



Children'sSM
Healthcare of Atlanta

& **V-103**
THE PEOPLE'S STATION

present:

Collective Impact 2018:

Transforming Youth Behavioral Health & Well-Being

Sponsorship Overview



produced by:



I. EXECUTIVE SUMMARY

In 2014, Georgia agencies spent \$264M on youth with Severe Emotional Disturbances (SED). The 2017 System Of Care (SOC) plan aims to decrease costs, while improving quality/access to care.

In 2017, the Stomp The Stigma (STS) Initiative drew congressional recognition and revealed that, despite the stigma, there is great demand for increased awareness and information, given mounting national headline statistics and tragedies. Effective awareness efforts must target citizens of all ages, including those who are not linked to youth satisfying SED criteria. In addition, addressing such complex social issues has been historically most effective when they include multiple stakeholder communities, including education, government, businesses, and non-profits.

The STS Collective Impact Model is designed to reduce the SED statewide population pipeline, including tragedies, by addressing youth and young adult needs before they meet SED criteria and during recovery. STS places emphasis on behavioral health disorder symptom recognition; focusing on children's strengths to motivate success; the promotion of compassion to reduce bullying and insensitive behavior; and encouraging careers in psychology-related fields. By uniting stakeholders in awareness efforts and better understanding biological, psychological, and social trauma, STS helps communities better manage depression, anxiety, abuse, and more. The Collective Impact Well-Being Ecosystem is a national model that supports SOC State Plans with expanded behavioral health reach, participation, and effectiveness.

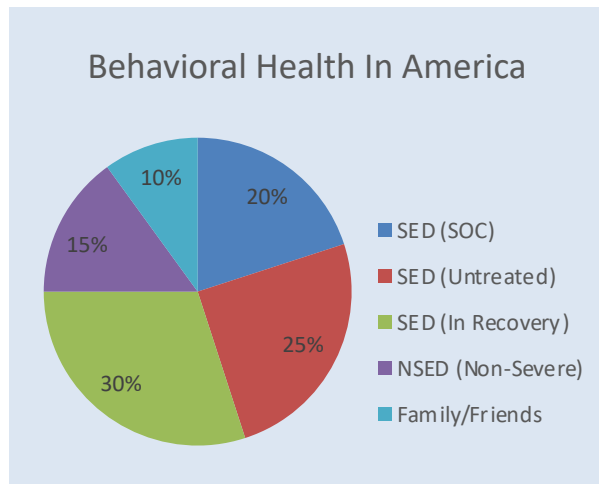
STS parent HLN Global Marketing has produced events and promoted the mission of wellness for such companies as Nike, McDonald's, Verizon, ExxonMobil and the United Way over the past 25 years. Led by Mark Lawrence, a graduate of The Wharton School and Cornell University, HLN is committed to behavioral health awareness on both a professional and personal level – with a sound branding strategy that works for all stakeholders and to improve the fabric of our society.

This overview introduces the STS Collective Impact Model. It includes community awareness events, PSAs/films, digital marketing, and research programs that integrate well to create new and/or support existing program initiatives. Please support this critical work.

II. INTRODUCTION

From 2013 to 2016, the US suicide rate has consistently risen (from 12.57 to 13.42 per 100,000), while national annual spending on suicide prevention has remained constant at \$35.43 million. This rise suggests that either an increased budget is needed or current spending efficiency must improve.

Since the current Georgia System of Care State Plan focuses on the one in five (20%) children, adolescents, and emerging adults (ages 4-26) with severe emotional disturbance (SED), this leaves four in five Americans with little to no state-funded support for behavioral health care.



Stomp The Stigma fully supports SOC efforts, while focusing on prevention for the remaining 80% of Americans that fuel the SED pipeline.

The 56% of Americans with SED whose needs go untreated account for approximately 25% of the population. The balance are estimates of those “In Recovery” (~30%); facing “Non-Severe” disorders (~15%); and affected Family, Friends, and Loved Ones (~10%). We know that these segments are important and their needs must be addressed as they relapse, progress in their severity, or battle PTSD associated with their engagement with their SED family/loved ones.

