

Project Summary: When I joined Success Academy, one of my tasks was writing weekly and monthly newsletters. While writing the newsletter, I saw that there was a space called ‘Mental Health Corner.’ When I asked my manager about it, she told me that it was a section that they didn’t use much. As someone who considers themselves an avid mental health advocate and understands the importance of mental health, especially as an innercity student, I asked if I could oversee the communications for the Mental Health Corner. From there, I single-handedly spearheaded our Mental Health Campaign. During the fourth month of writing and overseeing these communications, I was also handed the Success Academies Uwill campaign. Uwill offers scholars free access to virtual therapy. Since taking on the projects, I have:

- Created a community of understanding between families, scholars, and school-based staff about the services that Success Academy offers for the mental health management of our scholars.
- Increased scholar Uwill registration by about 45% from the 2022-2023 school year ... and the number of sessions registered scholars used increased by 50%!

Communications Plan - Mental Health Awareness Campaign, SY 22-23

Goal/Desired Outcomes:	• Inform families of the mental health services that SA provides
Key Messages:	• Building awareness around mental health challenges in students • Making aware families and scholars know that resources are available • SA Scholars are not alone
Audience:	• SA Scholars and Families
Timing Driver:	• Holidays: ◦ National Suicide Prevention Month - September ◦ World Mental Health Day - October 10 ◦ Mental Health Awareness Month - May • Uwill launch & reminder comms
Approvals Required:	• Ann Powell Ariella Senzamici
Project Resources:	• 21-22 Mental Health Corner Comms Plan • SEL Specialist Survey
Comms Resources:	• Customizable Headers • Photos

Date	Content	Audience	Sender	Channel	Status	Outcome
9.2	AU Blurb : National Suicide Prevention Month	SA Families	Comms	ParentSquare	COMPLETE	
9.23	AU Blurb : SEL Specialist Highlight	SA Families	Comms	ParentSquare	COMPLETE	
10.7	AU Blurb : World Mental Health Day - Taking Care Of You!	SA Families	Comms	ParentSquare	COMPLETE	
12.1	AU Blurb : Managing Stress During Exams - (Tutor.com Tie In) • Use Tutor.com • Uwill • Chat with your SEL specialist	HS Scholars	Comms	ParentSquare	Complete	
01.13	AU Blurb : Tips from an SEL Specialist Managing Big Reactions to Small Problems	Families	Comms	AU Blurb	SENT	
1.27	AU Blurb : Building Better Study Skills (Kayla Fortunado) • Schedule down-time between study sessions • Motivate yourself with positive self-talk • Use resources to help yourself! (it's okay to need help)	MS & HS Scholars	Comms	AU Blurb	SENT	
02.09	Tips from an SEL Specialist Improving Conflict Resolution	All families	Comms	PS Post	Posted	198 Appreciates 86% Open Rate
03.14	Getting Ahead of Procrastination	MS/HS	Comms	PS Post	SENT	78% Family Open Rate 57% Scholar Open Rate APPRECIATES: 128

Date	Content	Audience	Sender	Channel	Status	Outcome
03.27	Partnering on Mental Health	All Families	Comms	PS Post	SENT	67.14% Family Open Rate 55.68% Scholar Open Rate APPRECIATES: 122
3.31	HSLA SEL Monica Blog (Shared in Success Stories)	HS Scholars	Comms	Blog	Complete	343 Page View
4.14	Support Social-Emotional Health at Home	All Families	Comms	PS Post	Ready	65.72% Family Open Rate
5.9	PS Post: Seeking and Accessing Social-Emotional Help	All Families	Comms	PS Post	Ready	67.14% Family Open Rate 55.68% Scholar Open Rate
6.6	PS Post: Social Emotional Wellness Resource	Families	Comms	PS Post	Ready	72.43% Family Open Rate 74.98% Scholar Open Rate

PS Post:

Social-Emotional Wellness Resources

Audience: ES/MS Families, HS Families and Scholars

Send Date: 06.06

Subject Line: Wellness Resources: The Child Mind Institute

Test to: Ariella, Keijhon

Preview to: N/A

S|A

SA Mental Health Corner

Wellness Resource Spotlight: The Child Mind Institute

At SA, we are committed to social-emotional wellness, which is why all of our schools have SEL Specialists — making it easier for scholars to have access to the help that they need! We also provide our scholars ages 13 and up with free access to on-demand therapy services through [Uwill](#).

SA Bed-Stuy Middle School's SEL Specialist Emily Haselton also recommends exploring [The Child Mind Institute](#), an online resource that provides valuable information and resources to parents and scholars on a variety of mental health topics. Ms. Haselton says, "Asking for help in any way can be difficult, but taking that first step is so important."

