

# DRCHSD Summit



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Delta Region Community Health  
Systems Development Program

2023



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# Adolescent Mental Health Initiatives

[ruralcenter.org](http://ruralcenter.org)



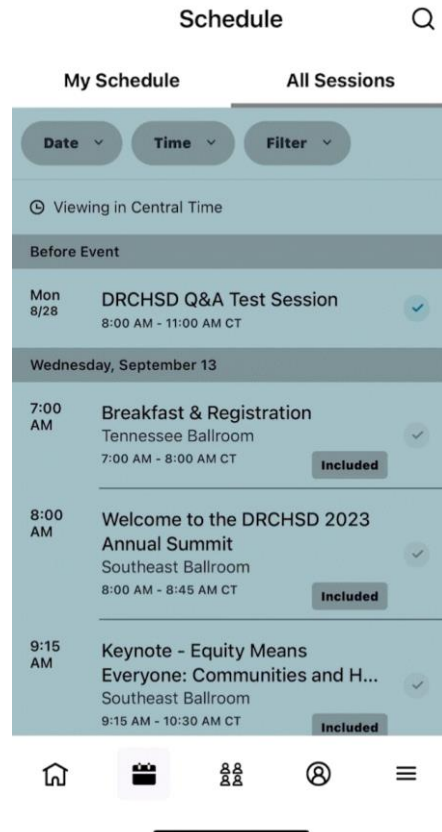


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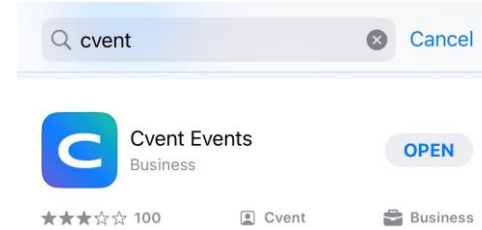
Delta Region Community Health  
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Log-in to the CVENT app to participate in this sessions live Q&A.



## CVENT App



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[cvent.com](https://cvent.com)

# NC Project AWARE/ACTIVATE and #SilenceTheShameTN: A Spectrum of Opportunity in Adolescent Behavioral Health Initiatives

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NC Department of Public Instruction

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Henry County Medical Center



# Welcome/Inclusion Activity



Introduce yourself to someone sitting next to you and share a book, movie, or song that has had a positive impact on your mental health and explain why.

# Youth Behavioral Health Data

- **Suicide** is the 2<sup>nd</sup> leading cause of death among high school-aged youth 14-18.
- Nearly 1 in 3 parents (**31%**) shared that their children's emotional health is worse than before the pandemic.
- **Half** of all mental illness presents **by age 14**, yet few get the services they need.
- In 2020, the proportion of mental health- related emergency room visits for children 5-11 and 12-17 years increased by **24%** and **31%** respectively.
- In 2019, one third of high school students reported persistent feelings of sadness or hopelessness **an overall increase of 40% from 2009.**

Data from Hopeful Futures Campaign [America's School Mental Health Report Card: February 2022.](#)

# Delta Region

## Ranking the States – Youth Mental Health

State	State Ranking
Alabama	20
Arkansas	48
Illinois	12
Kentucky	24
Louisiana	25
Mississippi	16
Missouri	22
Tennessee	40

States with rankings 1-13 have lower prevalence of mental illness and higher rates of access to care for youth. States with rankings 39-51 indicate that youth have higher prevalence of mental illness and lower rates of access to care. Data from [Mental Health America Youth Ranking 2022](#).

# NC Project AWARE/ACTIVATE

Advancing Wellness and Resiliency in Education/

Advancing Coordinated and Timely InterVentions, Awareness, Training, and Education