While supporting the significant work required to earn necessary additional funding for the SED population, Stomp The Stigma works to engage the Private, Philanthropic, Education, and Sports/Entertainment Sectors using the Collective Impact model. STS leverages the strategic and financial benefits associated with cause marketing; employee/customer wellness and safety; and advertising ROI. While many metrics are helpful, the reduction in attempted and completed suicides are ultimately the most meaningful and are thus the exclusive focus of Stomp The Stigma.

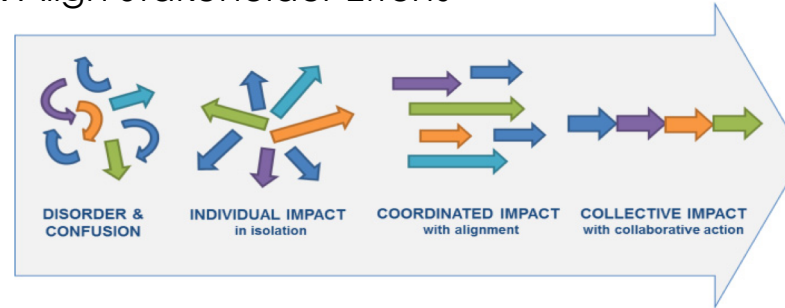
III. OBJECTIVE: BUILD AWARENESS

- A. Offer Information on BH Prevalence, Factors, and Signs (Prenatal - Young Adult)
- B. Expose/Promote Treatment, Recovery, & Wellness Options
- C. Shift Focus from Differences to Compassion and Strengths
- D. Reduce Likelihood of Extreme Behavior & Tragic Events
- E. Promote Survivor Stories & Experiences