SENT

AU Blurb: Supporting Scholars Through Stress and Worries

Audience: MS/HS

Send Date: 01/20

Supporting Scholars Through Stress and Worries



Kids can get worried about a lot — from an upcoming chess tournament to performing in their school play, to taking that upcoming test, stress is a natural part of life.

SA Bronx Middle School's Social-Emotional Learning (SEL) Specialist, Ms. Fortunato, recommends these tips for managing day-to-day stress and anxiety:

- **Schedule some time to just enjoy yourself throughout your day.** Relaxation is important! Take breaks from studying to eat, take a walk, and/or listen to music.
- **Practice positive self-talk.** Tell yourself “I can pass this test,” “I am capable,” or “I’ve got this!”
- **Don’t be afraid to ask for help.** If you are having a hard time, reach out to your teacher or SEL specialist. They can help you prioritize tasks or come up with solutions that can ease your mind.

PS POST GRAPHIC: Improving Scholar Conflict Resolution

Audience: ES/MS Families, MS/HS Scholars

Send Date: 02/09

Subject Line: Improving Scholar Conflict Resolution

Test to: Laura, Ariella, Keijhon

Preview to: N/A

Improving Scholar Conflict Resolution

Conflict is inevitable - and when handled well can be a healthy part of learning and growing! Developing strong conflict resolution skills while young translates directly into positive experiences through school and into adulthood.



SA Harlem North Central Social-Emotional Learning (SEL) Specialist Claire Marston says that working with a mediator can help build conflict resolution skills in real-time. “I once worked with a scholar who was hurting other scholars' feelings by taking jokes too far. Through peer mediation, the scholars understood the gravity of their words and gained greater empathy for

the scholars they hurt. Now, teachers notice that they are much kinder and even stopped a fight between other scholars.”

Who can be a mediator?

A mediator can be anyone who can help disagreeing individuals come to a solution or agreement without taking sides. Peers (kids and adults), school staff, and parents can all be mediators.

What can you do?

Remind your scholar that it is ok to have disagreements, but **emphasize** the importance of showing respect and treating others with kindness even when in conflict.

Good mediators ask questions to help others solve problems — instead of just telling people what to do. Some questions to help kids strengthen their problem-solving skills include:

- How did that make you feel? How did it make the other person feel?
- What do you think would be a fair way to handle this?
- What can you do differently next time?
- Who can you ask for help if something like this happens again?

PS Post: Getting Ahead of Procrastination

Audience: ES/MS Families, MS/HS Scholars

Send Date: 03/27

Subject Line: Getting Ahead of Procrastination

Test to: Laura, Ariella, Keijhon

Preview to: N/A

S|A

SA Mental Health Corner

Getting Ahead of Procrastination



Procrastination does not always equal laziness — but making it a habit can have consequences, so it's important to take action.

Our Social-Emotional Learning (SEL) Specialists look to find the root cause of a scholar's procrastination and then help them build new habits and routines. They recommend:

- “Create SMART goals (**S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime-bound).” — **Natasha Thomas, SA Bensonhurst**
- “Get a planner and plan each week ahead of time, noting deadlines and upcoming tests.” — **Diomaris Gonzalez, SA Hudson Yards Middle School**
- “Implement five-minute breaks for tasks like doing homework and studying.” — **Julia Darcy, SA Bushwick**
- “Create and commit to schedules.” — **Halle Saghian, SA Washington Heights**

Are you ready to meet your goals and overcome those procrastination habits? Try using SA-provided resources such as Tutor.com to get ahead of out-of-school learning assignments and to prepare for upcoming exams. Or try [Uwill](#), the free online therapy resource for scholars ages 13 and up.

PS Post: Scholar Story

Audience: ES/MS/HS families

Send Date: 03.24

Subject Line: Partnering On Mental Health

Test to: Laura, Ariella, Keijhon

Preview to: N/A

Partnering on Mental Health



Our Social-Emotional Learning (SEL) Specialists work with scholars throughout the year on their social-emotional health —but they cannot do it alone!

SA Union Square SEL Specialist Alexandra Stone knows the importance of parent partnership. After working with a scholar who was struggling with behavioral issues in class, Ms. Stone spoke with the scholar's mother and teacher to implement ways that the scholar could let out their emotions in a productive way — using “I feel” statements, creating a calm corner, and giving him roles in class and at home that he could take ownership of. With consistent reinforcement in school and at home, the scholar started to advocate for himself and took more pride in his new classroom duties. “At a certain point, his mom contacted me and said, ‘I see a huge difference in my son,’” says Ms. Stone. “That was such a proud moment for me that together we could help him grow.”

