

Are You Ok? #ItIsOkToAsk

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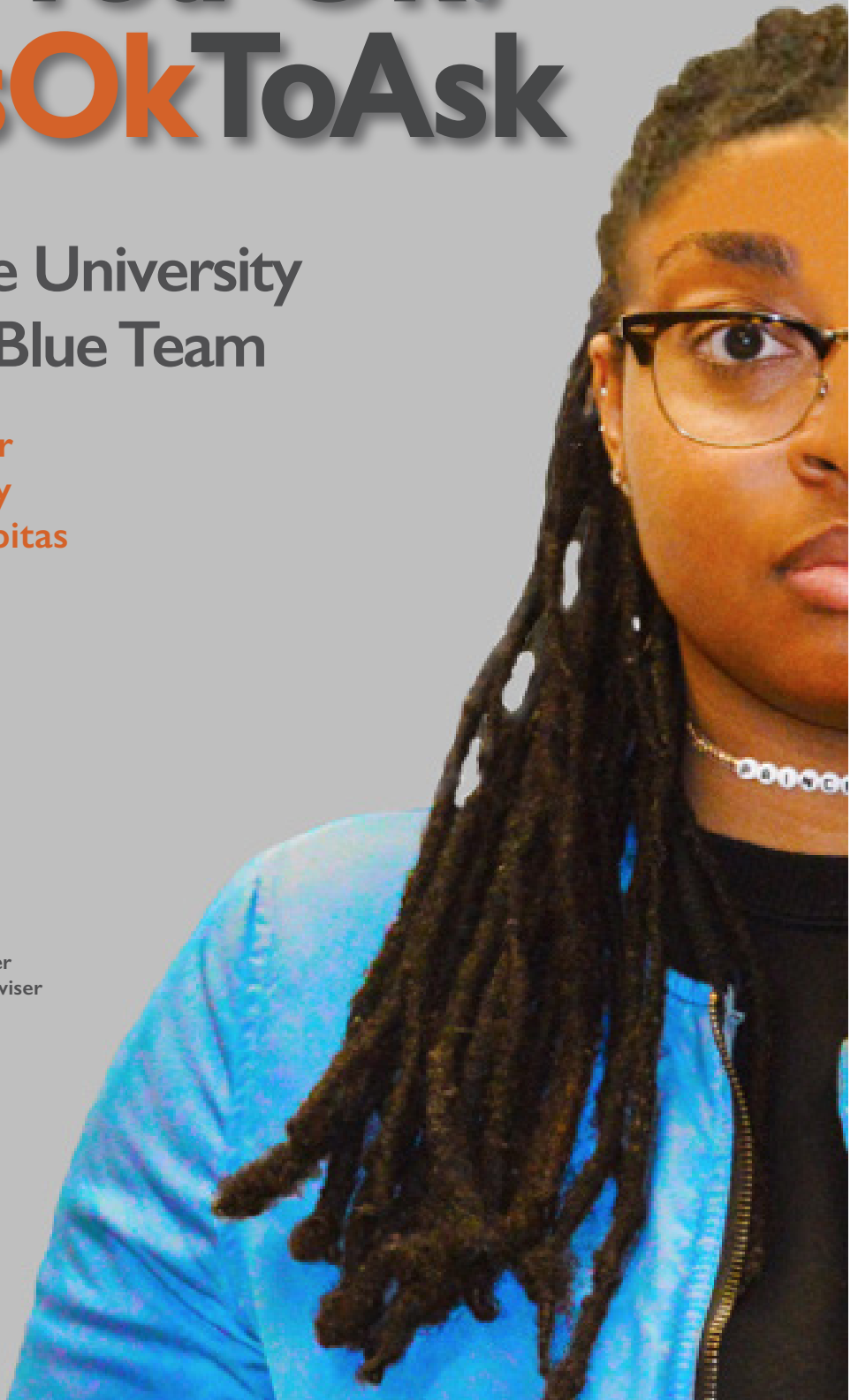


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Executive Summary

Meet Kent State University student Jailyn Menefee, a vibrant young woman active in Greek life and student media. Jailyn is always surrounded by friends and family and busy with school and work. Jailyn suffers from anxiety, and depression runs in her family. Jailyn says because she is African American, talking about mental health can feel like a challenge. She is expected to be strong and resilient, but that can be difficult when it is not how she feels internally. The Kent State Bateman Blue team heard multiple stories similar to Jailyn's, which led to the decision of sparking a change in the conversation about mental health among African-American college-aged students at Kent State and the nearby University of Akron.

Focus groups, secondary research, surveys and interviews confirmed the notion that mental health is a taboo topic throughout the African-American community. Bateman Blue also discovered college students experience high levels of emotional distress, and many are unaware of the services available to them on campus and locally.



"I feel like in a lot of black families, people don't talk about mental [health]. Your family will say 'go pray about it' or 'just go to church,' and it is supposed to cure whatever problems you have. I know people that have been going through so much, and they can't go to their family and talk about it because they feel they will be judged or called overdramatic." - Jailyn Menefee

Based on research insights, Bateman Blue created the "Are You Ok?" campaign to target African-American college students at Kent State and Akron. Fueled by student suggestions, the campaign was aimed at educating students about the difference between mental health and mental illness. Our goal was more fundamental than changing the direction of the conversation; we were driven to encourage our target audience to actually discuss mental health and facilitate a lasting dialogue with the #ItIsOkToAsk hashtag.

Our campaign used the Five Signs of emotional suffering as a starting point to initiate education efforts and promote conversations among African-American students. We also informed students about ways to improve their everyday mental health, including distributing information about mental health resources available on both campuses as well as in the local communities.

We are happy to report that we reached all four of our objectives. By helping break the taboo and disseminating methods to improve mental health awareness, Bateman Blue empowered students such as Jailyn to know #ItIsOKToAsk yourself or a loved one about their everyday mental health.



Situation Analysis

The Campaign to Change Direction® stresses the importance of positive mental health conversations while addressing the lack of access to mental health services. One of the campaign's signature initiatives are the Five Signs of emotional suffering, which are used as a guide to notice if someone is in a poor mental state. The Five Signs of emotional suffering are as follows: change in personality, agitation, withdrawal, poor self-care and hopelessness. Through conversations about mental health and the Five Signs, The Campaign to Change Direction® helps spark positive conversations and actions concerning mental health.

During primary and secondary research, the Bateman Blue team discovered African Americans are underserved and undirected when it comes to mental health resources and services. Many African Americans are uninformed on where and how to receive mental health care, and some are unable to afford the services. From the research, Bateman Blue discovered the topic of mental health is taboo within the African-American community, and the team decided to develop a campaign to not only inform African Americans about ways to improve mental health but also raise awareness about the importance of openly discussing mental health concerns.

As primary research progressed, the Bateman Blue team discovered college-aged African Americans at Kent State and Akron suffer more often from mental health issues compared with students of other races, primarily due to racial tension. Many of those students are counseled by family and friends to find alternatives, such as spirituality, rather than seek professional help or other support. The term “mental health” is incorrectly associated with mental illness in the African-American community, causing many of those suffering to remain quiet. Additionally, a lack of knowledge and information about available counseling or psychological services leave African-American students feeling as if they have nowhere to turn.

These research findings affirmed Bateman Blue's decision to target college-aged, African-American students at Kent State and Akron.

Key Publics

Primary Public: Research findings led Bateman Blue to target African-American college students as the key public. After conducting intercept interviews, surveys and focus groups, Bateman Blue found mental health is often not discussed within African-American communities. Many African-American students fear speaking about their mental health because those issues are often seen as something that can be resolved without assistance.

Secondary Public: Bateman Blue chose college-aged students from both Kent State and the Akron as a secondary public. From primary research, the team found college students experience higher rates of anxiety and depression due to academic stress, and many are unaware of mental health services available to them on campus or in the surrounding community.



Theme

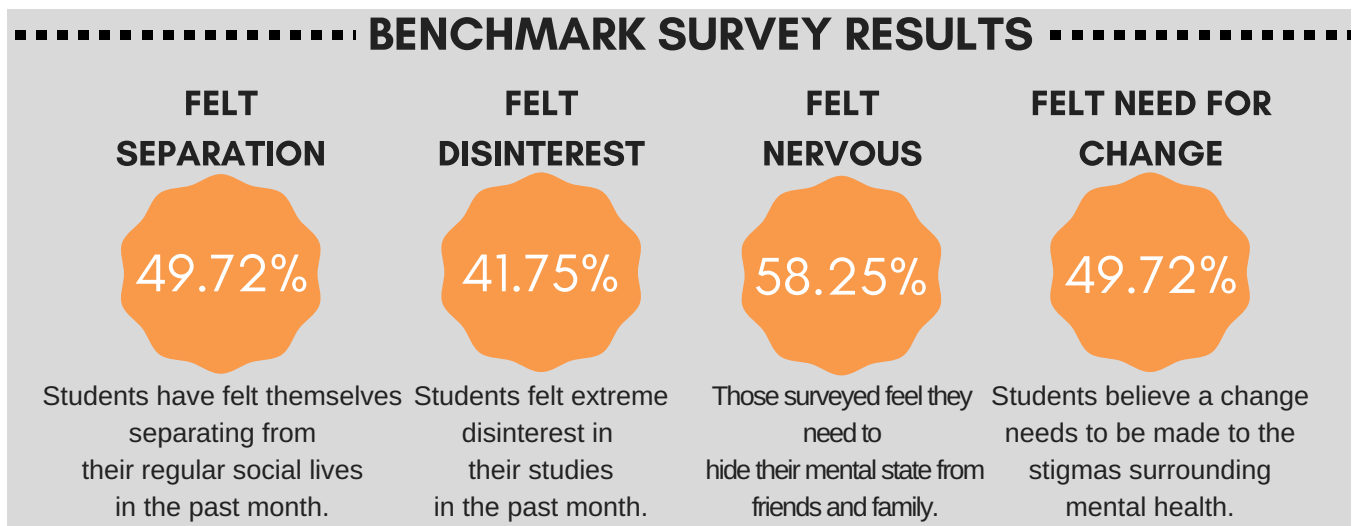
Bateman Blue chose the theme “Are You Ok?,” emphasizing #ItIsOkToAsk if a student or loved one is experiencing one of the Five Signs of emotional suffering. The theme expresses the importance of recognizing the difference between mental health and mental illness as well as reinforces the necessity of reaching out for help when experiencing one or more of the Five Signs.

