

Ohio Strategic Prevention Framework (SPF): Strategic Plan Map
Ohio Youth-Led Prevention Network Youth Council

Overall Theory of Change:
 If the OYLPN YC has a media campaign directed toward MH then Ohio youth and adults will have increased awareness of MH and suicide prevention.
 If the OYLPN YC disseminates information about MH and suicide prevention then Ohio youth and adults will have increased knowledge on the signs/symptoms of MH issues.
 If Ohio youth and adults have increased awareness and increased knowledge of MH and suicide prevention, then we create a nurturing environment for youth who are experiencing depression and suicidal thought to receive the necessary support.
 If we create a nurturing environment for youth who are experiencing depression and suicidal thought to receive the necessary support then Ohio will have decrease in the percent of students seriously considering attempting suicide.

Community Logic Model			Theory of Action			Measurable Outcomes	
Problem Statement	Intervening Variable(s)	Strategy	Demonstrating Capacity Inputs: Human / Material Resources	Time Line Specific <u>Activities</u> for each Strategy	Outputs <u>Results</u> of Activities	Shorter-Term Outcomes (2 years)	Longer –Term Outcomes (5 years)
<p>There are Ohio youth that are at-risk for depression and suicide. The Ohio Youth-Led Prevention Network (OYLPN) Youth Council believes that youth can play a role in creating nurturing environments for all Ohio Youth.</p> <p><u>Data to Support Problem Statement:</u></p> <p>25.8% of HS students in Ohio report feeling sad or hopeless almost every day for 2 of more weeks in a row during the past 12 months (Data Source: CDC, YRBS,2013)</p> <p>14.3% of HS students report seriously considering attempting suicide during the past 12 months (Data Source: CDC, YRBS,2013)</p> <p>1.4% HS students in Ohio report attempting suicide one or more times during the past 12 months (Data Source: CDC, YRBS,2013)</p>	<ul style="list-style-type: none"> Lack of awareness of MH Lack of competency among parents, teens, and educators about MH (signs, symptoms, etc.) Lack of knowledge on the signs of mental illness. Lack of education within parents regarding teen mental health Lack of knowledge about current resources available to address teen mental health. Lack of knowledge on the correlation between mental health and substance abuse. 	<p>We have selected two CSAP strategies: information dissemination (i.e., newsletter, parent’s night) and environmental strategies (i.e., social media/PSA).</p> <p><u>Environmental Strategies:</u></p> <ol style="list-style-type: none"> Have a significant social media presence (assuming one specifically related to MH/suicide prevention) leading up to the April 30 <i>We Are The Majority</i> youth rally to create awareness. Youth will promote Mental Health messaging through various media outlets through the hash tag “Be Aware”. Promote awareness through a PSA. The PSAs aired leading up to the April 30 <i>We Are The Majority</i> youth rally would be presented at the rally. <p><u>Information Dissemination:</u></p> <ol style="list-style-type: none"> Create and host a parent’s night event Create and disseminate a monthly newsletter. 	<p><u>Budget:</u> DFAA Funding Total Budget: TBD</p> <p>In-Kind: TBD</p> <p><u>Vendor(s)/Sub-contractor(s):</u> -Speaker for Parent Night -Videographer for PSA</p> <p>Services provided: videographer will capture big events throughout the youth at their home groups or at specific OYLPN events to provide material for the PSA.</p> <p><u>Materials:</u> -Information, positive statistics which would be obtained from the adult council and local health centers -Posters for parents night -Lanyards for WATM rally to promote mental health social media messaging.</p> <p><u>Travel:</u> -To Columbus for monthly meetings -Travel to promote PSA -Youth Council to travel to Chardon, Ohio for Parent Night</p> <p><u>Other:</u> Personal experience stories</p>	<p>ENVIRONMENTAL STRATEGIES <u>Social Media</u></p> <ul style="list-style-type: none"> OYLPN will spread MH campaign until the day of the rally. Implementation of media campaign Sustainment of media campaign through a virtual on-line presence. <p><u>PSA</u></p> <ul style="list-style-type: none"> Distributed in monthly Newsletter & via social media outlets RFP review and award to selected videographer contractor. Review and adoption of media campaign as presented by consultant. April 30, 2015: Year in review, PSA presentation and mental health campaign presentation. <p>INFORMATION DISSEMINATION <u>Parent’s Night</u></p> <ul style="list-style-type: none"> Feb, 18, 2015 Reserve space at Chardon Elementary School YC will develop script for PN presentation YC will obtain various resources for Parent and teen <p><u>Newsletters</u></p> <ul style="list-style-type: none"> Second Wednesday of each month 2014-2015 Monthly Newsletter Development and assignment. 	<p>ENVIRONMENTAL STRATEGIES <u>Social Media</u></p> <p>OYLPN YC will have a significant social media presence.</p> <p><u>PSA</u> OYLPN YC will promote awareness information through a monthly campaign and PSA.</p> <p>INFORMATION DISSEMINATION <u>Parent’s Night</u> OYLPN YC will host a Parents Night Town Hall Meeting.</p> <p><u>Newsletters</u> OYLPN YC will distribute monthly newsletter on topics related to MH campaign. Dec: Seasonal Depression Jan: Teen Tips for Dealing with Anxiety Feb: Eating Disorders March: Teen Dating Violence April: Alcohol Abuse leading to Mental Illness May: Positivity Tips for Teens</p>	<ul style="list-style-type: none"> Increase awareness of mental health. Encourage competency within parents, teens, and educators. Increased knowledge on the signs of mental health issues. Increase the knowledge within parents regarding teen mental health. Increased knowledge of the current resources available to address teen mental health. Increase the knowledge of the correlation between mental health and substance abuse 	<ul style="list-style-type: none"> Decrease in % of HS students in Ohio report feeling sad or hopeless almost every day for 2 of more weeks in a row during the past 12 months Decrease in % of HS students report seriously considering attempting suicide during the past 12 months Decrease in % HS students in Ohio report attempting suicide one or more times during the past 12 months

Context

- OYLPN AC has created a logic model and strategic plan. The YC created their plan to work in synchronicity with the AC logic model and strategic plan.
- Traditionally the WATM campaign has focused on highlighting a majority of youth do not abuse substances. Based on data and research, MH and substance abuse are related. Due to this finding, the OYLPN YC has decided to supplement the WATM campaign with a MH campaign.
 - YC is working towards finding data to measure intervening variables.