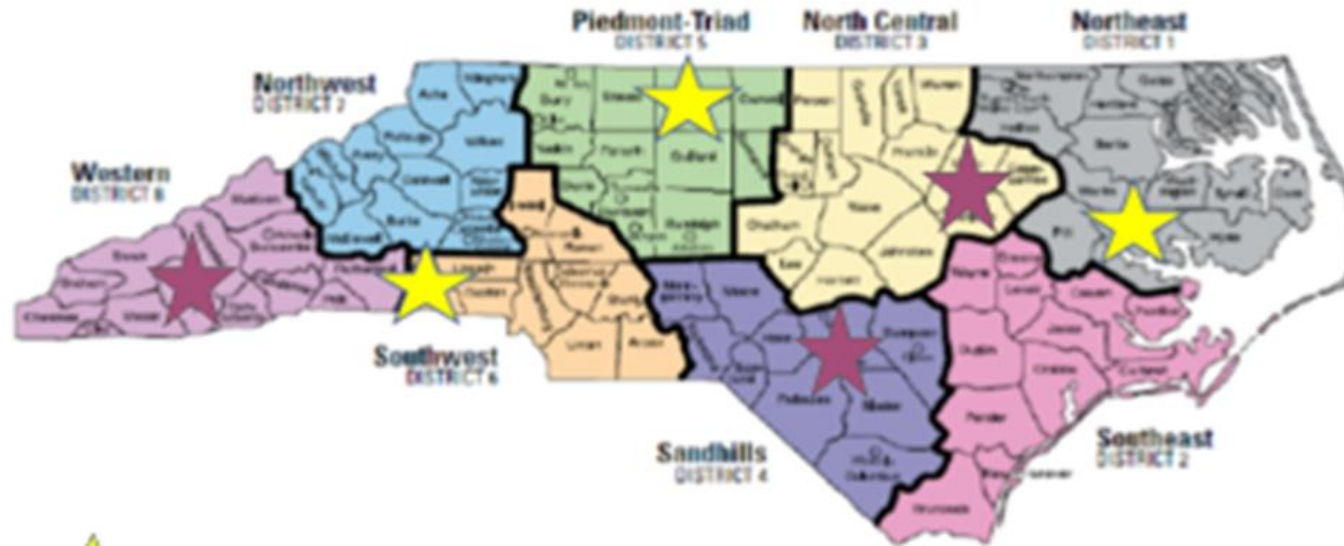
- [Project AWARE](#) is a funding opportunity available from the Substance Abuse and Mental Health Services Administration (SAMHSA).
- NC Project AWARE/ACTIVATE is a collaboration between the NC Department of Public Instruction and the NC Department of Health and Human Services to develop processes and procedures for connecting youth and families to mental health services in six pilot school districts.



# NC Project AWARE/ACTIVATE



## North Carolina State Board of Education Districts



### Cohort 1 (2018-2023)

- Northeast District: Beaufort County Schools
- Southwest District: Cleveland County Schools
- Piedmont-Triad District: Rockingham County Schools

### Cohort 2 (2021-2026)

- Western District Jackson County Schools
- North Central District Nash County Schools
- Sandhills District Sampson County Schools

# NC Project AWARE/ACTIVATE

Advancing Wellness and Resiliency in Education/

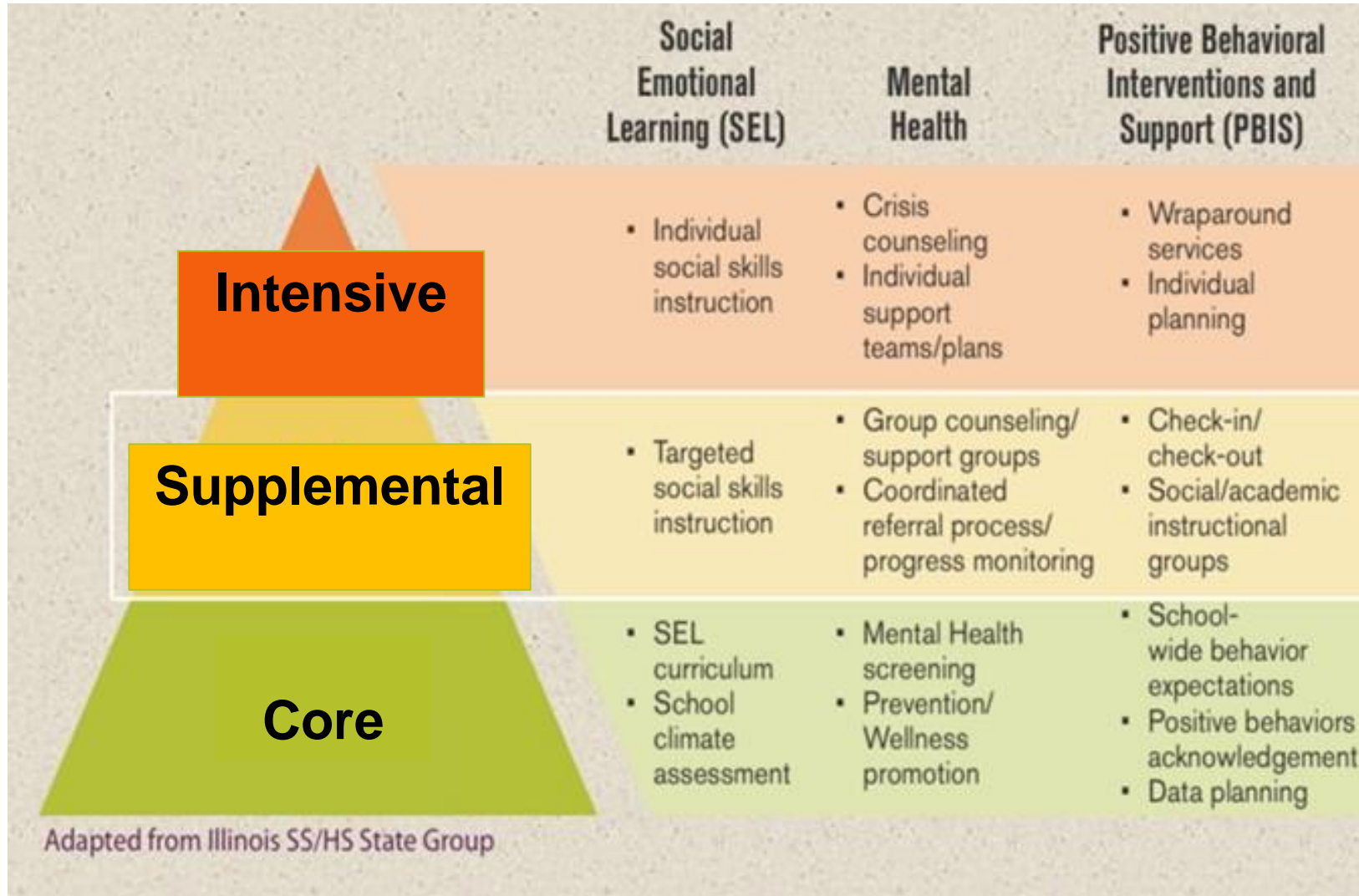
Advancing Coordinated and Timely Interventions, Awareness, Training, and Education,  
continued