65PS POST:

Social-Emotional Support at Home: Building a Safe Space

Audience: ES/MS/HS Families

Send Date: 4.13

Subject Line: 4 Tips to Support Social Emotional Wellness at Home

Test to: Laura, Ariella, Keijhon

Preview to: N/A

S|A

SA Mental Health Corner

4 Tips to Support Social-Emotional Wellness at Home

Social-emotional wellness starts at home, and there are many ways that parents can help. Our Social-Emotional Learning (SEL) Specialists recommend the following ways you can support your child at home to make a big impact:

- “When checking in with your child and asking them how they are doing or how their day went, if they say “fine” remind them that fine is not a feeling. Encourage them to use feeling words like happy, sad, anxious, or excited.” —**Samantha Linden, SA Springfield Gardens Middle School**
- “Create and prioritize a consistent morning, chores, and after-school routines. Consistent routines can help kids understand what is expected of them and help create consistent habits as they grow into adults. ” —**Taylor Hartline, SA HSLA-Harlem**
- “Try listening to your child without interruptions or judgment. Listen to what they note about their friends, what’s bugging them, and what’s exciting to them. Kids feel supported when they feel seen and heard.” —**Nancy Ginsberg, SA Far Rockaway Middle School**
- “Focus on positives. Motivate scholars to change and improve, don’t punish failure.” —**Monica Mochado, SA HSLA-Manhattan**

PS Post:

Seeking and Accessing Help

Audience: MS/HS families and scholars

Send Date: 05.09

Subject Line: Seeking and Accessing Social - Emotional Help

Test to: Laura, Ariella, Keijhon

Preview to: N/A

SA

SA Mental Health Corner

Seeking and Accessing Social-Emotional Help

Do you get routine checkups with your doctor? Just as we make time for our physical health, we should also make time for our mental health. Many people put mental health on the back burner, but at SA we know that it can impact our day-to-day routine and even our physical health. That's why we make our SEL specialists available to all our scholars.



Nancy Ginsberg, Social-Emotional Learning Specialist at SA Far Rockaway Middle School, says, "Our mental health allows us to live our lives to the fullest. When we make an active effort to tend to it, we get better at truly enjoying the good times and rolling with the not-so-good times. Mental health care helps us realize that life is full of ups and downs while giving us the tools to ride those waves."

If you are interested in talking to someone to help support your social-emotional wellness, try reaching out to your teacher or SEL Specialist. Scholars ages 13 and up can also use [Uwill](#), the free online resource for therapy.

PS Post:
Seeking and Accessing Help

Audience: ES families

Send Date: 05.09

Subject Line: Seeking and Accessing Social - Emotional Help

Test to: Laura, Ariella, Keijhon

Preview to: N/A

SA

SA Mental Health Corner

Seeking and Accessing Social-Emotional Help

Do you get routine checkups with your doctor? Just as we make time for our physical health, we should also make time for our mental health. Many people put mental health on the back burner, but at SA we know that it can impact our day-to-day routine and even our physical health. That's why we make our SEL specialists available to all our scholars.



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If you are interested in talking to someone to help support your social-emotional wellness, try reaching out to your teacher or SEL Specialist.

AU: Supporting Mental Health

Subject Line: Supporting Mental Health

Audience: ES/MS/HS

Sender Name: Comms

Send Date: 9/2/22

Preview to: Internal

Test to: Ann, Laura, Ariella

ES/MS/HS NEW 9/2/22

Supporting Scholar Mental Health

We are committed to the social emotional wellness of all scholars. That is why at every SA school, all our scholars have access to [Social Emotional Learning \(SEL\) Specialists](#) — trained mental health professionals who serve as a resource for students who may need to talk, are feeling overwhelmed, or want a safe space to be heard.

Mental health awareness is also a community issue. September marks National Suicide Prevention Month, dedicated to raising awareness around suicide and equipping others with the tools to be allies in the fight against suicide.

We can all take action to keep our friends, families, and classmates safe! Find out more about how you can #BeThe1To by visiting [the Suicide & Crisis Lifeline](#) or calling at 988.

AU: SEL Template

Subject Line: We Support Scholar Social-Emotional Health

Audience: ES/MS/HS

Sender Name: Comms

Send Date: 9/23/22

Preview to: Internal

Test to: Ann, Laura, Ariella

ES/MS/HS NEW 9/23/22

We Support Scholar Social-Emotional Health

At SA **XX**, we have a dedicated Social-Emotional Learning Specialist who provides counseling and support services for our scholars and families. This week, we're shining a spotlight on ours! Get to know them and why they love what they do:

[Insert SEL Specialist Name and Photo]

What's the best part of your job?

