

Hope Givers

Season 01 Market Research

Hope Givers, Fall 2021



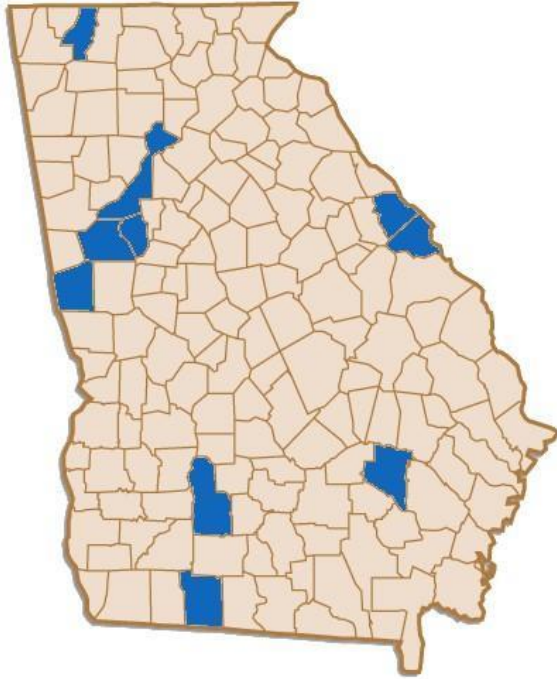
Hope Givers: Season 01

In Fall of 2021, Hope Givers released the first season of its series on GPB and PBS LearningMedia. The series' target audience are students and educators in grades 6-12.

In the following months, the research team conducted studies with educators, counselors and students to find how effective the first season is at meeting the mental health needs of Georgia Public Schools.



Where are our participants from?



We listened to a diverse array of ~250 students, educators, counselors, administrators and parents across ten counties.

*Counties include: Fayette, Coweta, Troup, Richmond, Whitfield, Fulton, Columbia, Thomas, Worth, Appling

Listening to Our Audience



Assess Programs

How do educators and students feel about the current mental health programs at their schools?



Identify Needs

What do educators and students need in future programs?



Review Recent Work

How well does Hope Givers Season 01 meet the needs of educators and students?

Is there a need for stronger mental health programs at your school?



81.63%

Of educators believe
there is a need.



81.08%

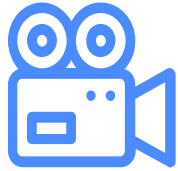
Of parents believe
there is a need.



62.57%

Of students believe
there is a need

What materials would you like to have available for mental health education?



62.9%

Of educators want
videos

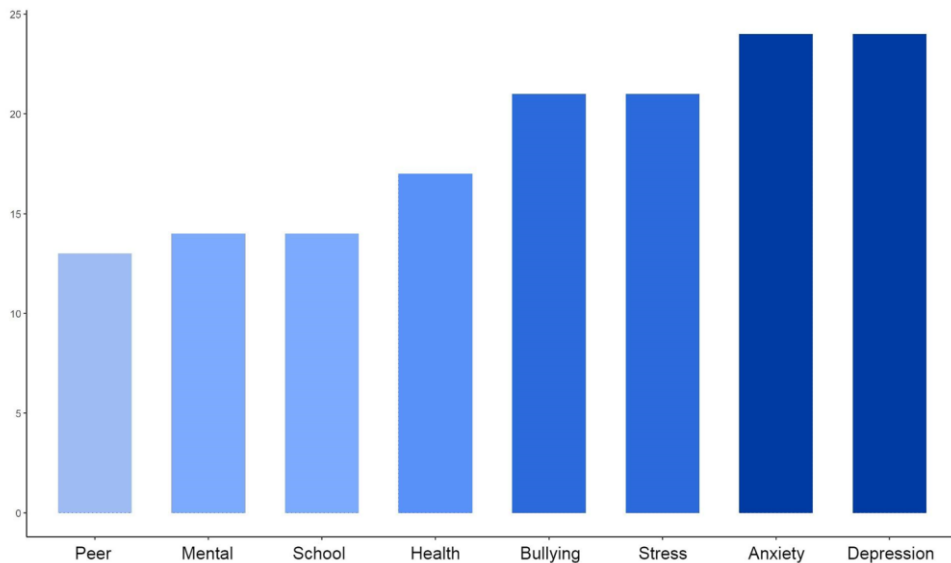


45.16%

Of educators want
curated lesson plans

* Hope Givers offers episodes and accompanying lesson plans created in tandem with educational professionals across Georgia.

Market Research: Buzzwords



We asked all students, educators, counselors and administrators **what are the most important topics are at their school, in regards to the mental health of students and faculty?**

'Depression' and 'Anxiety' were the two most common unique words used in the responses. Both topics appear frequently in Season 01, and will be further explored in future seasons.

1 in 4 students

Don't have a trusted adult at school they can talk to

The image features a white background with three solid blue squares: a medium blue square in the top right corner, a light blue square in the bottom left corner, and a dark blue square in the bottom right corner. Centered on the white background is the text '76.81%' in a large, bold, dark blue font.

76.81%

Of students believe that Hope Givers could save young lives.