Key Messages

1. #ItIsOkToAsk yourself if your mental health is as strong as it can be. Are you experiencing one of the Five Signs of emotional suffering? What is triggering this? What can you do to better manage and improve your mental health on a daily basis?
2. #ItIsOkToAsk for help. Everyone has a “bad mental health day” on occasion, and one in five Americans suffers from a mental illness. It is OK to ask about resources available to improve your mental fitness, whether it be on campus or off campus. Help is here. You just need to ask for it.
3. #ItIsOkToAsk a family member, loved one or friend if they are struggling emotionally. Learning about maintaining good mental health and the right questions to ask can allow you to share your strength, hope and knowledge to others in need.

Primary Research Highlights

Bateman Blue conducted a pre-campaign benchmark survey of more than 300 college-aged students at universities in Ohio and four other states to determine knowledge of mental health and mental health services.



Focus Groups: Bateman Blue conducted a total of three focus groups with Kent State students. The first focus group consisted of strictly Caucasian participants, the second was a mix of races and the third consisted of strictly African-American students.

College Students' Key Takeaways:

- Students do not know the difference between mental health and mental illness.
- Words such as crazy, psycho and deranged are what comes to mind when mental health or mental illness is mentioned.

College-Aged, African-American Students' Key Takeaways:

- All participants agreed that in the African-American community, mental health issues are perceived as feelings that can be “prayed” or wished away.
- All participants agreed African-American students do not want to be viewed as less than, which often holds them back from reaching out for help.
- All participants agreed a spoken-word event addressing mental health would be heavily attended and help inform African-American students about mental health and the services available to them.

During the third focus group discussion, the topic of religion came to light. We discovered in the African-American community, mental health issues are seen as something one can go to church for and “pray away.” This idea was solidified among all of those participating in the third focus group. Participants said when dealing with an issue, even if it is physical, you do not go to the doctor; instead, you go to church because religion plays a large role in the African-American community.

Intercept Interviews: Bateman Blue interviewed 125 Kent State students and 50 Akron students over a two-month span at various locations throughout the campuses.

The vast majority of students:

- Were unaware of mental health services on campus
- Did not know the difference between mental health and mental illness
- Were unaware of the Five Signs of emotional suffering

Mental Health First Aid Training:

- Before campaign implementation, all five members of the Bateman Blue team underwent eight hours of mental health “first aid” training offered by Project AWARE at Kent State. Team members learned about detecting mental health issues and local mental health resources during the training.
- The team felt it was important to undergo the training so members could serve as more effective and informed mental health advocates during the campaign.

Summit County Campaign:

Bateman Blue met with the Summit County Campaign to Change Direction February 10 and was given campaign materials to distribute during implementation. Summit County discussed successful tactics with team members.

Please visit the full primary research section starting on page **A14** for further information.



Secondary Research Highlights

The Campaign to Change Direction® works to change the culture toward mental health by, in part, driving people to take a pledge to learn and recognize the Five Signs of emotional suffering. Secondary research indicated college-aged students undergo extreme stress during this time in their lives with tensions involving friends, family and school work. Research also showed African-American citizens are less likely to discuss mental health, compared with other races, and a history of misdiagnosis has helped create misperceptions toward therapy. At Kent State, 8 percent of the student body is African American, and at Akron 10.2 percent of the student body is African American. The topic of mental health is ignored and not addressed proactively within the African-American community.

Please visit our full secondary research section starting on page [A32](#) for further information.

Objective, Strategies and Tactics

Objective 1:

Increase awareness of the differences between mental health and mental illness so 40 African-American students at Kent State University and the University of Akron can correctly articulate the difference by March 15, 2017.

Rationale: Bateman Blue's research indicated the key public, college-aged African Americans, is unaware of the differences between mental health and mental illness. Educating members of the key public about this important concept is key to changing their perceptions and motivating them to ask about ways to better manage their mental health.

Strategy 1: Use face-to-face communication to educate African-American students about the differences between mental health and mental illness.

Tactic 1: Hosted an open discussion at the Kent State Student Multicultural Center March 13 to talk about the differences between mental health and mental illness. More than 25 African-American students expressed their views on mental health and how it is viewed in their community.

Strategy 2: Use digital communication techniques to educate students about the differences between mental health and mental illness.

Tactic 1: Used the campaign's Twitter and Facebook accounts to post information and articles explaining the differences between mental health and mental illness, as well as sharing content suggesting ways to maintain good mental health. Both accounts were updated daily with topical links and information on mental health from February 17 to March 15. Each post contained #ItIsOkToAsk.

Tactic 2: Created an awareness video showcasing how students in the target audience manage mental health issues. The video emphasized mental health does not have an identity because any person can experience a mental health issue. The video was posted on YouTube, the campaign's social media accounts and Bateman Blue team members' personal social media accounts. The video was viewed by nearly 700 people.

Evaluation: Objective 1 EXCEEDED ✓

In Bateman Blue's post-campaign survey, 40 African-American students at Kent State and 49 African-American students at the University of Akron correctly articulated the difference between mental health and mental illness.



Objective 2:

Have 300 Kent State and 100 University of Akron students formally pledge to recognize the Five Signs of emotional suffering by March 15, 2017.

Rationale: The pre-campaign research showed no recognition of the Five Signs of emotional suffering among the team's target publics and others Bateman Blue surveyed. Improving awareness of the pledge is a crucial step in educating the target audience on how they can effectively manage their overall mental health.

Strategy 1: Use digital media to inform and educate Kent State and Akron students about the pledge, as well as share mental health information.

Tactic 1: Bateman Blue's Twitter and Facebook accounts promoted the Five Signs of emotional suffering and directed Kent and Akron students to the pledge. About half of the daily social media posts between February 17 and March 15 contained information about the pledge and the Five Signs.

Strategy 2: Use face-to-face communication with influential organizations and at high-profile events to inform Kent State and Akron students about the pledge.

Tactic 1: Bateman Blue worked with Black United Students (BUS) and the Kent State Student Multicultural Center to spread awareness of the Five Signs and the need for positive mental health conversations. BUS used social media to spread awareness while the Multicultural Center worked with the campaign to host the Are You Ok? discussion March 13.

Tactic 2: Manned tables at Kent State and Akron on six separate occasions to inform students about the Five Signs of emotional suffering and encourage them to take the pledge.

Evaluation: Objective 2 EXCEEDED ✓

During the implementation period, 417 Kent State and Akron students took the pledge. Of the 417 students, 317 were from Kent State and 100 were from Akron. Eighty-seven of those who took the pledge were African American.

Objective 3:

Increase awareness among African-American students at Kent State University and the University of Akron so 40 students can recognize three or more of the Five Signs of emotional suffering by March 15, 2017.

Rationale: Bateman Blue realized just taking the pledge was not enough, and our target needed to show understanding of the signs. In addition, the team's research showed in the key public's culture, a negative perception exists toward those experiencing one or more of the Five Signs of emotional suffering. Changing the perception and encouraging informed discussion among the target audience will enable them to help themselves and provide support to each other.

Strategy 1: Use face-to-face communication and incentives to increase knowledge and understanding of the Five Signs of emotional suffering among students.

Tactic 1: Distributed wristbands with #ItIsOkToAsk and the Five Signs of emotional suffering, as well as emoticon cookies depicting the Five Signs, at the Kent State Student Center, Kent State Student Recreation and Wellness Center, the Memorial Athletic and Convocation Center and the University of Akron Student Union.



Strategy 2: Develop printed educational material to increase understanding of the Five Signs of emotional suffering.

Tactic 1: Distributed informational cards listing the Five Signs of emotional suffering at Kent and Akron campuses on 10 separate occasions during the implementation period.

Strategy 3: Use digital communication to increase knowledge of the Five Signs of emotional suffering.

Tactic 1: Used #ItIsOkToAsk on Twitter and Facebook to connect with Kent State and Akron students about the relevance of the Five Signs of emotional suffering. Nearly 60 percent of the daily social media posts on the campaign accounts contained information on the Five Signs.

Evaluation: Objective 3 EXCEEDED ✓

In Bateman Blue's post-campaign survey, 59 African-American students at Kent State and Akron could recognize three or more of the Five Signs of emotional suffering.

Objective 4:

Increase awareness of mental health services so 40 African-American Kent State University and 40 African-American University of Akron students can name at least one mental health resource on their respective campus or in their local area.

Rationale: Educating the target audience on where they can go or direct someone to receive mental health guidance is vital to Are You Ok? #ItIsOkToAsk messaging.

Strategy 1: Create print and digital communication to inform Kent State and Akron students about mental health services offered on their campuses.

Tactic 1: Informed students via the campaign's Facebook and Twitter accounts about mental health services offered at Kent State and Akron by using #ItIsOkToAsk. About 10 percent of the daily social media posts between February 17 and March 15 contained information on mental health resources.

Tactic 2: Shared articles and links on the campaign's Facebook and Twitter accounts containing tips on how to better manage mental health. Five of the daily social media posts contained links or articles on how to improve everyday mental health.

Tactic 3: Distributed informational cards during six tabling events listing Kent State University mental health services and University of Akron mental health services.

Objective 4: EXCEEDED ✓

In Bateman Blue's post-campaign evaluation, 40 African-American students at Kent State and 42 African-American students at Akron named at least one mental health resource on their respective campuses or in the local area.



Conclusion

Bateman Blue's Are You Ok? campaign succeeded in motivating:

- ✓ 417 students to pledge to learn the Five Signs of emotional suffering
- ✓ 59 African-American students to name three or more of the Five Signs of emotional suffering
- ✓ 82 African-American students to identify a campus or local mental health resource
- ✓ 89 African-American students to articulate the differences between mental health and mental illness

Kent State University and University of Akron students helped Bateman Blue's campaign change the conversation, and in some cases start the conversation, about mental health among our key public of African-American students on both campuses. The campaign helped create an environment open to the idea that anyone can have a bad mental health day without having a mental illness. Besides empowering our target to talk about their mental health, the campaign gave them information and resources to help them better manage their mental health.

This campaign showed Kent State and Akron students #ItIsOKToAsk themselves and those they care about if everything is all right. And it gave them the information needed to help themselves and others.

All the objectives were reached, but more importantly, the campaign made a lasting, positive contribution to the everyday mental health of many Kent and Akron students, especially African Americans.



Campaign photos from left to right:

Tabling at University of Akron, students at the March 13 discussion at the Multicultural Center and the Bateman Blue team.



