

Washington Statewide Timeline

Campaign Planning & Fundraising (September-November 2023)

- Meeting of members of the project team comprising representatives from corporations, associations, and relevant stakeholders - Health insurance companies, media agencies, and nonprofits.
- Review the implementation plan, including timelines, responsibilities, and budget.
- Approve the scope, objectives, and deployment of the campaign.

Partner Coordination and Rollout (October-November 2023)

Our school communities are made up of parents/guardians, teachers, community organizations, school staff, and students. We've learned that change is strongest when we have buy-in from everyone! Here are some ways we have found success in rolling out the program for each group.

- **Teachers and Staff**

- Conversations about mental health in the classroom can bring up various emotions - we aim to validate and address them. During our 50-minute 'Facilitator, Not Expert' sessions, we equip teachers and staff to have these courageous conversations in a safe environment.
- We will highlight teachers' internal and external tools throughout their year of access, including direct access to our Engagement Team.
- Teachers know their students best. We provide successful strategies to host school-wide viewings of the film and how to utilize resources during access. Concentrated viewing for one year can reach the entire campus community.

- **Parents**

- Parents are vital in continuing conversations about anxiety and mental health. Partnering with the PTA or families, schools can host guardian-specific screenings followed by a candid discussion. These discussions are held between viewers, a school leader, the filmmaker, and experts from the film. Additionally, parent groups and the school will host coffee chats to talk about related topics brought up by post-screenings.

- **Students**

- Learning about mental health and anxiety from a trusted adult is one thing, but hearing, seeing, and connecting with youth is where the true 'aha' moments happen.
- We encourage schools to leverage student leaders whenever possible. This can look like student leaderships and clubs putting on their own viewing events, having students sit on panel discussions, and empowering older students to take their juniors through the Guided Activities and group conversations throughout the year.

Press Strategy Development (October-November 2023)

- Create and finalize the press strategy to generate awareness and media coverage for the statewide mental health campaign.
- Identify target media outlets, including newspapers, TV stations, radio stations, and online platforms.
- Finalize press releases, media kits, and talking points to distribute to the media.

Toolkit Preparation and Distribution (October-November 2023)

- Customize The Creative Coping Toolkit (CCT) for Washington statewide distribution.
- Customize the toolkit with Washington-specific resources and information.
- Coordinate with school districts to provide communication so schools can access the toolkit for all educators, staff, students, and their families.

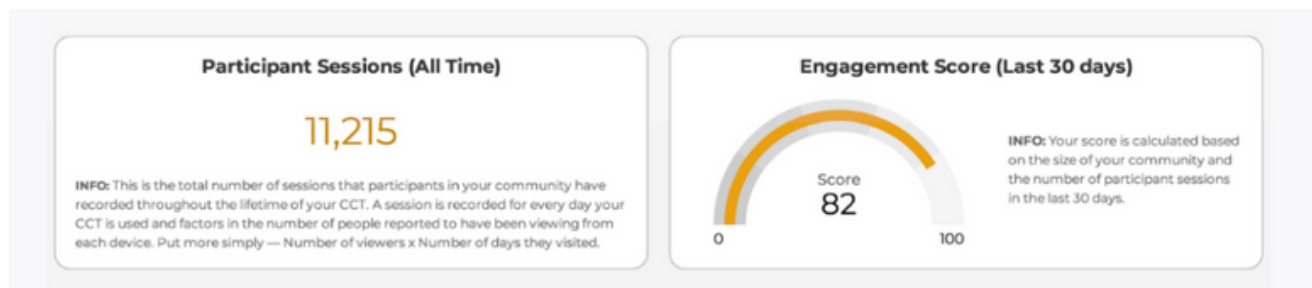
Marketing and Promotion (October-November 2023)

- Announce Access to The Creative Coping Toolkit (CCT).
- Launch a comprehensive marketing campaign to generate awareness and encourage participation and access to the CCT.
- Promote the campaign, and utilize various channels, including TV, radio, newspapers, influencers, social media, newsletters, websites, and community events.
- Engage the PTA, counselor's associations, after-school programs, wrap-around services, and other partners to amplify the campaign's message.
- Highlight success stories, testimonials, and positive outcomes from previous screenings and toolkit usage in schools.

Free Viewing at impactfulwashington.com (November 1st, 2023)

- Coordinate with mental health professionals and organizations who want to host virtual or in-person events.
- Onboard school counselors, teachers, and staff to easily access the CCT and encourage sharing with the families.
- We ensure privacy and confidentiality protocols are in place. We are COPPA, SOPPA & FERPA, and CIPA compliant.

Education and Follow-Up (School Year 2023/2025)



Sample Engagement and Impact Report (Partial)

- COPPA, SOPA, and FERPA Compliant - we collect data on the campaign's reach, participation and impact, and engagement from schools and participants.
- Analyze the data to assess the campaign's effectiveness and impact and identify areas for attention and improvement.
- Prepare a comprehensive report summarizing the campaign's impact and outcomes.
- Share the report with key stakeholders, including the Washington Department of Education, partners, and participating institutions.

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