



2023 Changemaker Awards

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Please use this worksheet in preparation to submit your proposal.
Access awards announcement here & submit final proposals here.

Those who are closest to a problem are often those who can create insightful and sustainable solutions – if given the opportunity! This includes students like YOU with a passion to work together to provide safe spaces, support, and resources for other students, so they don't turn to suicide.

So we are seeking teen Changemakers with Big Ideas to shift the landscape of teen mental health in your schools and communities using continuous improvement methods.

The team at [Shift](#) is passionate about supporting youth to use their agency and voice to improve mental health in their schools and communities.

In celebration of Our Minds Matter's (OMM) 10-year anniversary, this year's [Shift](#) Changemaker Award will focus on funding BIG ideas from OMM clubs across the United States. Up to **10 Clubs will be awarded \$500 for each selected BIG idea.**

OMM clubs can submit their ideas using [this proposal form](#). Proposal ideas should align with [OMM's primary outcomes](#) including: encouraging self-care and healthy habits, promoting social connectedness, increasing prosocial skills, increasing help-seeking behavior, and improving peer-to-peer mental health literacy.

Proposal submissions are open until **January 20, 2023**. OMM clubs can submit up to 3 unique proposals (please complete a separate proposal form for each idea). You will receive an auto-confirmation email to confirm receipt of your proposal and OMM will follow up with any additional questions or missing pieces.

Questions? Please contact program@ourmindsmatter.org.

Section - About the Club

School:

Full name of person submitting proposal:

Role of person submission proposal (e.g., student leader):

List full names and emails of anyone supporting the proposal:

Section - Proposal

Use the CACTUS Model for starting your brainstorm for this proposal:

Concern - identify the issue, topic, or focus of your campaign

Audience - identify the target audience (e.g., the entire school, community, certain student groups)

Community - identify any supporters/collaborators who may be interested or are already working towards the same goal

Tactic - what are the event(s) or action(s)? What is needed to make it happen (e.g., material/supplies)?

Uplift - how will you promote your campaign? What is the messaging?

Success - how will you determine if your campaign is successful? What are the milestones ?

Proposals Due: January 20th

Campaign Title:**Describe your Campaign:**

Prompts to consider addressing in your description:

- Why is this important for improving mental health at your school?
- How does it contribute to long term goals and equity in regards to mental health support in your school?

To submit your project proposal with a video or slide presentation, please include the link to the video location (Tik Tok, Instagram, etc.) or to the slide location (e.g., Google Slides) below.

What is the main aim of your campaign for the 2022-2023 school year?

Prompt to consider when developing your aim

- What do you want to say your club accomplished at the end of the school year as a result of your proposed campaign?

Example: For the students in our high school, we will increase the number of locations where we distribute/provide OMM events and mental health resource information from 5 locations to at least 10 locations by May 21, 2023 in collaboration with fellow students, teachers, school counselors, families, and school/neighborhood organizations.

Additional resource: [video about SMARTIE aims](#) for more ideas on setting aims.

How will your OMM club assess progress towards your aim? Please list 1-2 area(s) that you plan to measure over the course of the project to track progress.

Tips:

- We would want to see how your aim will be measured.
- You may have 1-2 other measures of progress as well.
- We encourage teams to use simple, accessible data that provides meaningful insight into how your campaign is going.

Examples:

- # of locations where mental health resource materials are placed
- # of locations where materials need to be replenished most often
- # of students who attend club events or meetings - tracking per event

Additional resource: [Measurement for Learning](#) video on the Shift website.

What changes (ideas) will your club test (try out) and implement to accomplish your campaign goals? Include at least 5-7 ideas to share with your proposal.

Guidance on Change Ideas:

Ideas should align with evidence-informed practices proven to reduce teen suicide and improve teen mental health such as: encouraging self-care and healthy habits, promoting social connectedness, increasing prosocial skills, and increasing help-seeking behavior.

Change ideas are actions that – when performed or tested – will drive you closer to your aim or goal. In improvement projects/campaigns, you could use the [SARA Model](#) to carry out tests of change ideas.

Please describe how your club would use the award funds to carry out these ideas.

Example: Some change ideas associated with this aim:

- Increasing accessibility of mental health materials in different languages, literacy levels, etc
- Collaborating with other clubs to reach a greater number of students
- Promoting and getting 50% of students certified in Be There to increase the skills and confidence in individuals to support a peer who is struggling with their mental health

Additional tool: [PDSA](#) (Plan, Do, Study, Act). For more information about creating and testing change ideas, see this [video](#) on PDSA cycles.

Outside of your club, what other COMMUNITY stakeholders are critical to the success of this campaign? How will they be engaged throughout this campaign?

Example: Checking in with students, parents/caregivers, school counselors and community organizations may help you determine the best locations to leave information for students most in need. To get student input around what types of events would be helpful for students, you could leave a suggestion box at your high school.

For more information about how to include diverse perspectives for your project, see [this video](#) on Building a Culture of Empathy & Capacity to Change video.

Please list at least 2-3 major milestones to completing your campaign and the estimated timeline

Example: Collaborated clubs X & Y and increased number of students engaged with mental health resources or # of students who complete the Be There certificate increased

Campaigns must be completed by May 31, 2022

How much funding would be helpful to start working on your BIG ideas?

Is there anything else you would like to share?

We can't wait to review your BIG ideas! Thanks for your work to change school culture around mental health. Contact program@ourmindsmatter.org for support.