Budget

<i>Expenses</i>		Remaining Budget
Item	Cost	\$300.00
Five Signs Wristbands	\$178.00	\$122.00
Dunkin Gift Cards (4 for \$5)	\$15.00	\$107.00
Chipotle Gift Card (survey)	\$25	\$82.00
Hungry Howies Pizza (event)	\$21.99	\$60.01
Kinkos Printing	\$55	\$5.01
	Total Spent:	\$294.99

<i>In-Kind Donations</i>		Remaining Budget
Item	Cost	\$1,000.00
Student Multicultural Center Rental	\$285.00	\$715.00
Lokai Bracelet (giveaway)	\$18.00	\$697.00
Flyers (JMC Printing)	\$59.50	\$637.50
Emoticon Cookies (for tabling)	\$90.00	\$547.50
Business Cards	\$10.00	\$537.50
	Total Received:	\$462.50



Testimonials

“This campaign is a really awesome concept and idea because it helps people to talk about something [mental health] that a lot of students and even adults avoid. It reminds people that it is a real thing and I’m really happy to be apart of it. I got to see other people, too, who go through some of their own problems and it really helps not only me but others realize that they’re not alone.”

-Adrian Leuthauser, Magazine Journalism



“The ‘Are You Ok?’ campaign meant so much to me because I have always felt as if it [mental health] was taboo to talk openly about mental illnesses. It feels good to know that there are people out there who care about me and don’t think that I’m psycho or crazy. A lot of times I feel extremely alone because there’s a huge chunk of my life that I feel like I need to hide, but this campaign is helping to change that.”

-Ile-lfe Okantah, Magazine Journalism



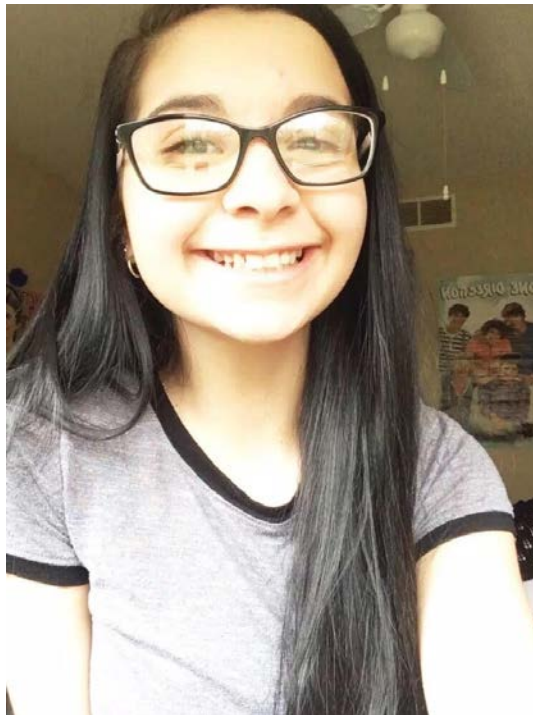
“I really loved this event! It was really inspiring to hear everyone’s stories and just see people open up about things that they might not have talked about otherwise. Everyone was really supportive about hearing other people’s stories and were open to giving them advice and support, even if they didn’t know them. The whole set up of the event fostered an environment where people were able to open up and have great discussion about mental health and mental illness and how we can help end the stigma behind it. I thought it was amazing that they focused a lot on the difference between mental health and mental illness because often times they are used interchangeably when they sometimes shouldn’t be. Kent State needs more events like this to talk about these issues because to me, it seems like it is becoming more and more common to face mental health issues or mental illness and people need to understand that it’s okay to talk about it.”

-Adriona Murphey, Journalism



“I attended the ‘Are You Ok?’ [event]. I didn’t know what to expect coming in, but it was amazing. The atmosphere was inviting and nonjudgmental. I thought it was very important to shed light on the Five Signs, and be able to recognize when those signs are happening to your friends, family, or peers. I felt more confident than I ever have being open with a group of strangers about anxiety, self-harm and depression. When I had the chance to speak, I felt this weight lifted off my shoulders because I knew that nobody in the room would be judging me on my past actions. I hope to see more programs like this at Kent State to educate the community.”

-Peyton Ipsaro, Human Development and Family Studies



Recommendations:

Branding:

Throughout Bateman Blue's research, members found inconsistencies with the Five Signs of emotional suffering and The Campaign to Change Direction's branding. While visiting The Campaign to Change Direction® in Summit County, Bateman Blue noticed Summit County branding the Five Signs of emotional suffering as "The Five Signs of Suffering." As the team continued research, the Five Signs of emotional suffering was branded in different areas as "the Five Signs of Emotional Suffering." After contacting Kristin Lee, The Campaign to Change Direction® Program Specialist, she informed members the official term is "emotional suffering."

Bateman Blue recommends The Campaign to Change Direction® provide consistent branding guidelines for each of its affiliates as well as the main organization. The brand guidelines should contain the correct style of the Five Signs of emotional suffering and each sign with a consistent description. The guidelines should also contain style details for consistent colors, fonts, symbols and pictures. The style guide will help The Campaign to Change Direction® affiliates, such as Summit County, to stay uniform with the main organization's website and social media channels. To spread awareness of the organization across the nation, it is important to have identifiable branding.



Five Signs of Suffering

Nearly one in every five people, or 42.5 million American adults, has a diagnosable mental health condition.¹ Half of all lifetime cases of mental disorders begin by age 14.²

Often our friends, neighbors, co-workers, and even family members are suffering emotionally and don't recognize the symptoms or won't ask for help.

Here are five signs that may mean someone is in emotional pain and might need help:



Their personality changes.

You may notice sudden or gradual changes in the way that someone typically behaves. He or she may behave in ways that don't seem to fit the person's values, or the person may just seem different.



They seem uncharacteristically angry, anxious, agitated, or moody.

You may notice the person has more frequent problems controlling his or her temper and seems irritable or unable to calm down. People in more extreme situations of this kind may be unable to sleep or may explode in anger at a minor problem.



They withdraw or isolate themselves from other people.

Someone who used to be socially engaged may pull away from family and friends and stop taking part in activities he or she used to enjoy. In more severe cases the person may start failing to make it to work or school. Not to be confused with the behavior of someone who is more introverted, this sign is marked by a change in someone's typical sociability, as when someone pulls away from the social support he or she typically has.



They stop taking care of themselves and may engage in risky behavior.

You may notice a change in the person's level of personal care or an act of poor judgment on his or her part. For instance, someone may let his or her personal hygiene deteriorate, or the person may start abusing alcohol or illicit substances or engaging in other self-destructive behavior that may alienate loved ones.



They seem overcome with hopelessness and overwhelmed by their circumstances.

Have you noticed someone who used to be optimistic and now can't find anything to be hopeful about? That person may be suffering from extreme or prolonged grief, or feelings of worthlessness or guilt. People in this situation may say that the world would be better off without them, suggesting suicidal thinking.



Key Publics

Primary:

Bateman Blue targeted college-aged, African-American students. Throughout the campaign, the team discovered how little African Americans are supported by different mental health campaigns and primary health care. Research showed African Americans do not feel comfortable or supported when speaking about mental health issues. Along with African Americans, many other minority groups feel they do not have equal access to mental health care.

Bateman Blue recommends The Campaign to Change Direction® target more minorities in their campaign efforts. This audience is a huge opportunity for The Campaign to Change Direction®. Minorities need to feel more supported within the mental health community and The Campaign to Change Direction® can change that. By creating more tailored events and tactics for minority groups, The Campaign to Change Direction® can effectively reach this audience.

Secondary:

Bateman Blue suggests The Campaign to Change Direction® target college students as a secondary public. College students experience mental health issues everyday due to school work, jobs and social life. Creating tailored events and initiatives to educate college students will help minorities start important conversations about mental health.



Communication Elements

Are You Ok?

#ItIsOkToAsk

UNIVERSITY OF AKRON

Mental Health Services

COUNSELING & PSYCHOTHERAPY Counseling and Testing Center University of Akron campus Simmons Hall 306 330-972-7082	CLINIC FOR INDIVIDUAL AND FAMILY COUNSELING 27 S. Forge Street, 2nd floor C.P. and Cornelia Chima Family Center 330- 972-6822
COUNSELING CLINIC Department of Psychology, College of Arts and Sciences Buchtel Hall 330-972-6714	STUDENT HEALTH SERVICES Student Recreation and Wellness Center 330-972-7808

Know the Five Signs of emotional suffering

Are You Ok? #ItIsOkToAsk

Learn the Five Signs of emotional suffering

change in personality decline in personal care
agitation withdrawal hopelessness

2017Bateman@gmail.com @ItIsOkToAsk ItIsOkToAsk

Bateman Blue distributed informational flyers during tabling events listing Kent State mental health services and University of Akron mental health services.



Bateman Blue created an awareness video that showcased student experiences with mental health misperceptions, emphasizing that mental health does not have an identity because any person can experience a mental health issue.



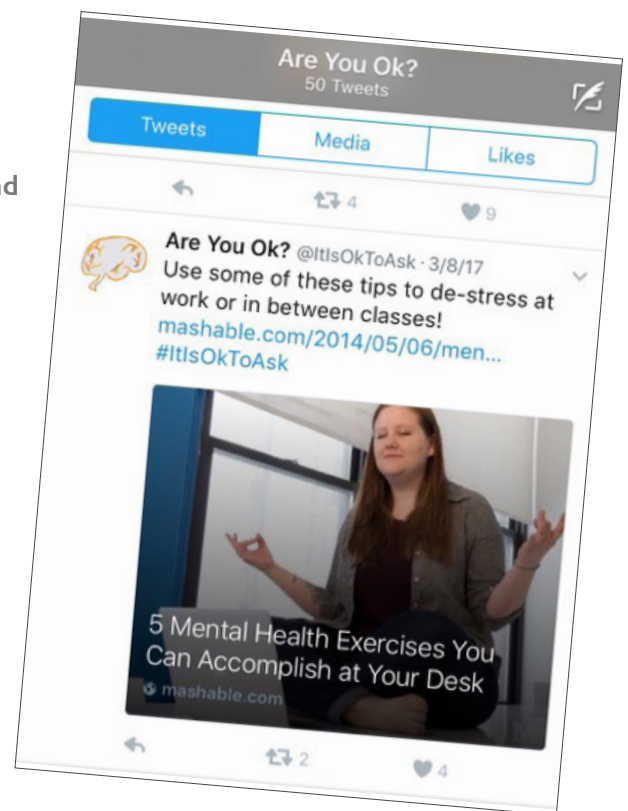
Bateman Blue used Twitter and Facebook accounts to promote the Five Signs of emotional suffering and drive Kent and Akron students to take the pledge.





Bateman Blue distributed wristbands with **#ItIsOkToAsk** and the Five Signs of emotional suffering, as well as emoticon cookies depicting **the Five Signs of emotional suffering** at the Kent State Student Center, the Kent State Student Recreation and Wellness Center, the Memorial Athletic and Convocation Center and the University of Akron Student Union.

