



#StickItT Stigma™ TOOLKIT



GOALS OF THE EVENT

Stick it to Stigma™ games encourage safe conversations and open, honest dialogue about mental health, both to help educate youth and their families, friends, and community members, and to reduce stigma.

A STIGMA is defined as a “mark of disgrace” but there is nothing disgraceful about taking care of your mental health. As of 2019, suicide remained the 2nd leading cause of death of youth and young adults ages 10-24 in New Hampshire. According to the NH Department of Health and Human Services (DHHS), suicide deaths among youth in the state have been declining in recent years, highlighting how we need to continue helping our kids learn how to discuss this difficult topic so we can keep the trend going down.

One way Connor’s Climb Foundation works to alleviate the stigma surrounding mental health is by working with community members (that’s you!) to host #StickItToStigma sports games. There are many options, including hockey games, lacrosse games, field hockey games, nearly any sporting event that you can imagine. To help facilitate planning, we offer a GAME PLAN that includes team and community training options, ideas on how to promote your event on social media, and ways to help us make the program sustainable.

Specific goals of the games include:

1. TALK

...with kids about suicide and mental health within a positive and safe environment so that they see these discussions are normal and OK. Talking about suicide does NOT plant the idea; in fact, research shows that it may reduce the likelihood of suicidal actions.



2. TEACH

...kids how to **ACT** using evidence-based suicide prevention techniques. Our program content is drawn from the SOS: Signs of Suicide program created by MindWise. Implementation of this program in schools has shown a 64% reduction in self-reported student suicide attempts, as well as increased knowledge of the risk factors and warning signs associated with youth/young adult suicide.

Acknowledge signs of depression or suicide in themselves or a friend.

Care about themselves or a friend by sharing their concern and the need for help.

Tell a trusted adult they are worried about themselves or a friend.

PREPARING FOR YOUR EVENT

The goal of these events are to get kids talking about mental health in a fun and safe environment.

We ask that you provide at least three PSA's from participants to share on social media promoting the game.

Connor's Climb will provide Stick it to Stigma T-Shirts for the game and if requested and with enough lead time Jersey's that can be reused each year .

Please provide Connor's Climb with Team Sizes and Roster

During a break in the game we request that a Connor's Climb Representative be allowed to speak or even better one of the participants of the game or even a coach.

We will provide mental health information and statistics to be read during the game by an announcer.

Please help us make these games sustainable: We recommend appointing an adult lead to spearhead revenue generating so that Connor's Climb can continue to provide these events.

- Chuck a Puck
- Raffle
- Jersey Auction
- Community Sponsor-Sponsor Packet provided by Connor's Climb
- Bake Sale
- Consider donating the ticket sales for that nights game to Connor's Climb or asking for a suggested donation to attend.

SOCIAL MEDIA MARKETING TIPS

The best posts are the ones that get seen! We can promote your game on our social media channels, but to really spread the word, it's best if you promote it as well. Here are some tips for making the most of your social presence:

Mix It Up!

While it's tempting to post the same content to every platform you use, research shows that different demographics prefer different platforms, and even when there is overlap in audiences, folks use different platforms for different purposes. Tailor your content for each platform to keep things fresh and interesting for your followers!

Personalize It!

People love to see people! Adding photos or short videos to your posts can increase the likelihood that followers will engage with (and remember) your content. Try posting photos of the team members along with their reasons for playing the Stick it to Stigma™ game, or a short video of the team at practice as a teaser before the big day!

Time It Right!

Most social media platforms offer planners where you can schedule future posts; these tools often have features that let you know the best time(s) to post as well, based on your specific audience and their engagement with prior posts. Make use of these tools and metrics to leverage the highest traffic times, thus ensuring your posts are seen!

