MAY IS
MENTAL HEALTH AWARENESS MONTH

ENCOURAGE others to seek help
raise AWARENESS of mental illness & where to get help
teach RESPECT for the daily challenges of poor mental health
ADVOCATE to expand availability of effective treatments and supports
nurture UNDERSTANDING among all

www.acssw.org
ACSSW MENTAL HEALTH AWARENESS CAMPAIGN

Help spread the word and awareness of the need to improve and expand child, family and school access to School Social Work and other mental health services.

Wear our green lapel pin as a visible symbol of support for the need to expand both school-based and community mental health services.

Green is often used in awareness campaigns to bring attention to Depression, Bipolar Disorder & Mental Health Challenges as well as Growth & Rebuilding. During President Obama’s State of the Union 2013 speech on February 12th, many attendees wore green ribbons to remember the victims of gun violence. Green and white are the colors of Sandy Hook Elementary School.

Help reduce the stigma around mental health challenges and mental health services by wearing a green ribbon. When others ask “What’s up with the green ribbon?” – that’s your opportunity to share some simple tips that will educate others about mental illness and gain support for expanding child, family and school access to highly qualified School Social Work and other mental health services.

Mental health problems and mental health services are often stigmatized due to a lack of knowledge and understanding. You can help reduce that stigma by wearing a green ribbon to signify that you stand for expanding both school-based and community mental health services.

SHOW YOUR SUPPORT AND RAISE AWARENESS

Help others to become aware that words like “crazy”, “nuts”, and “insane” only perpetuate the stigma surrounding mental health problems and challenges.

YOU CAN...

ENCOURAGE others to seek help
raise AWARENESS of mental illnesses and where help is available
help others RESPECT the daily challenges of poor mental health
ADVOCATE to expand availability of effective treatments and supports
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ACSSW Green Ribbon Campaign Order Form

Name: ____________________________________________________________________________________________________

School/Business/Organization: ___________________________________________________________________________________

Shipping Address: __________________________________________________________________________________________

City: ________________________________ State: _______ Zip: _________ Phone: ________________________________

Preferred Email: ___________________________ Secondary Email: _________________________________

Product Description:

Green Lapel Pin is 1” in size, solid metal, with green colored enamel fill and 14kt gold plated finish.

ACSSW Card as shown below is printed back-to-back, 3.5” by 2.5”, on high quality white card stock.

NOTE: Pins and cards are shipped via UPS unassembled – i.e. pins will not be attached to cards.
Allow 10 days for delivery from date order is accepted.

PRICE LIST

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<th>Range</th>
<th>Price Per Pin &amp; Card</th>
<th># Requested</th>
<th>Subtotal</th>
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Shipping _________ (call for estimated shipping costs)

Total Due _________

Submit Payment to:

ACSSW c/o Sally Carlson  •  5011 W. Fairy Chasm Crt.  •  Milwaukee, WI 53223  •  FAX 224-649-4408

Payment – Select Choice:

Credit Card # ___________________________ Name on Card: ___________________________

Type of Card: _____ Visa _____ Mastercard _____ American Express _____ Mastercard _____ Other

3-Digit Code on reverse side of card: _________ Expiration Date: _________

Purchase Order # ___________________________ (enclose copy)

Check # ___________________________ (enclose check)

Questions: Contact Sally Carlson  •  sally.carlson@acssw.org  •  414-659-5853

All orders will receive a confirmation email prior to shipping. Orders will not be shipped until re-confirmed and paid by purchaser.
Mental Health Facts and Impact on Youth

- The U.S. Surgeon General (1999) reported that 1 in 5 children and adolescents experience a significant mental health problem during their education years and 5% report experiencing “extreme functional impairment.”

- Of children and adolescents who experience mental health problems, only 1 in 5 will receive treatment and many will receive these services from school-based mental health professionals.

- Untreated mental health problems can lead to substance abuse, violence, and suicide; as well as negatively impact academic achievement, vocational development, social emotional development, and behavioral functioning at school and in the home and community.

- The dropout rate for students with severe emotional and behavioral problems is nearly two times higher than it is for other students. Nearly $200 billion a year in economic loss could be avoided by improving the quality of schooling, investing more in education and reducing the dropout rate.

- The President’s New Freedom Commission on Mental Health (2003) acknowledged that “While schools are primarily concerned with education, mental health is essential to learning as well as to social and emotional development. Because of this important interplay between emotional health and school success, schools must be partners in the mental health care of our children.”

- Schools that provide expanded mental health services have reported improved school climate, reductions in special education referrals, disciplinary referrals, suspensions and grade retentions. In addition, early interventions for at risk and low-income children have resulted in savings in public expenditures for special education, welfare assistance and the criminal justice system.

**How can school administrators and other educators working in collaboration with school mental health professionals (School Social Workers, Psychologists, Counselors and Nurses) improve mental health, academic and vocational outcomes for all students?**

Develop a plan to support implementation of recommendations set forth in **Responding to the Mental Health Needs of Students (2006, Principal Leadership):**

- **Build the capacity of staff members to respond to the mental health needs of students.**
- **Hire adequate numbers of school mental health professionals and empower them to take leadership roles in the provision of mental health services in schools.**
- **Promote a continuum of services that includes school-wide mental health prevention programming and intensive interventions**
- **Create opportunities to regularly assess the mental health needs of students and the effectiveness of school-based services.**
School Social Work: Meeting the Mental Health Needs of Students

Educating school staff, parents and students on:

- positive mental health and how to nurture resiliency and social emotional needs of all students
- signs and symptoms of mental health problems
- how to respond when students and/or their parent may be experiencing mental health problems
- how to access School Social Work services to address student and family mental health problems

Providing mental health services to students affected by mental health problems:

- individual crisis intervention, psycho-social mental health assessment including threat assessments
- family outreach and engagement: helping families access and negotiate community based mental health treatment and other community services, re-engaging disconnected families through community outreach and home visits
- ongoing mental health monitoring
- individual and group counseling
- case management and coordination of school and community resources
- assisting school staff to develop and implement positive behavioral interventions and supports (including functional behavioral assessments and intervention plans)
- teaching peers how to provide support and cope positively with another student’s mental health struggle

Providing leadership and consultation in the development and implementation of evidenced-based school-wide prevention programming, including:

- Positive Behavioral Interventions & Supports (PBIS)
- Restorative practices
- Violence reduction and bully prevention programs
- Suicide prevention programs
- Social emotional learning programs
- Teen pregnancy programs
- District-wide school safety & crisis management programs
- Drop-out & truancy prevention programs
- Child abuse prevention programs
- Trauma informed care

Providing leadership and consultation in the collection of youth, school and community data to monitor the ongoing mental health needs of students and the impact of school-based mental health services.