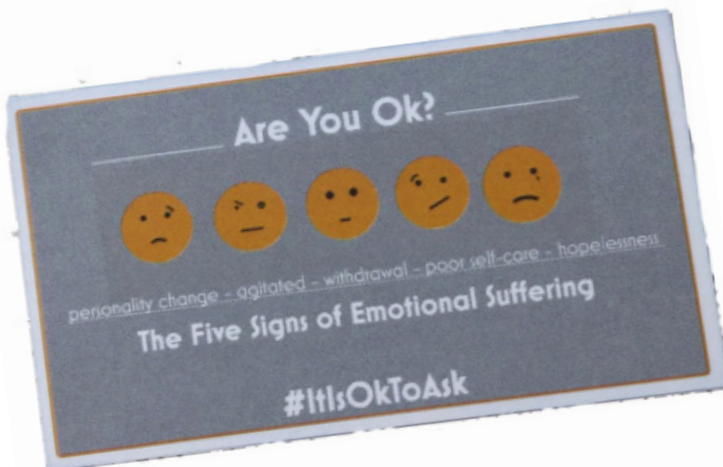
Bateman Blue used the campaign's Twitter and Facebook accounts to post information and articles explaining the differences between mental health and mental illness, as well as content suggesting ways to maintain good mental health. Each post contained **#ItIsOkToAsk**.



Bateman Blue used **#ItIsOkToAsk** on Twitter and Facebook to connect with Kent State and Akron students about the relevance of **the Five Signs of emotional suffering**.



Bateman Blue used the campaign's Facebook and Twitter to inform students about mental health services offered at Kent State University by using #ItIsOkToAsk.



Bateman Blue distributed informational cards with the Five Signs of emotional suffering on both Kent and Akron campuses.



Social Media Explained:

Bateman Blue created accounts on Facebook and Twitter to reach both its primary and secondary target audience. Posts on each social media site contained what the team was working on in addition to information relevant to mental health and mental illness.

The campaign is named “Are You Ok?:” however, the key message Bateman Blue wants to emphasize was that it is important to ask if someone is exhibiting any of the Five Signs of emotional suffering. The group came up with the hashtag #ItIsOkToAsk, which the social media accounts included in each post.

Bateman Blue’s Twitter account had 97 followers and the Facebook page had 39 followers. The posts contained information on the pledge, the Are You Ok? campaign and The Campaign to Change Direction®, as well as mental health services offered at both Kent State and Akron.

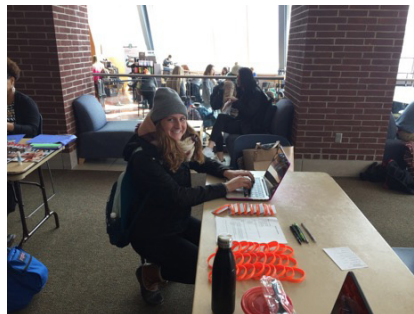


Tactics Explained

Bateman Blue's first objective was to increase awareness of the difference between mental health and mental illness so 40 African-American college students at Kent State and the University of Akron can articulate the differences between the two by March 15, 2017.

The tactics the team thought would be most successful were to host an open discussion about mental health and mental illness to educate students on the differences while creating a comfortable atmosphere to speak about those topics. To create awareness of the Five Signs, Bateman Blue created social media accounts in order for the team to reach out to students utilizing the hashtag, #ItIsOkToAsk. A video was created emphasizing mental health does not have an identity and #ItIsOkToAsk if someone is suffering emotionally. The video was posted on YouTube and promoted on the campaign's Twitter and Facebook pages.

The second objective was to have 300 Kent State and 100 University of Akron students formally pledge to recognize the Five Signs of emotional suffering by March 15, 2017. Bateman Blue used Twitter and Facebook to promote the pledge and direct Kent and Akron students to the pledge's link. The team collaborated with the Black United Students organization, which unifies African-American students at Kent State and seeks to identify issues that may be conflicting to students and their overall well-being. The collaboration motivated members to take the pledge to recognize and share the Five Signs. The team also created and posted informational flyers with the Five Signs of emotional suffering around both Kent State and Akron campuses.



The third objective was to increase awareness among African-American college students at Kent State and Akron so 40 students were able to recognize three or more of the Five Signs of emotional suffering by March 15, 2017. To accomplish this, the team distributed #ItIsOkToAsk wristbands and cookies resembling the Five Signs emoticons at the Kent State Student Center, the Kent State Recreation and Wellness Center, and the Memorial and Athletic Convocation Center. Informational cards with the Five Signs were additionally distributed at the Kent and Akron campuses.

The fourth objective was to increase awareness of mental health services so that 40 Kent State and 40 University of Akron students can name at least one mental health resource on their campus or local area. The team used their Facebook and Twitter accounts to inform students of mental health services offered at Kent State University and University of Akron by using #ItIsOkToAsk. A list of sources where students can seek mental health support were also provided. Flyers with mental health services available at each campus were distributed during tabling and posted throughout both campuses.



Primary Research

The Campaign to Change Direction Conference Call, Jan. 18, 2017

Summary

The Campaign to Change Direction® allowed Bateman participants to listen in on a conference call with Campaign Specialist Kristin Lee, who provided an overview and updates on the campaign and allowed members to ask questions. During the conference call, Bateman Blue was able to form a better understanding of The Campaign to Change Direction®.



Key Takeaways:

- The call to action for The Campaign to Change Direction® is to encourage others to pledge they will learn and share the Five Signs of emotional suffering.
- “Sometimes we all suffer...emotional pain is part of human condition,” Lee said.
- The Campaign to Change Direction® is seeking to promote a better language, culture and understanding of mental health to communicate more effectively with each other.
- The Five Signs of emotional suffering do not necessarily mean someone has a mental illness. A person can be suffering internally but seem content externally.
- Bateman Blue’s main takeaway from the call is to ensure others understand the difference between mental health and mental illness.

Focus Group Information

Summary

Focus groups were conducted to receive feedback about how mental health is perceived among Kent State University students. Bateman Blue discovered stereotypes associated with both mental health and other ethnicities. During each focus group, certain topics were added, omitted or revised in respect to the audience present in order to gain a clear focus. Gradually, each group became more concentrated with the African-American community.



Focus Group #1:

The first focus group took place Dec. 6, 2016, with five students. Students participating included five Caucasian men and women.

Students were asked about triggers behind mental health issues, and responses were as follows: trauma, academics, heredity, racial tension and how they were raised.

When asked about the first things that came to mind in terms of mental health, responses included, but were not limited to terms such as:

**Focus Group #2:**

The second focus group took place Jan. 24, 2017. This group included four participants of different ethnicities including two Asian females, one Latino male and one African-American female. The different ethnicities largely influenced a wide range of opinions.

Students were asked their opinion of mental health, participants' responses are as follows:

- "Everyone has high and low points"
- "Having good balance because you don't always want to be happy/sad"



Student participants' personal encounters:

- Panic attacks in the bathroom but acting as everything is fine after.
- Became healthier but then became anorexic.
- Some people wear everything on their sleeves, some people do not.

The participants were then asked about stereotypes and stigmas pertaining to mental health.

One participant stated, “You can be in a good spot with your mental health, but still have a mental illness. For example, because someone may have diabetes does not mean they are unhealthy; however, just because one does not have diabetes does not mean they are healthy on the inside.”

Other responses:

- Anxiety- everyone says they have anxiety versus ‘I’m nervous to take a test.’ It’s when you are always nervous.

African-American influences of this participant’s perceptions:

- A participant said she is usually the only black girl in most classes, and no one around her looks at her.
- A participant likes being with her black friends and being herself and doesn’t want to explain herself to others.
- When you tell people you have a mental illness; people feel like they need to walk on eggshells when around you.
- Many people think they choose to have this disease because they want this attention.
- Never know if it is a cry for help or cry for attention, never know how to take it.

Quotes from a Latino male perspective:

- If you have a Hispanic last name, people assume you speak Spanish.
- People are unsure of what ethnicity he is.
- He never felt he could not express himself.

Quotes from the perspective of the participants of minority descent:

- You’re a descendant of the strong of the strong - history makes you proud.
- Be happy with your race, but don’t hate on other races.
- Be proud of who you are as a person.
- Everyone should learn to appreciate other races.

“Be happy with your race, but don’t hate on other races.”



Focus Group #3:

Jan. 31, 2017 - Team Blue decided to hold a focus group completely dedicated to the minority target audience. This group consisted of nine African-American students.

Often, mental health issues are viewed as something people can grow out of. A member who faces issues with mental health and deals with a mental illness disagreed. Because the participant's family has a history with depression, it is something openly talked about. The participant said, "If I don't take my medication, I feel like I don't have control in certain ways. It is an illness. I have a chemical imbalance, and I can't just simply meditate."

During the discussion, the topic of religion arose. From the interviews, Bateman Blue discovered in the African-American community, mental health and mental illnesses are seen as something one can go to church for and "pray away." Throughout the focus group, this idea was solidified among all of the members. Participants said the way it is perceived is when dealing with an issue, even if it is physical, you do not go to the doctor; instead, you turn to church because religion plays a large role in the African-American community.

From the focus group, the team learned African Americans do not want to be looked at as less than, which is what keeps most from reaching out for help. Mental health was established as something that should be discussed more throughout the black community.

Incorporated in this focus group was a drawing activity in which the team had participants draw or write what they perceived as someone with poor mental health. Below is an example:



On the topic of race and how it affects students, participants were asked about microaggressions and Minority Status Stress (MSS):

- People ask why I speak intelligently.
- Sometimes participants notice [microaggressions] the next day because they are so subtle.
- Anxiety is constant - you just don't know.
- We have to deal with so much more than other races.
- Don't know if it [microaggressions] is ever going to end.
- People don't ask for help because when you are black you have to be resilient.
- Most can't afford to fix it

Focus group three gave Bateman Blue a further understanding of the issues African Americans face including microaggressions, stigmas and how the African- American community views mental health.

In-depth Interviews

Mental Health Professionals

Dr. Jason Miller, Director of the Counseling and Human Development Center at Kent State University, interviewed Jan. 31, 2017.