TIMELINE

Approx. 3-6 months out

Work with Team Coach to select the date of the game

Can create a new game/scrimmage or coordinate with another team or use a game already on the schedule

Determine whether the team(s) want to do custom STS jerseys

Have Team Coach select two students to serve as the STS Student Ambassadors (can be captain/co-captain or other students with excellent communication and/or marketing skills)

If doing custom Jerseys, work with CCF on design

Get sizes/quantities for player T-shirts

Order player T-shirts

1 Month through day of:

Student Ambassadors should be marketing the event:

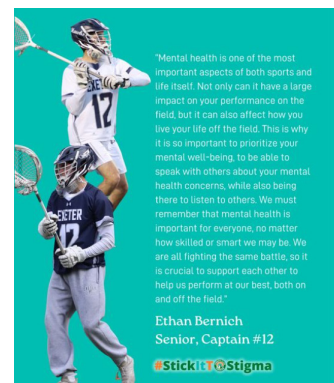
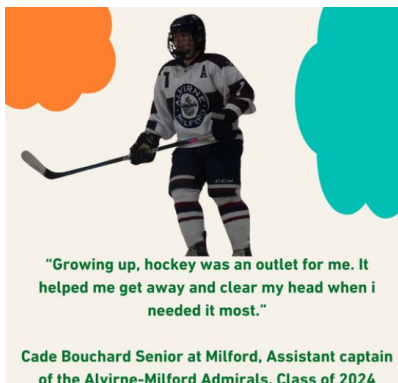
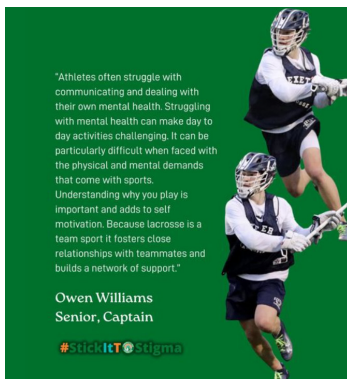
Social Media: Send PSA's to Connors Climb to help promote. Create their own or use CCF templates

Posters: Create their own or use CCF templates to create and print posters. Have students hang posters in the school and local businesses

- Raffles: Have students ask local businesses for raffle donations (if desired)

- Staffing: Determine staffing: Booth Staff, CC rep to speak in locker rooms and at puck drop, volunteer photographer

EXAMPLE PSA'S



INFORMATION TABLES & SWAG

For any Stick it to Stigma™ game, we can provide informational tables and small item giveaways, including wristbands, stickers, and stress relievers. We also display information about suicide prevention resources, crisis lifeline contact options, and how to identify risk factors/warning signs associated with youth mental health challenges. Our team and volunteers will bring these materials to you, as well as provide all relevant labor, including setup/breakdown, staffing the table, etc. All you need to do is tell us where to show up!

To further discuss event options and reserve an informational table for your game, please contact info@connorsclimb.org.



MATERIALS WE OFFER

- ☞ 988 line contact info wallet cards & brochures
- ☞ Mental Health Action Plan cards
- ☞ CCF rack and wallet cards with contact info and steps on how to ACT
- ☞ Stick it to Stigma™ rack cards outlining the goals of the game
- ☞ CCF-branded swag (stickers, wristbands, etc.)

MENU OF TRAINING OPTIONS

Connor's Climb Foundation is able to customize our programmatic content to meet the needs/goals of your game. Currently, we offer different training options for adults (e.g., coaches, team parents, community members) and youth in grades K-12. Our dedicated Training & Program Coordinator will work with you to ensure that you receive information that will be most helpful for your group!

If you are interested in taking awareness to the next step holding a formal training before or after the game please let us know and we will connect you with Sarah Gould or Program and Training Manager at sarah@connorsclimb.org.

Existing program options include:

YOUTH



We can tailor prevention trainings to youth in both **middle and high school**. These trainings provide education about suicide risk factors and warning signs, as well as how to engage peers and friends in conversations about suicidal feelings and mental health challenges.

ADULTS



Our trainings can be offered to parents, coaches, teachers/school staff, and other adult community members. These trainings teach individuals how to be **Trusted Adults** that youth feel comfortable approaching when they or their friends exhibit signs of suicide.

Reach out today to discuss training options that suit the needs of your team!