IV. STRATEGY: COLLECTIVE IMPACT

A. Coordinate & Align Stakeholder Efforts

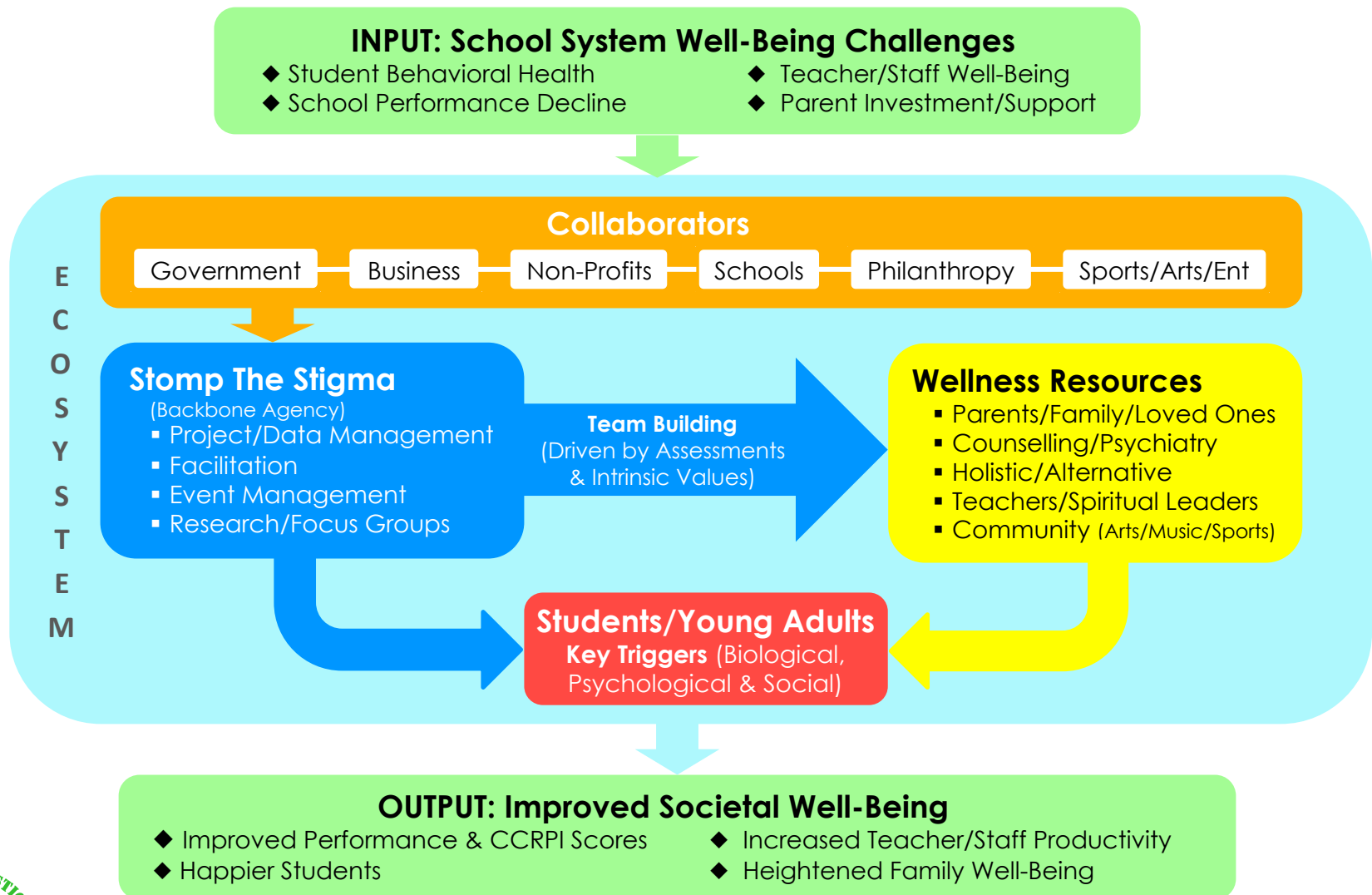


B. Leverage Existing Partnership to Expand Collaboration



C. Support/Complement System of Care's Focus on SED

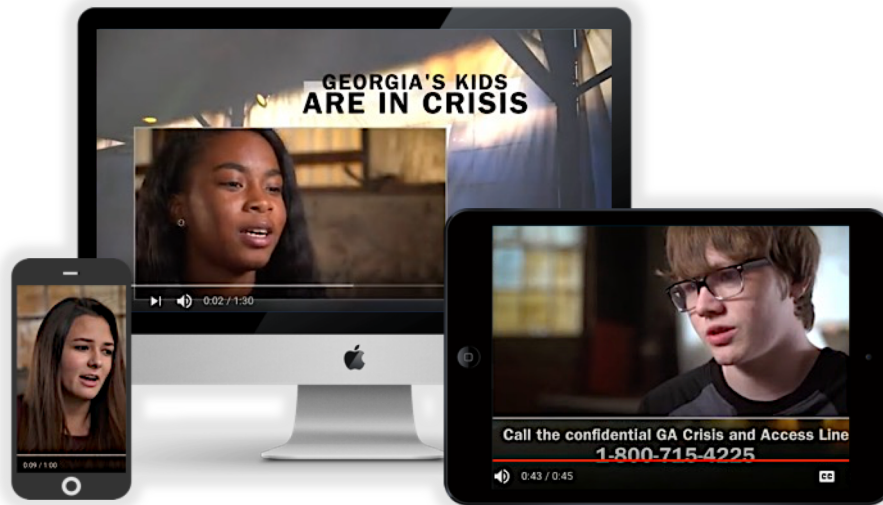
V. STRATEGY: Collective Impact Well-Being Eco-System



VI. TACTICS: 4As of Youth Behavioral Health

(Awareness, Attitudinal Research, Ambassadors, & Assessments)

- 1) Awareness Events/Media/Website (Forums, PSAs/Documentaries, Etc.)
- 2) Attitudinal Research (Focus Groups, Surveys, Listening Sessions, Etc.)
- 3) Ambassadors Youth Programs
- 4) Assessments (Youth & Parent's Well-Being)