Overview of Interview:

- Kent State offers free counseling services for students for as long as desired through the Counseling and Human Development Center.
- Anxiety is the number one presenting concern of students coming to seek help.
- More Caucasian students use the services of the center compared to all other ethnicities.
- When African American students turn to the center, counselors are actively aware of cultural struggles within society when conducting sessions with students.
- African Americans struggle with their pride when it comes to seeking help for mental health issues. It is seen as a sign of weakness to admit something is not right inside of their head.
- Stigmas surrounding mental health and mental illness have decreased within the past 10 to 15 years. Twenty years ago, if you were going to a counselor, you were seen as crazy. Today, it's a normal, more conventional thing.
- Eight percent of Kent State students are African American.

How it Relates:

Kent State offers free counseling services and not many African-American students are patients. This is something the team can help bring attention to within the African-American community at Kent State and Akron. Stigmas of mental health are less prominent than in the past, but within the African-American community, they are still prevalent.



Angela DeJulius, Director of Kent State of Wellness, interviewed Jan. 26, 2017.

Overview of Interview:

- According to demographics, DeJulius believes African Americans experience more mental health stress due to the fact most of those students may be the first in their families to attend a college or university.
- Eight percent of Kent State students are African American.
- Minority Status Stress: Microaggressions toward the black community create stress and poor mental health.
- Kent State is currently funding more mental health services.

How it relates:

The Bateman Blue team discovered there are many other attributes that can lead to poor mental health among the African-American community, one being Minority Status Stress. Bateman Blue realized throughout focus groups African-American students feel more stress because of their race.

Joel Mowrey, Executive Director of Portage County Mental Health and Recovery Board, and Karyn Hall, Director of Community Relations for Portage County Mental Health and Recovery Board, interviewed Feb. 3, 2017.

Overview of Interview:

- The board is responsible for the planning, funding and monitoring of mental health and drug addiction services for all residents around Portage county.
- Mowrey believes there is a genetic predisposition associated with schizophrenia, depression and bipolar disorders. There is a difference between being stressed out and not being able to get out of bed and go about daily life.
- They did not see a stronger percentage of minorities seeking help.
 - “In terms of mental health issues and regular health issues...different things tend to run more in Black and African-American communities,” Mowrey said. “But, I believe that mental health issues affect everybody.”
- Hall brought up the point that Bateman Blue should be asking everyone if they are ok.
 - “It’s ok to ask someone if they are not feeling well. We ask people when they are physically sick.”

How it relates:

One key insight Bateman Blue took from this interview was “It’s ok to ask.” This statement relates to this campaign because the team wants students to know that mental health is just as important as physical health. It is important to ask if someone is okay especially if they are exhibiting one more of the Five Signs.



Kamesha Spates, Assistant Professor of Sociology for African Americans, Department of Sociology, interviewed Feb. 1, 2017

Overview of Interview:

- Spates believes differentiating between mental health and mental illness deters people from understanding what is going on and noticing symptoms within themselves and others.
 - “To identify those with mental health problems, look for people who are socially isolated.” Certain people are naturally more isolated,” said Spates.
- From her expertise, some of the stigmas associated with mental health are being unable to cope with life and weakness.
- Spates explained that in the black community, most people do not get help until the point of hospitalization.
- She believes African Americans do not always reach out for mental health services because there has been historical evidence the race has not been taken care of correctly, such as misdiagnosis or overdiagnosis.

How it Relates:

The interview with Spates solidified much of the team’s research findings about mental health among the African-American community. The information received gave a more detailed insight as to why African Americans have a difficult time reaching out for mental health services.

Summit County Campaign to Change Direction, three members interviewed Feb. 10, 2017.

Overview of the interview:

- When discussing what their branch of the campaign has done in regards to the national campaign, they said:
 - Hosted a kickoff event with around 300 participants
 - Manned educational tables
 - Incorporated religious aspects with getting pastors involved as well as church goers
- Emphasized that mental health is on a continuum and is constantly changing
- Received feedback about Bateman Blue’s plans for the campaign

How it Relates:

It was beneficial to hear about effective events sponsored by the Summit County branch of The Campaign to Change Direction®. The branch donated promotional items Bateman Blue utilized throughout the campaign.



Dr. Pamela Farer-Singleton, Chief University Psychologist, Kent State University Psychological Services, interviewed Feb. 6, 2017.

Overview of Interview:

- Dr. Farer-Singleton believes mental illnesses should be referred to as mental health disorders.
- Kent State University offers mental health testing, personal inventory tests, group counseling, couples and individual counseling.
- Over 95 percent of students seeking psychological services at Kent State come on their own.
- African Americans are less open to discussing mental health. “They don’t want to be seen as weak,” Farer-Singleton said. “It’s seen as family business and you keep that private. Your family may say if you pray to God, you can resolve all of your woes.”
- Kent State has had multiple initiatives to educate students on mental health and where to receive the services on campus.

How it relates:

This interview helped Bateman Blue learn more about psychological services offered on Kent State’s campus. Dr. Farer-Singleton agreed with the team’s findings of religion playing a large role with mental health in the African-American community.

In-depth Interviews

Minority Students

Jailyn Menefee, 20 years old, junior magazine journalism major, interviewed Jan. 29, 2017.

Overview of Interview:

- Menefee has suffered from anxiety and is familiar with mental health and mental illness due to depression existing throughout her family.
 - “I feel it’s still hard to talk about it [mental illness] and not many people realize they can use all the resources and services that are available to them.”
- Menefee said mental health is not talked about in the African-American community and is seen as something you can only pray about.
 - “Because I am black, I feel like in a lot of black families’ people don’t talk about mental illness. Not unless someone else in the family has mental issues, like your parents or siblings, it’s not very talked about. A lot of times your family will say ‘go pray about it’ or ‘just go to church and it is supposed to cure whatever problems you have. I know people that have been going through so much and they can’t go to their family and talk about it because they feel they will be judged or called overdramatic.’”

How it Relates:

This interview confirms facts the team has learned throughout research. African Americans do not readily discuss mental health. It is seen as an inappropriate topic in their culture and is looked at as if religion can cure mental health problems. An event informing African Americans on mental health, showing that many black people suffer from mental illness, can help reverse the stigma and start conversations about mental health within the African American community.



Ying Huang, 18 years old, freshman public health major, interviewed Jan. 30, 2017.

Overview of Interview:

- Huang has not had any mental health issues, but understood many students experience it based on their race and ethnicity.
- On feeling out of place: “A lot of the time, I am the only Asian person. Sometimes it bothers me but most of the time it doesn’t.”
- On experiencing mental stress due to microaggressions: “It did not affect me because people do really assume we are smart, and some of us are really smart. My cousin was really smart and people assumed I was also. People would just assume and it would be annoying. However, it was usually from my family, not other people. I would get upset because they would say my cousin is so smart, ‘be more like her.’”

How it relates:

This interview helps confirm that other races are not as discriminated against as African Americans. Ying felt that she was rarely stereotyped against unlike the other students who were interviewed.

Ile-Ife Okantah, 22 years old, senior magazine journalism major, interviewed Jan. 29, 2017.

Overview of Interview:

- Ile-Ife Okantah was diagnosed at age seven with clinical depression, general anxiety and anorexia.
 - At age five, Okantah would experience panic attacks over situations such as her misspelling a word in class.
 - As Okantah grew older, she would pull her eyelashes out when she became stressed.
- As a person of the African-American race, Okantah strongly believes racial stigmas play a large role in mental health.
- “On top of my mental illnesses, I had to deal with simply being black, and being a black woman,” said Okantah. “I had to work twice as hard to be ahead of white females and three times as hard to be ahead of males.”

“I already felt like I was taking up space because I was black, so I never wanted to admit when I needed help in school”

- In regards to black history and slavery, Ife said, “Historically, [African Americans] are taught we are not human, which takes on a huge toll on our mental health.”
 - “Your mental health is your everyday mental state. Every person on this planet has mental health.”
- African Americans were taught to pray their problems away and that’s what she has been taught within her family.



How it Relates:

Bateman Blue discovered microaggressions and stereotyping play a major role among the mental health of many African Americans. African-American citizens suffer from mental health issues, but feel they cannot talk about them as easily as Caucasian citizens.

Juleanna Smith, 21 years old, junior public communications major, interviewed Jan. 29, 2017.

Overview of Interview:

- After undergoing surgery, her physical well-being began to negatively interrupt her mental health.
- Her multicultural ethnicity has played a part in her mental well-being. She found a love for herself and her culture.
 - A group of Middle Eastern males said they had a girl waiting outside to jump her because she was a half-black woman.
- In college, Smith came across many people unaware of how to properly word her race. She has encountered people coming up to her asking “What are you?”
 - They say:

“Oh my God, I never thought your hair would be like that because I thought you were black.”

§ “I don’t know what you are because your skin color is so light, but you look black or Mexican.”

- To maintain a good mental state, she began reading the Bible and a spiritual book called The Choosing.
 - She is proud to be African American, Puerto Rican, Native American and Irish. She finds strength in knowing all of those cultures could be one in her.

How it Relates:

This interview relates because it explained how being of mixed descent can become more confusing for some, thus resulting in more stress on her mental health. It also gives insight on how impactful microaggressions can be, how physical issues can influence mental issues and how in some cultures, they are embracing their heritage more than ever.



Mental Health First Aid Course

Overview:

All five Bateman Blue team members took the initiative to expand any previous knowledge of mental health by participating in two, four-hour Mental Health First Aid courses offered by Project AWARE Kent. Project AWARE is a three-year initiative striving to raise awareness about mental health and substance abuse disorders. The courses included evidence-based training that taught members to identify, understand and respond to signs of mental illness. Over an eight-hour period of time, the classes addressed issues of stigma, misunderstanding and ways to support those struggling with mental illness or poor mental health. These issues were addressed with hands-on activities, presentations, readings and videos.

How it Relates:

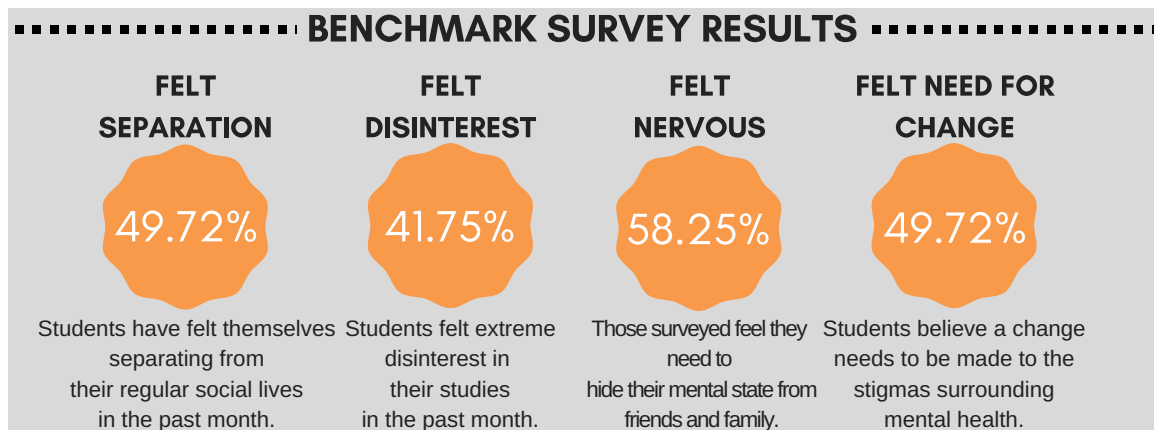
The courses increased Bateman Blue team members' overall knowledge of mental health and mental illness. The team learned risk factors of mental illness, general information about mental illness, a five-step action plan to assess a mental health situation and were informed about local mental health resources. This information helped to advance the campaign in the most effective and impactful way. All five members of Bateman Blue received official certification in Mental Health First Aid.



