



A 3-Month Mental Health Awareness Campaign for Bainbridge High School

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Executive Summary

MindRise Wellness is a Bainbridge based mental health clinic dedicated to supporting the emotional well-being of children, teens, and adults through compassionate, evidence-based care. With a team of licensed therapists, psychologists and psychiatrists, MindRise Wellness is designed to meet the developmental and emotional needs of every age group.

Introduction

This project is a school initiative aimed at promoting mental health awareness, reducing stigma, and empowering the Bainbridge High School community with tools to support mental well-being. Through a structured 3-month campaign, the project will provide education, resources, events, and peer based support systems.

Bainbridge High School Profile (Spring 2025)

- **Enrollment:** Approximately 1,299 students in grades 9th-12th.
- **Diversity:** 47% Black, 37% White, 12% Hispanic, and 3% other.
- **Student-Teacher Ratio:** 14:1
- **Economic Status:** 95% of students are economically disadvantaged, eligible for free lunch.
- **Graduation Rate:** 96% of students graduated.
- **Academic Performance:** Math Proficiency 41%, Reading Proficiency 27%, Science Proficiency 44%.

Key Activities

I. Mental Health Awareness

Daily Themes: Focus on topics like stress management, recognizing signs of depression, and coping strategies.

Guest Speakers: Invite mental health professionals and local advocates to speak at school.

Interactive Workshops: Conduct sessions on mindfulness, emotional regulation, and building resilience.

II. Peer Ambassador Program

Training: Select and train students as Mental Health Ambassadors to provide peer support.

Roles: Ambassadors will facilitate discussions, distribute resources, and guide peers to counseling services.

III. Integration into Curriculum

Collaboration with Guidance Department: Incorporate mental health topics into existing health and life skills classes.

Resource Distribution: Provide students with information on recognizing mental health issues and seeking help.

IV. Awareness Campaign

Posters and Flyers: Display materials around the school promoting mental health awareness and available resources.

Social Media Engagement: Utilize platforms like Instagram, Facebook, and TikTok to share messages and stories.

V. Local Resources

Bainbridge High School Guidance Department: Offer personal and social services and be a point of contact for students seeking help.

Community Partnerships: Collaborate with local organizations and mental health professionals for support and resources.

VI. Evaluation

Surveys: Conduct pre- and post-campaign surveys to assess changes in attitude and awareness.

Feedback: Collect feedback from students and staff to improve future initiatives.

VII. Timeline (3-Month Campaign)

Week	Activity	Party	Notes
Week 1	Kickoff Project Staff Meeting.	School Counselor & Admin	Explain goals, roles, and responsibilities.
Week 2	Select & train peer ambassadors (10-15 students).	School Counselor & partner organization	4-hour training session on mental health literacy.
Week 3	Curriculum planning with teachers for health/life skills integration.	Health teachers & Counselors	Add 3 sessions on mental health.
Week 4	Finalize campaign materials (posters, videos, social media content).	Student Ambassadors & Art Department	Print posters, film short messages.

Week 5	Mental Health Awareness Week- Theme: "You Are Not Alone".	All staff & ambassadors	Daily events, guest speakers & sessions.
Week 6	Reflection & feedback collection.	Peer Ambassadors	Gather feedback from students.
Week 7	Social Media Campaign: Tips, Myths vs Facts, Personal Stories.	Peer Ambassadors	Instagram/Tik Tok updates 3x/week
Week 8	Mid-point evaluation.	Counselor & Admin	Anonymous Google Form Survey
Week 9	Mental Health Awareness Theme: "Be the Change".	Local services, therapists, & support groups.	Launch student-created mental health podcasts or blogs.
Week 10	Mental Health Theme: "Kindness Week".	Peer support groups & Admin.	Mental Health check-ins.

Week 11	Create a permanent mental health resource wall in school.	Students and Admin	Student-led roundtable: "What We Need Going Forward".
Week 12	Final reflection survey and report.	Students, Counselors, and Admin.	Submit findings to the district for possible expansion.

