

Plan

Title:

Partnership with local/state National Alliance for Mental Illness (NAMI) chapter

Aim:

Increase the # of middle + high school students that are referred and/or screened for depression

Change Idea:

Partner with local/state chapter of NAMI to increase outreach to youth (and families by extension) by supporting expansion their Ending the Silence campaign in strategically selected middle and high schools across the state

Overview/Notes:

- Related primary driver(s): prevention, education
- Related secondary driver(s): implement universal intervention in schools (prevention), stigma reduction (education), signs of depression (education), treatment and crisis resource (education)

Prediction:

Amplification of NAMI's existing education initiatives will result in more youth knowing the signs of depression and suicide and resources for help, which will result in increased youth seeking help for depression AND the state CoIIN team will enjoy a newly formed partnership with the state NAMI chapter.

Do. Study, Act

Do (What happened)

The CoIIN team partnered with the state chapter of NAMI and discussed ways to leverage the technical assistance dollars available through AMCHP to amplify the reach of NAMI's Ending the Silence Campaign across the state. The partnership decided to utilize the funding to print the materials necessary for implementation of the Ending the Silence Campaign, which included handouts (business cards, magnets) that listed mental health resources relevant for AYAs. The funds were used to print over 100,000 copies of materials, each customized for the appropriate audience and available in English and Spanish.

Study (Compare to prediction)

Data will be collected periodically over the next year to understand changes from baseline. Baseline measures include:

- At baseline, the state CoIIN team did not have a formal partnership with the state NAMI chapter. The team will use the Partnership Effectiveness Continuum (EDC) assessment to score the strength of the partnership along a continuum. (to be assessed in 12 months)
- At baseline, 5 schools across the state have implemented NAMI's Ending the Silence Campaign (to be assessed every six months)

- Knowledge and attitude indicators: pre- and post- assessments administered to students attending NAMI's Ending the Silence presentations. These assessments will measure students' knowledge and attitudes toward mental health conditions as well as help-seeking preparedness. Data will be broken down by race, ethnicity, gender, sexual orientation to gauge effectiveness across various identities
- Anecdotal evidence on increased help-seeking behavior (where and when available; for example, via school -based health centers, teachers, school administrators, counselors, community partners, etc.)

Once data has been collected and analyzed, this entry will be updated.

Act (what next?)

The collaboration between MCH and NAMI has been beneficial. There is the potential to amplify each other's work and coordinate efforts. The two groups will continue to meet monthly to align activities addressing mental health in youth.

If the data indicates that expansion of the Ending the Silence campaign results in higher numbers of referral to follow-up treatment for mental health concerns, the CoIIN team will work with the state chapter of NAMI to strategically expand the campaign to additional schools in the state based on need. If the data does not show improvement, the CoIIN team will work with the state NAMI chapter to think through alternate change ideas for the related primary and secondary drivers. Once data has been collected and analyzed and a decision has been made re: next steps, this entry will be updated.