Benchmark Survey

Summary

This survey was designed to discover what people throughout the Kent State community knew about mental health, physical health and university health services. It was a 36-question survey comprised of multiple choice, write in, scale and “check all that apply” questions.



Intercept Interviews

Kent State University:

Team members of Bateman Blue conducted convenience surveys within the Hub and Kent Market 2, two heavily student populated areas at Kent State University on four separate occasions.

• **First occasion:** Nov. 29, 2016 - Bateman Blue surveyed a non-specific audience of 27 students in the Hub.

- When asked about the words “mental health,” students responded:
 - § Depression, stability, drugs, PTSD, anxiety, bipolar, emotional and crazy. 14 of the 27 students said crazy.
- Key Takeaway: Students feel people with mental health issues are “crazy.”

• **Second Occasion:** Jan. 19, 2017 - Bateman Blue surveyed 50 minority students in the Hub at Kent State’s student center.

- When asked about the words “mental health,” the majority said:
 - § Mental well-being, depression, anxiety, mental stability, crazy, mental illness and therapy.
 - § Diseases, depression, rest, stress, hospitals, personality disorders
- Zero of the 20 students knew any of the Five Signs of emotional suffering.



- **On the fourth occasion:** Feb. 9, 2017 - Another 25 students were surveyed in the Multicultural Center and Hub.
 - When asked if students knew the difference between mental health and mental illness:
 - § 13 said yes to understanding mental health as your overall well-being, and mental illness as a more serious state affecting your mind.
 - § 12 said no
 - When asked if students knew where to find health services on campus:
 - § 16 said yes
 - § Responses: White Hall, the Student Center, Women's Center, Health Center/Psych services and Oscar Richie
 - § 9 said no
 - When asked if students knew the Five Signs of emotional suffering:
 - § 0 said yes, 7 were neutral and 18 said no
 - § The majority guessed the Five Signs to be:
- Isolation, disinterest, depression, loss of sleep, loss of appetite, crying, loneliness, anxiety and not taking care of self.

Key Takeaways:

- Many students associate negative connotations with the words mental health. Many students associate mental health with being “crazy”:
- The stigma is mental health issues are negative.
- The surveys show students on Kent State's campus do not know the Five Signs of emotional suffering.

Intercept Interviews

University of Akron:

To reach a broader audience of African-American college students in Ohio, Bateman Blue traveled to the University of Akron to conduct intercept interviews. Interviews were conducted at Akron's Student Union to understand students' awareness of mental health and the Five Signs of emotional suffering. Bateman Blue members surveyed 50 Akron students.

- When asked about the perception of mental health, participants answered:

“Stability, chemical imbalances, anxiety, depression, psychology, clinics, psychiatrists, ADD, ADHD and mental well-being.”



- When asked what influenced their perceptions of “mental health,” students responded:
 - § Media, news articles, studies and personal experiences
- When asked if they were aware of the Five Signs of Emotional Suffering:
 - § 40 students said no
 - § 10 students knew some of the signs
- When asked if they had to assume certain signs of emotional suffering would be, responses were:
 - § Mood swings, weight loss, change of behavior, withdrawal, more/less sleep, appetite change, crying, depressed, agitation, isolation, lack of interest, inability to focus and denial.

Key Takeaways:

- The Bateman Blue team discovered a high lack of awareness and understanding of the mental health meaning.
- Most students have a negative perception of mental health due to the negative stigmas surrounding the term. From the findings, stigmas and perceptions stem from media sources such as news outlets and television.
- Students are unaware of the difference between positive and negative mental health.



The University of Akron's mascot, Zippy, shows off her #ItIsOkToAsk wristband during one of Bateman Blue's tabling events.



Focus Group Guide

I.	Introduction and Welcome	5 minutes
II.	Mental Health	5 minutes
III.	Mental Health Stigmas and Stereotypes	30 minutes
IV.	Mental Health Triggers	20 minutes
V.	Wrap-Up	10 minutes
TOTAL		70 minutes

Research Objectives:

The overarching goal of The Campaign to Change Direction® is to change the culture of mental health in America so that all of those in need receive the care and support they deserve.

Intro

Welcome, thanks for coming

- Introduce self and group:
- Independent researcher, nothing vested
- Most important people in the world: only want to hear from you
- Ethical disclosures
 - Cameras/being recorded
 - Used only for research purposes
 - Colleagues in the back room
- Hear from everyone, no wrong answers
 - Make it a discussion
 - Respondents introduce themselves
- Name, what year you are (student only), major, where are you from

Mental Health

- Okay, now that we know more about each of you and your different perspectives, I would like to talk about mental health.
- What are some things that come to mind when you think of mental health?
- What kinds of words do you associate with mental health? [Don't say hospitals & medicine]
- What is your opinion of overall mental well-being?
- Do you know someone who has experienced a mental health instability?
- Building off of that, what type of issues did they have? Did they use any services to get help?
- Would you be able to recognize signs of mental health issues?



Mental Health Stereotypes

- **GOOD/BAD MENTAL HEALTH:** I want to talk about what you may think someone who has poor mental health acts like? What qualities do they possess? Where do they live?
 - Here is a piece of paper, use the markers and draw a person with poor mental health. [PROBE: What they look like, clothes, hair, what they think/say]
 - Why do you associate people with those traits with mental health issues? What makes you believe they portray poor mental health?
- Now, we will discuss someone who has good mental health. What do they act like? What qualities do they possess? etc.
- Draw on the paper someone with good mental health.
- **STEREOTYPES:** What's the first thing that comes to mind when you hear:
 - Latino
 - African American
 - Asian
 - Indian
 - White or Caucasian
- Write down different things on the notecards in front of you that come to mind about their cultures, physical presentation, foods, personalities, etc.
- Card Sort: 10 minutes (including discussion)
 - **ONCE YOU HAVE ABOUT 15-20 CARDS, DO CARD SORT:**
 - § Looking at this stack of cards, sort them into each of the different cultures.
 - § **ONCE GROUP IS DONE, READ OUT THE NAME OF EACH CULTURE AS WELL AS THE INDEX CARDS. PROBE TO UNDERSTAND WHY EACH PERSON WROTE WHAT THEY WROTE; PARTICULARLY PROBE TO UNDERSTAND CURRENT STEREOTYPES**
 - § **FOR EACH:** Why did you write that down for that race? What makes you associate these words with the different races?
- **LAST:** The next thing I want to compare and contrast is mental illness versus mental health.
- Do you believe there is a difference between the two? In your own words, explain the difference. Do they go hand in hand? [PROBE to understand how students see mental illness and mental health]
- Do you all think there is a negative stigma and perception around mental health? How? Why?
- **CLARIFY MENTAL HEALTH VS MENTAL ILLNESS**



Mental Illness

- Now that we have a better understanding of the stereotypes and stigmas associated with mental health, let's talk about mental illness and everyday occurrences associated with college aged students.
- What types of things do you believe about mental illnesses (meaning depression, anxiety, bipolar, etc.) in people?
- Do you believe certain college majors provoke it? Family? Friends? Life events? Self-esteem?
 - What is the level of stress for each?
 - What else would you consider an impactful occurrence?
- National events can happen and can trigger mental health issues, what are some that come to mind?
- Do you believe the recent election has triggered anything toward minorities? In what populations?
- Should we talk about stigmas in minorities with mental health?
- Do you believe that nothing triggers it? Is it just a chemical imbalance?
- What emotions/feelings/reactions do people have when:
 - Family member passes away
 - Academic stress
 - Relationship stress
 - Low self-esteem
 - Changes in society

Anything else to add?

Wrap Up

[PROBE for any additional insights, or topics within participants]

- As a reminder, other people from your class might also take part in later groups, so please keep our conversations private for the next week or two.

Thank you for coming!

IMPORTANT: This debrief guide should represent synthesis across groups rather than reporting each group individually. Look for patterns and commonalities, as well as anything that stands out in each section.



Intercept Interview Questions

First Intercept Interview

1. Name:
2. Class Standing:
3. Major:
4. Ethnicity (if you are uncomfortable with this question, skip to #5):
5. What is your perception of mental health?
 - a. How would you define it?
 - b. Why do you have that certain opinion?
 - c. Is there anywhere you have learned about mental health?
6. Do you know what the 5 signs of emotional suffering are?
 - a. If no, do you have any guesses?

Second Intercept Interview

1. Name:
2. Class Standing:
3. Major:
4. Ethnicity (if you are uncomfortable with this question, skip to #5):
 - a. What is your perception of mental health?
 - b. How would you define it?
 - c. Why do you have that certain opinion?
5. Is there anywhere you have learned about mental health?
6. Do you know what the Five Signs of emotional suffering are?
 - a. If no, do you have any guesses?



Secondary Research

CAMPAIGN INFORMATION

Client History

In 2013, Barbara Van Dahlen, Ph.D., and president of Give an Hour, assembled a team to explore the issue of mental health in America after the tragedy at Sandy Hook Elementary School. After several months of meetings, the team realized there is an abundance of resources available to spread awareness of the importance of mental health, but many people still do not have access to care. The goal for the campaign, according to the Campaign to Change Direction's website, is "to improve our nation's overall mental health we must change our culture so that mental health is seen as an important element of the human condition -- something that we all have -- something that we should all pay attention to."

This year, the Bateman Case Study competition client is The Campaign to Change Direction®. This national initiative strives to change the culture and eliminate stigmas associated with mental health in America. According to The Campaign to Change Direction® website, one out of five citizens has a diagnosable mental health condition. The campaign encourages those to be aware of and care for their mental well-being. Led by another initiative called Give an Hour, The Campaign to Change Direction addresses barriers to understanding the difference between mental health and mental illness. This campaign partners with over 330 organizations to help spread awareness of what the campaign entails. Celebrity endorsements, from people like Chris Stapleton, are another important component of the campaign. The efforts are targeted to reach around 200 million Americans over a five-year period. One of the main components of the campaign is to raise awareness about the Five Signs of emotional suffering that may indicate someone is suffering emotionally and needs help.

