



Healthcare workers and
Educators Addressing
and Reducing Trauma

HEART
COLLECTIVE

CAMPAIGN TOOLKIT

2022

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INTRODUCTION

The HEART Collective is a collaboration with the Substance Abuse and Mental Health Services Administration (SAMHSA)'s Region 1 Office, Health Resources and Services Administration's Office of Regional Operations in Region 1, and the New England regional partners in SAMHSA's Technology Transfer Center Network—the New England Addiction Technology Transfer Center, the New England Mental Health Technology Transfer Center (New England MHTTC) and New England Prevention Technology Transfer Center.



HEART AWARENESS WEEK
May 9 - May 13, 2022

The New England MHTTC School Mental Health Initiative launched the Healthcare workers and Educators Addressing and Reducing Trauma (HEART) Collective to enhance collaborations between schools and community health centers, mental and behavioral health agencies, and/or community-based organizations to support positive mental health and well-being for youth in a school-based setting.

Be a part of our inaugural celebration!

HEART Awareness Week is an opportunity to advocate for and support collaborations that improve the mental health, well-being, and resilience of everyone in the school building. Visit the HEART website for public awareness activities to help you get educated and spread the word about the urgency and importance of comprehensive school-based mental health systems of care and collaborations with youth-serving entities who can deliver enhanced wraparound services.

Take HEART!

Help advocate for and support collaborations that improve the mental health, well-being, and resilience of everyone in the school building.

#TakeHEART

#TeamworkMakestheDreamWork

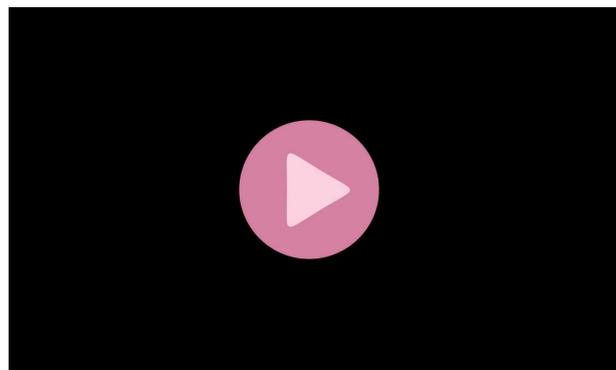
A Message with Heart from Taylor Bryan Turner

Assistant Regional Administrator, SAMHSA Region 1

The Healthcare workers and Educators Addressing and Reducing Trauma (HEART) Collective was convened to enhance collaborations between community health centers and schools to support positive mental health and well-being for youth in school-based settings.

Schools can be the foundation of compassion, community resilience, and encouragement. They are often safe havens, sanctuaries, and sometimes temporary shelters. For some children, schools are the windows of the world. In order to aid children in their growth as leaders and inclusive members of society, we must provide a safe space to nurture mental health and overcome traumatic experiences and learning challenges.

The HEART Collective is particularly concerned about the mental health of youth and educators physically returning to an in-person school setting after enduring a pandemic. We want to uplift families for whom the trauma of COVID-19 dramatically exacerbated racial disparities, socio-economic oppression, and the overwhelming loss of family members who succumbed to the novel coronavirus.



Learn more about the the development and launch of the HEART Collective.

"Our youth need educators and other helping professionals to apply a compassionate lens and trauma-informed practices to help remove barriers that impact their social, emotional, and academic success."

Mental health is heart health.

We recognize that schools are often the hubs for communities and believe that all schools can support our children holistically. Take HEART! Support our work to ensure that wraparound mental health services are as easy to access in schools as pencils and highlighters.

USE OUR TOOLKIT

The Take HEART Campaign Toolkit provides information and tools to help you advocate to decision makers to equip schools/districts with the capacity to recognize and respond to trauma, promote healing, and ensure well-being. The toolkit includes talking points, infographics, logos, and promotional materials highlighting the urgency and importance of comprehensive school-based mental health systems of care and collaborations with youth-serving entities who can deliver enhanced wraparound services.

KEY TALKING POINTS



01. Priority: Funding School-Based Mental Health Initiatives

Sustainable funding for school mental health is Priority #1. This is best achieved through efforts with diversely-funded collaborators and a strategic vision that considers new opportunities to bring in partners, resources, and funding streams as they become available.