NC Project AWARE/ACTIVATE addresses the three tiers of behavioral health (promotion, prevention, and intervention) through a continuum of education, universal screening, and appropriate services and supports for all students in response to varying levels of need.

Recognizing the interrelatedness of academic outcomes and behavioral health/well-being of students, Project AWARE seeks to provide an embedded approach within an existing system (schools) versus fragmented and reactive approaches.



# Multi-Tiered System of Support (MTSS)



Project AWARE promotes innovative service delivery to bring high quality and evidence-based mental health promotion, prevention, and intervention to students and families as part of a multi-tiered system of support.

# Peer Group Connection (PGC)/ Teen Mental Health First Aid (tMHFA)



Robert Hart's  
Ladder of  
Young People's  
Participation

## Roger Hart's Ladder of Young People's Participation



**Rung 8:** Young people & adults share decision-making

**Rung 7:** Young people lead & initiate action

**Rung 6:** Adult-initiated, shared decisions with young people

**Rung 5:** Young people consulted and informed

**Rung 4:** Young people assigned and informed

**Rung 3:** Young people tokenized\*

**Rung 2:** Young people are decoration\*

**Rung 1:** Young people are manipulated\*

*\*Note Hart explains the last three rungs are non-participation*

Adapted from Hart, R. (1992) Children's Participation from Tokenism to Citizenship. Florence: UNICEF Innocenti Research Centre  
Created by The Freechild Project - <http://freechild.org>

**‘Rung 5-8’ are the preferred approaches.**

# Delta Region Project AWARE States

State	Additional Info
Alabama	<a href="#"><u>AL AWARE</u></a>
Arkansas	<a href="#"><u>AR AWARE</u></a>
Illinois	<a href="#"><u>IL AWARE</u></a>
Kentucky	<a href="#"><u>KY AWARE</u></a>
Louisiana	<a href="#"><u>LA AWARE</u></a>
Mississippi	<a href="#"><u>MS AWARE</u></a>
Missouri	<a href="#"><u>MO AWARE</u></a>
Tennessee	<a href="#"><u>TN AWARE</u></a>

# Henry County Medical Center

Located in Paris, TN, Henry County Medical Center is a progressive, integrated healthcare organization committed to serving the healthcare needs of Henry County and the adjoining region. HCMC is a county-owned, not-for-profit organization including a 142-bed hospital, 136-bed skilled patient rehab facility, 22-bed behavioral health unit, and other facilities, providing a variety of outpatient services, as well as inpatient care. HCMC offers both a JCAHO Accredited Center of Excellence for Knee and Hip Replacements as well as Diagnostic Center of Excellence.

Additionally, HCMC owns and operates 7 provider clinics in various specialties.



# Mental Health Initiative Objectives

Henry County Medical Center's strategic pillar of Community builds enduring relationships that our consumers expect, want, and need.

Our objective has been to connect our community with our RHCs and Delta Grant programs through initiatives such as education, post discharge follow up, and access to physician practices.

Specifically, we have supported the Delta Region Community Health Systems Development grant focus areas of improving access to behavioral health services for children and their families and providing group health education on mental health.



# #SilenceTheShameTN



The #SilenceTheShameTN initiative includes a specific piece to reduce behavioral health stigma in adolescents. The social media platform TikTok is utilized to create videos relating to behavioral health and collaboration with local schools helps to connect adolescents and their families to mental health resources.

