Cycle (weekly, bi-weekly, monthly)

### **Our Guiding Principles**

1. Our goal is...
2. Our purpose is...
3. We have set out to...
4. We do not tolerate...
5. We provide...
6. We want...
7. We create...
8. We include...

### **Our Vision**

We want every community to be free from the stigma of mental illness.

9. A stigma-free community will *act* like this:
10. A stigma-free community will *help* like this:
11. A stigma-free community will *talk* like this:
12. We want people with mental illness to be able to:

### **Our Goals This Year**

13. This year we want to have a total of this many members: \_\_\_\_
14. This year we will have this many Club meetings: \_\_\_\_
15. This year we will participate in at least this many outreach programs: \_\_\_\_
16. This year we will participate in at least this many speaking events: \_\_\_\_
17. This year members will collectively have at least this many conversations about mental illness *with our peers on campus*: \_\_\_\_
18. This year members will collectively have at least this many conversations about mental illness *in communities off campus*: \_\_\_\_
19. This year we will send this many letters letting others know how they can help us erase the stigma: \_\_\_\_
20. This year we will do outreach in at least this many communities: \_\_\_\_
21. These communities include:
  
22. This year we will try this many new ideas: \_\_\_\_
23. This year we will participate in this many activities in addition to Club meetings: \_\_\_\_
24. These activities will include:

### **Our Treasury**

25. Our plans for our \$500 Club grant are as follows:
  
  
  
  
  
  
  
  
  
  
26. This year we will have at least this many fundraisers (optional): \_\_\_\_
27. This year we want to fundraise (optional) \$\_\_\_\_.
  
  
  
  
  
  
  
  
  
  
28. We will use the funds to:

## **Our Legacy**

We can erase the stigma in our generation, stop the stigma for future generations, and even change the perception of older generations.

29. We will reach our generation by:

30. We will reach younger and future generations by:

31. We will reach older generations by:

## APPENDIX 2: HISTORIAN LOG

### Historian's Log

Thank you for being our LETS BC2M Club Historian! As a Historian you have an important and fun chance to share what your LETS BC2M Club is doing, track your achievements, and document history in the making—the history of your Club! Because LETS BC2M encourages you to discover your own new ideas, we won't know about your brilliant dialogue and creative plans unless you tell us. That's why we ask you to share simple reports and photos of your activities with us. We *really* want to hear from you!

Here's what you do:

1. Whenever you have a Club meeting, event, or activity, follow the example below and take a few minutes to make a simple entry in the Historian Log on the next page.
2. We also love photos! Please take pictures at your LETS BC2M events whenever possible. Ask all Club members you photograph to complete the *Photo Permission Consent Form*, found in the back of your Guidebook and return these slips to LETS BC2M along with your photos.
3. Submit copies of your Historian's Log (along with photos and permission slips if you have them) to LETS BC2M at the end of each academic semester or trimester, or in January and June each year.. Email the copies or send them to:

LETS Bring Change 2 Mind  
1265 Battery Street, Fifth Floor  
San Francisco, CA 94111

Take a look at the example on the next page, then use the Historian's Log to create your own entries. If you run out of room, just email [us](mailto:us) for a new form.

Remember to send a copy of your log to LETS BC2M at the end of the semester! You can email this to [leanne.l@bringchange2mind.org](mailto:leanne.l@bringchange2mind.org)

**Historian's Log**

**Name of your School or Community LETS BC2M Club:**

| Date,<br># of Attendees | LETS BC2M<br>Activity | Subjects<br>Discussed | Constitution<br>Goals You Met | New<br>Ideas |
|-------------------------|-----------------------|-----------------------|-------------------------------|--------------|
|                         |                       |                       |                               |              |
|                         |                       |                       |                               |              |
|                         |                       |                       |                               |              |
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