02. Priority: Trauma-Skilled Practitioners

Our schools need more trauma-skilled personnel—administrators, educators, behavioral health and other professionals to help youth and their families cope with the impact of trauma. Public policies and practices should promote greater awareness and early identification of mental health conditions and enable all schools and districts to increase access to appropriate mental health services.



03. Priority: Equity-focused, Trauma-responsive Systems of Care

School communities need to ensure culturally responsive, integrative, and positive school-based mental health approaches. Collaborations around comprehensive school mental health supports offer vital connections with healthcare centers as well as community-based organizations, mental and behavioral health agencies, and other youth-serving institutions that can deliver enhanced wraparound services.

There is an urgent need to increase school mental health services.

Facts about mental health in U.S. children

Undiagnosed, untreated or inadequately treated mental illnesses can significantly interfere with a student's ability to learn, grow and develop. Since children spend much of their productive time in educational settings, schools offer a unique opportunity for early identification, prevention, and interventions that serve students where they already are (National Alliance on Mental Illness, 2021).

*According to the Centers for Disease Control and Prevention (CDC):

- Age and poverty level affect the likelihood of children receiving treatment for anxiety, depression, or behavior problems.
- Based on screenings conducted by teachers, 1 in 6 and 1 in 3 students were at high risk for a mental disorder, depending on which community they were from.
- Teachers identified a higher percentage of boys, non-Hispanic Black students, and students receiving free or reduced-price lunch as high risk for mental disorders than their peers.

1 in 6

*U.S. youth aged 6-17 experience a mental health disorder, like anxiety or depression, each year,

50%

*Only half of these youth receive mental health services.



In 2019, suicide was the second leading cause of death for youth ages 10-34.

CDC Web-based Injury Statistics Query and Reporting System Leading Causes of Death Reports



PRINTABLE CAMPAIGN MATERIALS

Find Inspiration in Every Turn

Download and use our campaign graphics.

Banners



Promote collaborations that support the well-being of everyone in your school community!

Download: Color Options

[Pink](#) | [Blue](#) | [White](#)

Thank You Cards



See more options at

<https://www.heartcollective.info/heart-campaign-materials>

www.heartcollective.info | [Take HEART Campaign 2022](#)



NEXT STEPS

How do you start? Take HEART, we've got you covered!

Everyone in the school building can help to create and sustain a compassionate school community that fosters respect, promotes equity, and improves the resilience of students and staff so that they can lead more productive and healthier lives.



01. Teamwork Makes the Dream Work

Collaborations can create a prevention to early intervention treatment continuum that supports holistic services.



02. Listen to and Engage all Stakeholders

Everyone in your school community needs to have a seat at the table when schools/districts are considering ways to build and sustain a compassionate school community—students, families, staff, and community partners.



03. Jumpstart Your Advocacy Efforts

Advocate for policies in districts and schools that support inclusion and the implementation of effective social, emotional, and behavioral health practices.

We envision effective collaborations between schools and other entities to create compassionate school communities that provide a sense of safety, support student and staff mental health, and cultivate a culture of joy that drives engagement, meaningful relationships, and positive connections in the school community.

CONCLUSION

With a deepened awareness of the traumatic impact of the COVID-19 pandemic, we should all be working to support healing, resilience, and recovery for all, with a particular emphasis on supporting at-risk youth and their families, as well as, school staff who are suffering from burnout and fatigue.

01

Get educated and spread the word

about the urgency and importance of school-based mental health supports

02

Engage and listen to stakeholders

as you plan for collaborations that support the mental health and well-being of your school community.

03

Vision, plan, and monitor

the implementation of compassionate school practices.

04

Promote hope

and fill your toolkit with a cohesive strategies and practices that works together to reduce and respond compassionately to trauma.

Thank you for supporting our Take HEART Public Awareness Campaign.

We hope the efforts you made as a part of our awareness activities spark your interest and intent around building or enhancing collaborations that support school-based mental health.



ACKNOWLEDGEMENTS

We are pleased to acknowledge the contributions of the collaborators and staff members who contributed to the development of the Take HEART Campaign and materials supporting this public awareness activity, including:



New England (HHS Region 1)

ATTC

Addiction Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



New England (HHS Region 1)

MHTTC

Mental Health Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



New England (HHS Region 1)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

We thank all the leaders in education, communications, healthcare, mental and behavioral health, family and youth advocacy, and with lived experience of mental health challenges as youth who contributed to this work.

Review our full listing of HEART Collective Leaders and Members.

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<https://mhttcnetwork.org/centers/content/new-england-mhttc>