# #TikTokThursday



HIC HENRY COUNTY  
MIC MEDICAL CENTER



[#TikTokThursday - Anxiety, Depression, and More - #SilencetheShameTN - YouTube](#)



[Symptoms of Anxiety - #TikTokThursday #SilencetheShameTN - YouTube](#)

# #SilencetheShameTN Video Series



# Lessons Learned

- Without a doubt, our video series was the most impactful.
- The stories had familiar faces. They were personal, real, and moving.
- Community Feedback made every effort worthwhile.
- Individuals within our organization and other community members shared with us that they had made counseling appointments or spoke to their physician regarding struggles.

There is still work to do! We continue to trickle out educational material, show up in the community, and speak out to reduce the stigma.



#SILENCE  
THE SHAME TN

<p><b>MEDIA RELEASES AND OUTREACH</b></p> <p>Articles were featured in 4 newsletters and 4 Paris PI articles.</p> <p>600 Helpful Handbooks were distributed.</p> <p>600 Mental Health Resource palm cards were distributed.</p> <p>Over 1,000 bags with info and goodies went to the high school</p> <p>Over 500 goodie bags given to area assisted living and nursing home residents.</p>	<p><b>WEBSITE</b></p> <p>A behavioral health landing page was created on HCMC's website.</p> <p>Community resources were made available in addition to all campaign videos.</p> <p>City of Paris added the Community Helpful Handbook to their website.</p>	<p><b>MENTAL HEALTH SURVEY</b></p> <p>A pre- and post-survey was conducted in May and July.</p> <p><b>97.78%</b> felt you should seek help for mental health, compared to <b>81.30%</b> pre-campaign.</p> <p><b>6.25%</b> increase in knowledge regarding available community resources</p> <p><b>5.58%</b> increase in knowledge regarding how to seek help for mental health</p> <p><b>97.04%</b> felt that children and teens should be taught about mental health and addiction.</p> <p><b>56.72%</b> felt that mental illness and physical illness are often connected.</p> <p><b>73.3%</b> now know numbers, websites, or places to visit regarding their mental health or addiction problem.</p>
<p><b>VIDEOS/EVENTS</b></p> <p>7 full testimonial videos were created, and 5 resource videos including the campaign wrap-up video</p> <p>The campaign was presented at Kiwanis by Gina Matlock.</p> <p>Events included Older Adult Mental Health Day including the nursing homes, Yoga in the Park, and the Mental Health Awareness Proclamation Signing: <b>200 total participants</b></p>	<p><b>SOCIAL MEDIA</b></p> <p><b>194</b> posts were shared via Facebook, Instagram, and Twitter in May.</p> <p>HCMC partnered with local youth who created TikTok videos about mental health to reach the younger demographic.</p> <p>The "Silence the Shame" campaign reached <b>90,634</b> people on social media in May alone, in addition to outreach done by community partners.</p>	<p><b>COMMENTS</b></p> <p>"This is such a beautiful message. Thank you for sharing these stories and spreading HOPE!"</p> <p>"Thank you all. So much hope spread by your strength."</p>
<p><b>COMMENTS</b></p> <p>"I cannot express how much seeing this meant. Hope, faith, love, and support."</p>		

# Role of Health Care Organizations

Partnership and collaborations are needed to improve behavioral health related practices and activities, such as:

- Increase mental health awareness and literacy.
- Immediate response of behavioral health needs.
- Coordinated screening, referral, access and follow up.
- Culturally informed and developmentally appropriate services.
- Promotion of evidence-based services.
- Co-coordination with State Mental Health Agency and State Education Agencies
- Sustainable school behavioral health infrastructure.



# Resources

## NC Project AWARE/ACTIVATE

- [Visit the NC Department of Public Instruction Project AWARE/ACTIVATE website](#)
- [Visit the Project AWARE/ACTIVATE Best Practice profile on AMCHP's Innovation Hub](#)
- [Visit the Project AWARE/ACTIVATE profile on the Rural Health Information Hub](#)

## #SilenceTheShameTN

- [Visit HCMC Behavioral Health Initiative page](#)

## Behavioral Health Resources

- [988 Suicide and Crisis Lifeline](#)
- [teen Mental Health First Aid](#) (ages 15-18)
- [Youth Mental Health First Aid](#) (for those who work with youth aged 12-18)
- [QPR](#) Question, Persuade, Refer

# Optimistic Closure



## One Takeaway

Share with someone sitting next to you an idea, strategy, tool, and/or action step that you want to try out or learn more about as a result of this session.

# Questions?

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#SILENCE  
THE SHAME TN



# Coming Next Lunch

**12:00 – 1:00 pm**

**Tennessee AB**



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