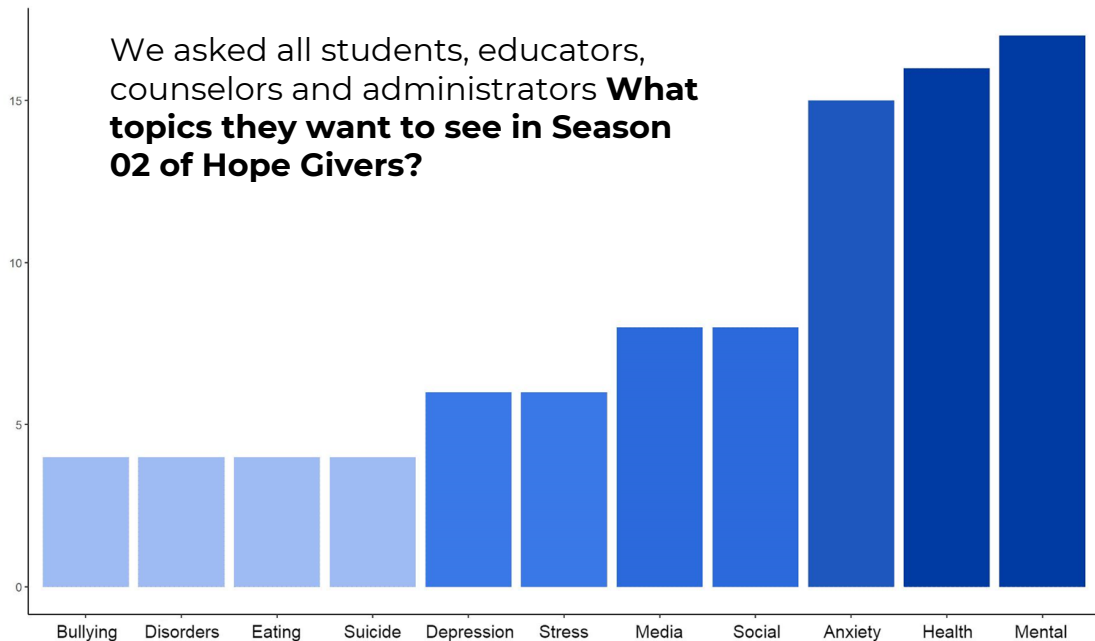
4 out of 5 of educators believe that Hope Givers could save young lives (81.25%)



2 out of 3 parents believe that Hope Givers could save young lives (67.65%)

Market Research: Season 02


We asked all students, educators, counselors and administrators **What topics they want to see in Season 02 of Hope Givers?**



This information is crucial to planning our next season. We are using this as a guide to hone in on specific issues such as eating disorders. Also, we see that 'Anxiety' is mentioned nearly three times more than 'Depression'.

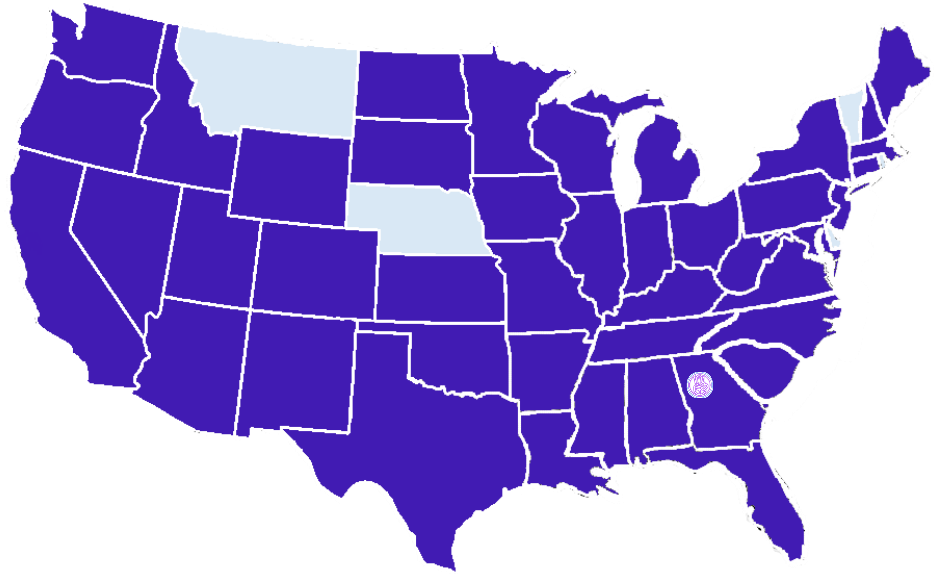
Having a straight line of communication to parents, school faculty and students has allowed Hope Givers to directly respond to the issues our audience wants to see.

Our Reach So Far

Season 01 has earned over **260,000 views** in its first six months 

Hope Givers has been seen in **107 Georgia cities...**

...and in **45 US states.**



Educator's Feedback

The following are anonymous quotes from Georgia school faculty.

"I love it. Hits home in a positive way! Covers very important topics needed to be discussed"

"Hearing these stories and this information from other kids similar in age is powerful."

"very informative and well done"

"I think that they were very well done and short enough to keep students attention!"

Student's Feedback

The following are anonymous quotes from Georgia students.

*"I think it was very informative
and it made me feel less alone
with my mental health"*

*"I love how they showed off
distractions for those who are
disabled. I feel like they are
constantly overlooked or bullied
by others, so I'm glad they
showed things that have helped
them out."*

*"It was helpful in understanding
mental health such as why I feel
the way I do sometimes."*

*"It's doing a very good job to
help people under the reality of
mental struggles. It helps
people realize it is not
something you should let bring
you down and people around
will help."*