Five Signs of emotional suffering are as follows:

- Change in personality
- Agitation
- Withdrawal
- Poor self-care
- Hopelessness

According to the campaign's website:

- 18 percent of Americans have a mental health condition.
- \$69 billion was spent on mental health care in the United States in one year.
- 30 percent of those who are homeless have a mental illness.
- 90 percent of people who die by suicide have a mental disorder.
- 19 percent of the 5.5 million military caregivers in the U.S. are caring for post-9/11 veterans.
- 10 million people globally are affected by traumatic brain injuries annually.
- \$6 trillion is the projected annual global cost of mental illness by the year 2030.



Give an Hour

Source: Give an Hour website (2017)

<https://www.giveanhour.org/AboutUs.aspx>



Description of the Organization: Give an Hour is a nonprofit organization that focuses on the mental health of American troops and their families. Founded in 2005, this organization strives to gather volunteer mental health professionals to harness their expertise and use it to help those facing struggles in society. Mental health professionals can register as volunteers on the website. This enters them into a database of professionals who offer free consulting to those who served in the military, currently are serving or loved ones affected by military service. Someone connected to the military seeking help can access the website, find a professional volunteer near them and set up an appointment with the contact information given on the website.

Mission Statement: According to Give an Hour's website, the mission statement is: "Give an Hour's mission is to develop national networks of volunteers capable of responding to both acute and chronic conditions that arise within our society, beginning with the mental health needs of those who serve and their families." The organization's primary focus is to address the psychological needs of military personnel and their families.

GENERAL INFORMATION

"Diseases and Conditions: Mental Illnesses"

Source: Mayo Clinic (2015)

<http://www.mayoclinic.org/diseases-conditions/mental-illness/basics/definition/con-20033813>

Key Takeaways:

- The Mayo Clinic website provides information on the difference between mental health, mental illness and mental disorders.
- "Many people have mental health concerns from time to time. But a mental health concern becomes a mental illness when ongoing signs and symptoms cause frequent stress and affect your ability to function."

How it relates:

This article gave the team a better understanding of the mental health issue, thus helping better communicate what to find out in surveys and intercept interviews.



Walk in Our Shoes

Source: Walk in Our Shoes website (2017)

<http://walkinourshoes.org/what-is-mental-health>

Key Takeaways:

- Walk in Our Shoes is an initiative under the State of California's Mental Health Movement that sets out to inform those about what mental health is and ways to have good mental health.
- Mental health means having good ways to deal with your feelings. Including working on how to enjoy life, even during difficult times.
- Having a mental illness can change how you think, feel or act. It can sometimes make it harder to do the things you wish to do.
- People do not choose to have a mental illness, but they can choose to admit if they're having a hard time.
- No one knows for sure what causes a mental illness. Researchers think it's a mix of what's going on in your body and what's happening around you.
- "People with mental health challenges need help from their friends and family just as much as if they had a broken bone or sore throat."

How it relates:

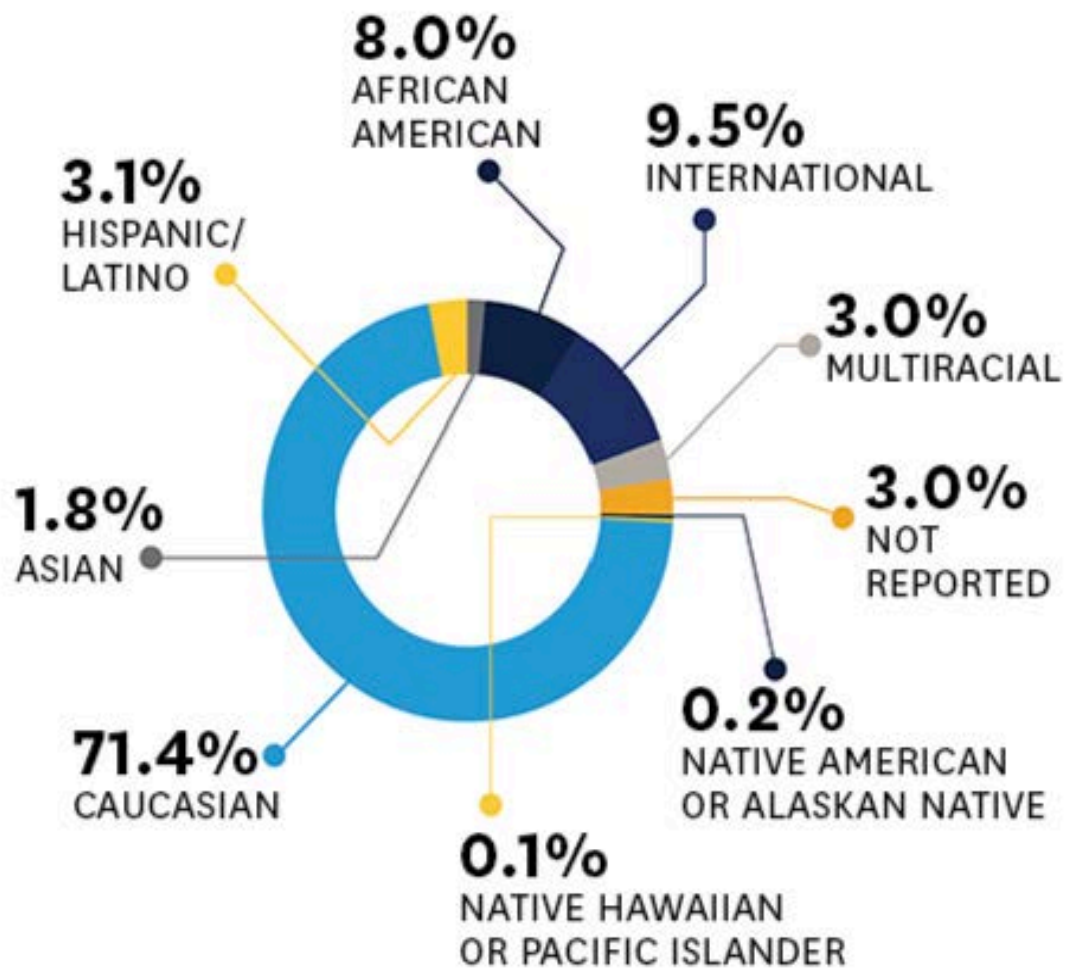
This relates because it clarifies and puts mental health, mental illnesses and the stigmas about both into perspective. It helps to understand and explain the difference to others as well as aids in effectively communicating that there is a difference.



Local Facts

“Quick Facts”

STUDENT DIVERSITY



Source: Kent State University



“Facts and Figures”

Fall 2016 Enrollment by Ethnicity

	Count	Percent
Native American	37	0.2%
Asian	598	2.6%
African American	2,359	10.2%
Hispanic	566	2.4%
Native Hawaiian	9	0.0%
White	16,940	73.2%
Non Resident Alien	1,367	5.9%
Two or More Races	819	3.5%
Unknown	457	2.0%

Source: University of Akron



“It’s All About Mental Health”

Source: Kent State University Health Services (2017)

<https://www.kent.edu/UHS/its-all-about-mental-health>

Key Takeaways:

- There are five factors that cause students to not do well in class:
 - Stress, anxiety, sleep deprivation, work and cold/flu/sinus.
 - Depression causes negative effects on college students and their grades.
- Relationships between family and friends can cause negative effects on college students and their grades.
- There are tips for maintaining mental health like practicing positive thinking and taking care of oneself physically.

How it relates:

This webpage showed Kent State is aware of mental health issues and has resources for students undergoing mental distress.

“Psychological Services Offered”

Source: Kent State University Psychological Services (2017)

<http://www.kent.edu/psych/psychological-services-offered>

Key Takeaways:

- Kent State offers group, couple and individual counseling.
- Kent State offers free counseling for students through the Human Development and Counseling center.
- There is 24-hour support information listed on the website.

How it relates:

Being aware of the services Kent State offers will help Bateman Blue show students what is offered and available to them on campus. Also, Psychological Services is a good resource for more information and statistics about mental health on campus.

“Health Disparities in Ohio”

Source: Ohio Psychological Association (2017)

<http://ohpsych.org/page/HealthDisparities>

Key Takeaways:

- African Americans are more likely to experience a mental disorder than Caucasians.
- “Only 2% of psychiatrists, 2% of psychologists and 4% of social workers in the U.S. are African American.”
- 15% of the African American population in Ohio is uninsured.
- “Culture biases against mental health professionals and healthcare professionals in general prevent many African Americans from accessing care due to prior experiences with historical misdiagnoses, inadequate treatment and a lack of cultural understanding.”



How it relates:

The statistic stating African Americans are more likely to experience a mental disorder relates to the research because that specific population experiences more racial tension. This leads to fear and anxiety, which can lead to poor mental health. Those experiencing anxiety and fear may show signs of withdrawal and loss of interest. Fifteen percent of this population is uninsured due to a lack of health care access, which can lead to a gap in mental health care among the African-American population.

“Summit County (Ohio) Alcohol, Drug Addiction, and Mental Health Board ”

Source: Summit County ADM Board (2017)

<http://www.admboard.org/admboard-history.aspx>

Key Takeaways:

- This organization is based in Summit County, Ohio, and provides resources for alcohol, drug addiction and mental health services. The University of Akron is located in Summit County.
- Direct services are not offered, but the board directs those in need to local and affordable services.
- The board sponsors and backs initiatives to help prevent mental health issues.

**How it relates:**

This board can be a resource for local information on mental health within Akron and Summit County. This is also a resource to partner with for activities and raising awareness.



Portage County Mental Health and Recovery Board

Source: Portage County Mental Health and Recovery Board (2017)

<http://www.mental-health-recovery.org>

Key Takeaways:

- This board offers:
 - Sources for mental health care, but it does not provide direct mental health care.
 - Offers courses for people taking care of a family member with a mental illness.
 - Promotes recovery and treatment in those with mental illness.

How it relates:

This board can be an informational resource on community-specific questions. The board may also be a resource in obtaining new partners or stakeholders.



