



Healthcare workers and
Educators Addressing
and Reducing Trauma

HEART
COLLECTIVE

CAMPAIGN TOOLKIT

2024

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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 6- 10, 2024

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 third annual 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

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

The U.S. Department of Education's Institute of Education Sciences (IES) reported that 69 percent of public schools reported an increase in the percentage of their students seeking mental health services at school since the start of the COVID-19 pandemic, and roughly three-quarters (76 percent) of schools also reported an increase in staff voicing concerns about their students exhibiting symptoms such as depression, anxiety, and trauma (IES, May 2022).

The IES findings are from the latest round of the experimental, monthly School Pulse Panel (SPP). The panel was designed to be nationally representative of public primary, middle, high, and combined-grade schools, with data collected between April 12 and April 26, 2022. Findings also note that nearly all of the nation's public schools (96 percent) reported providing mental health services for their students during the 2021-22 school year. However, 87 percent of public schools did not strongly agree that they could effectively provide mental health services to all students in need. The three most prevalent limitations identified by these schools that limit their ability to serve their students' mental health needs were an insufficient number of mental health professionals to manage their school's caseload, inadequate access to licensed mental health professionals, and inadequate funding.

[Review the full IES report.](#)



***Notable Highlights from the 2021 Youth Risk Behavior Survey Data Summary and Trends Report**

42% of high school students experienced persistent feelings of sadness or hopelessness during the past year.

- Female students were more likely than male students to experience poor mental health.
- Asian and African American students were less likely than Hispanic and multiracial students to experience poor mental health.
- Asian students were also less likely than white students to experience poor mental health.
- LGBTQ+ students and students who had any same-sex partners were more likely than their peers to experience poor mental health.

**Indicates data from the Youth Risk Behavior Survey Data Summary & Trends Report: 2011-2021. The report provides the most recent surveillance data, as well as 10-year trends, on health behaviors and experiences among high school students in the United States. Review the YRBS Survey results.*



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WAYS TO ENGAGE

With a deepened awareness of the trauma, 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.

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.



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.

Thank you for supporting our Take HEART Public Awareness Campaign. We hope the efforts you made as a part of our awareness activities sparked your interest and intent around building or enhancing collaborations that support school-based mental health.



PRINTABLE CAMPAIGN MATERIALS

Find Inspiration in Every Turn

Download and use our campaign graphics.

Banners



Download: Color Options

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

Thank You Cards



See more options at

<https://www.heartcollective.info/campaignmaterials2024>

ACKNOWLEDGMENTS

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