



WEST Mental Health Awareness Campaigns

Vermont Youth in Transition Grant

Mission: Young adults, families/adult allies and community partners collaborate to develop a system of care to support transition to adulthood. The system builds upon the strengths of young adults and creates an array of specialized mental health and related services to meet their unique and changing needs. The system also fosters young adult leadership.

Mission of the Project

WEST is issuing a challenge for area youth to develop and implement mental health awareness campaigns. The key to reducing stigma is awareness and education. WEST will help groups develop and implement campaign ideas, fund resources and provide monetary compensation for their efforts.

What's Involved? A couple meetings, a few proposals and a ton of fun!

1. The **first couple meetings** are used for WEST to review the policies/procedures, discuss expectations and share/brainstorm ideas. Usually, we meet with the teachers/counselors first who then clear it through administration, who then set up a meeting with the youth group/class so we can "sell" the project to them.
2. If they decide to participate, the group will schedule a **meeting** where they will present three proposals.
 - a. **Campaign Proposal:** The who, what, when, where and how of the campaign.
 - b. **Budget Proposal:** What resources will be needed, approximate prices, purpose of the purchase and in-kind contributions.
 - c. **Compensation Proposal:** How much does the group want for compensation of campaign efforts.
3. The **following meetings** can be done in person, over phone or through email. These are used to keep in touch, make sure the campaign process is going smoothly, and to see if you need anything from WEST!

Other Information

- \$1000 cap per campaign (resources and compensation) One campaign per school per year.
 - If campaign resources cost \$400, your max compensation will be \$600
- Funds for resources are reimbursement based
- Compensation checks cannot be written to individuals and will not be sent until final evaluation of the project is complete
- An evaluation of the campaign must be completed at the end of the project
- Campaign messages need to be positive - "scare tactics" or messages that reinforce negative viewpoints of mental illness are not allowed

Contact Information

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