VIII. Team Members and Responsibilities

Team Member	Role	Responsibilities
School Counselor	Project Lead	Coordinate events, track metrics
Health Teacher	Curriculum Lead	Integrate lessons into classroom
Student Council	Outreach	Promote events, recruit ambassador
Parent Liaison	Family Engagement	Organize parent workshop
Community Partner	Expert Support	Provide speakers and resources

IX. Budget (Estimate \$XX,XXX)

Category	Description	Estimated Cost
Marketing & Print Materials	Posters, flyers, banners, handouts, resource cards	\$XXX
Guest Speakers & Workshops	Honoraria for professionals and youth advocates (2-3 events)	\$XXX
Students Incentives & Awards	Contest prizes, giveaways, certificates	\$XXX
Event Supplies	Decorations materials for the resources fair, assemblies	\$XXX
Snacks & Refreshments	For parent night, student events, peer group meetings	\$XXX
Peer Group Support Resources	Journals, notebooks, mindfulness kits	\$XXX

Technology & Media	Podcast/blog setup, video equipment rental or editing help	\$XXX
Social Media & Web Design	Custom graphics, campaign branding	\$XXX
Mental Health Resource Wall	Wall art, poster frames, info holders	\$XXX
Emergency Fund/Contingency	Buffer for unexpected costs	\$XXX

X. Funding Suggestions

- Apply for a Bainbridge Community Foundation youth mental health grant.
- Partner with Bainbridge Youth Services for speaker costs and peer support materials.
- Seek sponsorship with local businesses or the Bainbridge Schools Foundation.
- Host a fundraiser (e.g., Mental Health Awareness Run/Walk or benefit concert).

XI. Anticipated Risks and Objectives

Objective

Increase Mental Health Literacy

- Educate students, staff, and parents about common signs of mental health (e.g., anxiety, depression, anxiety).
- Promote understanding and reduce stigma associated with mental health (e.g., negative language, attention seeking perspective, shame and exclusion).

Promote Help-Seeking behavior

- Encourage students to access counseling services or external mental health facilities.
- Raise awareness of what help looks like and when it's appropriate.

Build a Supportive School Culture

- Foster an environment where students feel safe discussing mental health issues.
- Empower peer support networks and student leadership roles in mental wellness groups and activities.

Enhance Coping Skills and Resilience

- Offer workshops and activities on mindfulness, stress management, and emotional regulation.
- Strengthen the school's peer support and counselor referral system.

Anticipated Risks & Mitigation

Risks	Impact	Mitigation Strategy
Low student interaction	Campaign may not be effective	Use social media, incentives, and peer leaders to increase participation
Stigma or backlash	Discourage open discussions	Ensure messaging is sensitive, inclusive, and led by trained facilitators.
Scheduling conflicts	May affect participation in events	Coordinate with the school calendar and teachers at earliest convenience.
Emotional triggers	Some content may affect vulnerable students	Provide access to counselors at all events and allow opt-outs
Limited Resources	Could hinder event quality	Partner with local organizations, apply for grants.

XII. Evaluation and Success Metrics

Metric	Target	Method of Measurement
Student engagement	65% attendance across events	Event sign-ins
Awareness Improvement	25% increase in mental health literacy	Pre/post-campaign surveys
Peer Support Engagement	At least 40 trained ambassadors	Attendance records
Resource Utilization	30% increase in students seeking counseling	School counselor data
Social Media Reach	1,000+ engagements	Analytics from Instagram/Facebook

XIII. Conclusion

The campaign is a proactive step toward building a mentally healthy school culture. The campaign focuses on education, engagement, and ongoing support. Bainbridge High School can become a model for student wellness. The project can anticipate not only short-term improvement in awareness but also long-term shifts in how students manage and talk about mental health.

XIV. References

- National Alliance on Mental Illness (NAMI). (2024). *Mental Health in Schools*.
- Centers for Disease Control and Preventions. (2023). *Youth Rise Behavior Survey Data Summary & Trends Report*.
- Mental Health America. (2024). *Back-to-School Toolkit*.
- Substance Abuse and Mental Health Services Administration (SAMHSA). (2023). *Preventing Mental Health Issues in Youth*.