MINORITY INFORMATION

“Breaking the Taboo of Depression Among African-American Men”

Source: Lucida Treatment, May 2014

<https://www.lucidatreatment.com/blog/mental-health/african-american-men-depression/>

Key Takeaways:

- Depression, leading to suicide and further health/mental complications, is the third-largest killer of African-American men. Many don't seek help.
- African-American men are very under-represented in the mental health community. Observers point to a hyper-masculine tradition in the African-American community that tends to identify feelings of helplessness or disempowerment as a sign of personal weakness.

How it relates:

This showed the team that men, especially African-American men, tend to not reach out for help, which could be a potential target audience.



“Mental Health and African Americans”

Source: U.S. Department of Health and Human Services Office of Minority Health (2014-2016)

<https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=4&lvlid=24>

Key Takeaways:

- In a 15-year period (1980-1995), the suicide rate among African Americans ages 10 to 14 increased 233 percent compared with an increase of 120 percent among non-Hispanic whites in the same age group. In general, the feelings of sadness, hopelessness, worthlessness and feeling as though everything takes a large effort is higher among non-Hispanic black men and women compared to non-Hispanic white men and women.
- From 2014, black men and women ages 15 to 24 have one of the highest suicide rates. Men: 12 percent of population; women: 2.6 percent.

How it relates:

This information helped support Bateman Blue’s choice of African-American college-aged students as the target audience.

“Why African Americans Avoid Psychotherapy”

Source: Monnica T. Williams, Ph.D., *Psychology Today* (2011)

<https://www.psychologytoday.com/blog/culturally-speaking/201111/why-african-americans-avoid-psychotherapy>

Key Takeaways:

- Racism and prejudice are causes of mental health issues in the African-American community.
- There is a stigma attached to admitting to having issues like depression and anxiety. This stigma crosses lines of all cultures, causing people to feel defeated by their way of handling everyday problems.
- There is a reluctance to receive treatment due to psychotherapy being viewed as a luxury.

“Pray it Away...”

How it relates:

The examples used in this article show issues lie in the process of minorities receiving help for their mental health issues, and reassures there are problems with the care system. The mental health stigma in the minority community is beyond just a social stigma.



“Ethnic Minorities Still Receiving Inferior Mental Health Treatment, Says APA Journal”

Source: Audrey Hamilton, American Psychological Association (2014)

<http://www.apa.org/news/press/releases/2014/12/inferior-treatment.aspx>

Key Takeaways:

- A lack of quality mental health care within minority groups is still prevalent today.
- Stigmas continue to deter the minority community from getting care.
- With culturally targeted care toward minority groups, improvement of their conditions may follow.

How it relates:

This article shows problems still exist within the mental health community among minority groups. This is a problem faced previously that is still prevalent today, and further work needs to be done. Emphasis placed specifically on targeted mental health care within minority groups can make a huge difference.

“Addressing stigma, disparities in minority mental health: Access to care among barriers”

Source: Lindsey Wahowiak (2015)

<http://thenationshealth.aphapublications.org/content/45/1/1.3.full>

Key Takeaways:

- People of color show dissatisfaction with mental health care.
- A lack of minority mental health professionals in the system has led to poor care.
- Those unable to afford healthcare are among some of the highest populations with mental health issues (including many minorities).

How it relates:

Working to achieve a fair health care system and the dissolution of mental health stigmas can greatly improve the mental health of minority populations. Without prevalent mental health stigmas, those suffering have a greater chance of seeking out help or further information.



“Multicultural Mental Health Facts”

Source: National Alliance on Mental Illness (2015)

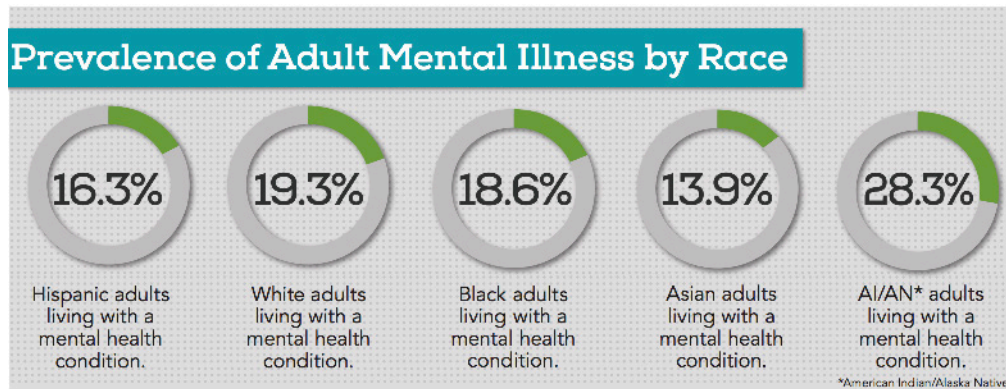
<http://www.nami.org/NAMI/media/NAMI-Media/Infographics/MulticulturalMHFacts10-23-15.pdf>

Key Takeaways:

- Mental health issues are common among Americans, but race and ethnicity can magnify the issues.
- Multicultural communities often face racial slander resulting in higher rates of mental instability.
- Increasing this awareness may lead to minorities gaining easier access to mental health treatment.
- 18.6% of black adults are living with a mental illness.
- 21.5% of white females use mental health services, compared to only 10.3% of black females and 9.2% of Hispanic women.
- Nearly 1 in 25 adults in America live with a serious mental illness.

How it relates:

The statistics and infographics can be helpful in the campaign and in explaining how mental health awareness needs to be raised within the target audience.

**Critical Issues Faced by Multicultural Communities**

- | | |
|------------------------------------|--|
| ✓ Less access to treatment | ✓ Culturally insensitive health care system |
| ✓ Less likely to receive treatment | ✓ Racism, bias, homophobia or discrimination in treatment settings |
| ✓ Poorer quality of care | ✓ Language barriers |
| ✓ Higher levels of stigma | ✓ Lower rates of health insurance |



College-Age and/or Minority Case Studies

“An Examination of the Impact of Racial and Ethnic Identity, Impostor Feelings, and Minority Status Stress on the Mental Health of Black College Students”

Source: Journal of Multicultural Counseling and Development (2016)

https://journals-ohiolink-edu.proxy.library.kent.edu/pg_99?203147769592073::NO::P99_ENTITY_ID,P99_ENTITY_TYPE:36668315,MAIN_FILE&cs=3stMnV5dm8p3AOpAOLs_cKyI9lwYKpJ0wIqTk_cmFk4zdTjeqPAFVm6RrB3BZanqMheHJrOv2sJQZlyNIkMK3fQ

The study looked at 218 African-American college students (157 females and 61 males from age 15 to 45, majority were college-aged students) from Western, Midwestern and Southwestern universities. The study focused on African-American college students and the impact of racial ethnic identity, impostor feelings and minority status stress on their mental health.

Key Takeaways:

- “Research has suggested that Black college students are more likely to experience MSS than other racial groups (Cokley, McClain, Enciso, & Martinez, 2013; Wei, Ku, & Liao, 2011) and that those attending PWUs are particularly prone to experiencing MSS (Greer & Brown, 2011).
- Furthermore, researchers have found that MSS and related constructs are associated with poorer mental health outcomes (Kessler, Mickelson, & Williams, 1999). A recent meta-analysis of perceived racism and mental health among Blacks suggested that exposure to racism is detrimental to mental health outcomes, finding that such exposure affected psychological symptoms and general distress.”
- “Stress brought on by the perceived insensitivity of peers or faculty and questions of belonging on a college campus not only fuel MSS but also can contribute to IP among Black college students. IP involves feeling a sense of intellectual fraudulence or phoniness (Clance & Imes, 1978).”
- Black students experience survivor guilt, meaning they have experienced mental distress due to surviving a traumatic experience when others did not, when they become more successful in their academic careers than others. This survivor’s guilt brings on symptoms of depression and anxiety.



• “For Black students at PWUs, where the environment can be deleterious to optimal functioning, a strong ethnic identity can be a source of resilience in coping with the psychological impact (Williams, Chapman, Wong, & Turkheimer, 2012).”

How it relates:

This study relates to the campaign because it focuses on college students in a minority group that experience the most mental stress. Black students have a multitude of negative stressors associated with MSS. They experience not only MSS but also IP. This is a key point in the research because many people do not understand these students feel this way. It is also important to recognize ethnic identity as a source of pride and positive mental health.

“Potential moderators of the relation between micro aggressions and mental health among racial and ethnic minority college students.”

Source: Dissertations Abstracts International: Section B: The Sciences and Engineering, (August 2015)

<http://eds.b.ebscohost.com.proxy.library.kent.edu/eds/detail/detail?vid=1&sid=289ab-6ca-ab4b-4cf0-800e-d0a20618cfa2%40sessionmgr104&hid=114&bdata=JkFIdGhUeXBIPWlwJnNpd-GU9ZWRzLWxpdmUmc2NvcGU9c2l0ZQ%3d%3d#AN=2016-37853-124&db=psych>

The study looked at 1,031 undergraduate college students enrolled in psychology and business courses in a large urban area in the Mid-Atlantic region. The participants were 58.5% White or Caucasian, 13.7% identifying as African-American or Black, 12.9% as Asian or Asian-American, 12.5% as multiracial or “other,” and 7.5% as Hispanic or Latino.

Key Takeaways:

- The study found that people with a minority status experience more microaggressions than non-minorities.
- “Second, the experience of microaggressions was associated with higher rates of problematic alcohol use, as well as symptoms of anxiety and depression.”
- The study found racial and ethnic identity and social support were related to lower problematic alcohol use in people that experienced microaggressions.
- Also, “some racial differences in the correlation between these moderating variables and micro aggression variables were found, which suggests that there are likely racial differences in the way that racial/ethnic identity formation and social support can be protective.”

How it relates:

Microaggressions are, as defined by Columbia professor Derald Sue, “brief and commonplace daily verbal, behavioral, or environmental indignities, whether intentional or unintentional, that communicate hostile, derogatory, or negative racial slights and insults toward people of color.” This study helps the team to understand how students are affected by these microaggressions. It also gives the team more evidence that racial and ethnic identity correlates with positive mental aspects.



“Annual report offers snapshot of U.S. college students’ mental health, needs”

Source: Penn State News, February 2015

<http://news.psu.edu/story/343727/2015/02/05/research/annual-report-offers-snapshot-us-college-students'-mental-health>

Key Takeaways:

- Over 100,000 college students are seeking mental health treatment at 140 colleges and universities.
- 1 out of 2 college students have been in counseling.
- 1 out of 3 college students have experienced a traumatic event.
- Academic distress is associated with half of college students’ mental health concerns.

How it relates:

This information shows an increasing number of college students are in need of mental health care. With these statistics, the team can go into the campaign knowing many students **DO** have mental health problems and should be informed it’s vital to talk about them and seek help.