VII. EVENT CALENDAR: 2018 (Partial)

	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Behavioral Health Awareness PSA/Documentary Project	x	x	x	x	x	x	x
National PTSD Awareness Month Series	x						
National Minority Behavioral Health Awareness Month Series		x					
National PTSD Awareness Month Series			x				
National Recovery Month & Suicide Prevention Day (9/10) / Week (9/9-15) Series				x			
National Depression/Mental Health Screening; ADHD; Bullying Prevention Month Series					x		
Stress Awareness (11/1); Anti-Bullying (11/11-16); Suicide Survivors Day (11/17) Series						x	
National Stress-Free Family Holiday Month Series						x	
Stomp the Stigma: Community Awareness Forum (October 23 rd – Douglasville)					x		
Employee Yoga/Massage: Midday or Before Work			x	x	x	x	x
Stomp the Stigma Fridays: Local Venue (Massage & Yoga)			x	x	x	x	x
Focus Groups & Listening Sessions	x	x	x	x	x	x	
Youth Workshops (Local High Schools, Boys & Girls Club, Etc.)	x	x	x	x	x	x	x
LRJ 5K Fun Run	x						
Youth Villages T.O.U.G.H. Run				x			
Ambassadors Programs & Compass Well-Being Assessments			x	x	x	x	x
Community Day: GreyStone Headquarters (Oct 13 8 – 9am)					x		
Harmony Wellness Yoga Retreat (Blue Ridge Mountains: October 26 – 28, 2018)					x		

VIII. PARTNERSHIP ELEMENTS & BENEFITS



Program Design & Support

(Employees, Clients, & Community)

Research/Insights

(Focus Groups & Listening Sessions)

Sponsorship Visibility

(There is no other single subject receiving more statewide attention)

Brand Awareness & Media Exposure

(Recognition in PSA, social media, print, radio and other mediums)

Increased Reach and Exposure

(New/existing clients/customers relationship development)

Deliver Positive ROI

(Strong PR, media impressions, and partnerships)

IX. SPONSORSHIP TIERS

2018 Stomp The Stigma Well-Being Initiative Sponsorship Summary					
Sponsorship Element	Community Partner	Ambassador	Supporting	Presenting	Title
Event Series Sponsorship	\$1,250	\$2,500	\$5,000	\$15,000	\$25,000
1) Awareness PSA Credit					
PSA - Existing With 15/30 second Ads & Logo			x	x	x
New Production PSA With 15/30 second Ads & Logo				x	x
2) Community Forum (September 21, 2018)					
Venue Signage/Banners	x	x	x	x	x
Registration Table Signage, Packets & Welcome Bags		x	x	x	x
Inclusion on Event Signage, Print & Collateral				x	x
Product/Service Display Sampling, Give-Aways		x	x	x	x
Booth Space			1	2	2
Event Naming (Title/Presenting)				x	x
Main Stage Signage				x	x
Pre-Event Remarks				x	x
3) Awards Luncheon		x	x	x	x
VIP Reserved Seating	2	4	6	6	8
High-Visibility Signage				x	x
Prominent Program Representation				x	x
Web Site Logo Advertising			x	x	x
Recognition in Public Relations Campaign			x	x	x
4) Community Event Series					
Wellness Walks (Youth Villages T.O.U.G.H. Run; STS Wellness Walk; Etc.)	x	x	x	x	x
Youth Presentations (Schools, Boys & Girls Clubs; Camps, Etc.)				x	x
5) Employee Wellness Series (Customized Worksite Yoga, Massage, Workshops, Etc.)				x	x
Heartwood Health & Yoga Retreat Center (Blue Ridge, GA Mountains) 10/26-28/18		10% Discount	20% Discount	1 Package	2 Packages
6) Research (Focus Groups, Listening Sessions, & Surveys)					
Focus Group Findings Report (Include 1 - 2 Questions)		1	1	2	2
Listening Session Series			x	x	x
Compass Assessments Sponsorship					x
School Ambassadors Programs Sponsorship					x
7) Strategic Marketing - Web Site, Social Media, & Digital Marketing		Level 1	Level 2	Level 2	Level 3



Contact

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A close-up photograph of a black fountain pen with gold-colored accents writing the words 'Thank you' in a cursive script on a white, textured surface. The pen is positioned at the end of the word 'you'.