[Response]

We care deeply about and prioritize scholars' emotional and mental health. If you have any questions or would like additional information about what type of support is available, please don't hesitate to reach out.

AU: World Mental Health Day

Subject Line: A Day of Recognition

Audience: ES/MS/HS

Sender Name: Comms

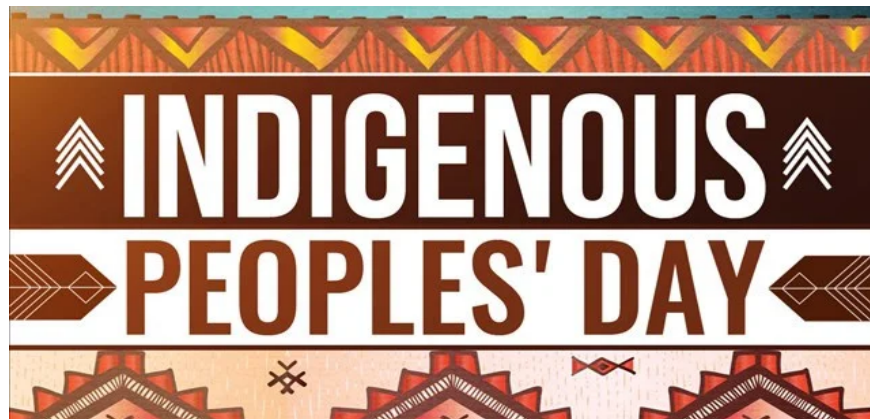
Send Date: 10/7/22

Preview to: Internal

Test to: Ann, Laura, Ariella]

ES/MS/HS NEW 10/07/22

A Day of Recognition



Monday, October 10 commemorates Indigenous Peoples' Day, honoring the heritage of the millions of Native Americans whose ancestors originally inhabited this continent. We are wishing all students of Native heritage a happy and safe Indigenous Peoples' Day!

Additionally, Monday, October 10 marks World Mental Health Day. Mental health can play a large part in how you perform as a scholar, which is why you must take care of your mind! Remember, if you have feelings that are hard to deal with and need an outlet, your school has a Social-Emotional Learning (SEL) Specialist who is there to help you.

AU Blurb: Tips from an SEL Specialist
Subject Line: Managing Big Reactions to Small Problems
Audience: ES/MS/HS
Send Date: 01/13

ES/MS/HS NEW 01/13

Tips From an SEL Specialist

Managing Big Reactions to Small Problems

A big part of growing up is learning how to properly process emotions. Our Social-Emotional Learning (SEL) Specialists work with scholars of all ages to help them healthily manage their emotions. **Marlie Greenblatt, SEL Specialist at SA Hudson Yards**, believes the key to mastering emotions is embracing them, rather than rejecting them. “Emotions aren’t bad; everyone has them! It’s important to normalize them for scholars so they don’t feel alone. In my work with scholars, I teach them the importance of emotions, how they impact us, and how paying attention to them can help us understand ourselves better. Then, I teach students coping strategies so their emotions don’t control them.”

One coping strategy for better processing is to practice identifying problems in the moment and out loud. Try having your scholar talk through the problem, assess the size of it, and then assess their reaction. This helps give them a big-picture view of their actions.

Managing emotions, like many other skills, will take time. However, with teamwork and consistency, your scholars can soon be on their way to managing their own big and small emotions.

ON HOLD

AU Blurb: Growth Mindsets vs. Fixed Mindsets

Audience: ES/MS/HS

Send Date:

Growth Mindsets Vs. Fixed Mindsets

Helping scholars understand and develop a growth mindset, versus having a fixed mindset, can help take their self-awareness and socialization up a notch. A growth mindset is the understanding that working through our challenges will help us become better in the long run versus ignoring challenges with the fear that things can not become better or become resolved.

A growth mindset can make a big difference in how we approach conflict resolution with peers or feelings of self-doubt when facing challenges. It's important to nurture this way of thinking through reassurance that we can face our challenges, through cultivating consistent positive self-talk, and by seeking help when we hit roadblocks.

AU Blurb: Tips From An SEL Specialist: What Anxiety Can Look Like

Audience: ES/MS/HS

Send Date: 04.14

ES/MS/HS NEW 04.14

Tips from an SEL Specialist

What Anxiety Can Look Like



Anxiety can often be hard to identify because it looks different in everyone. **Social-Emotional Learning Specialist Celine Inabnez of SA HSLA - Brooklyn** says “If you are feeling anxious – which can include feelings of overthinking, sensory overload, or restlessness – identifying what is triggering these feelings, seeing how it consistently affects us, and then introducing coping strategies can make a long-term impact. This process looks different for everyone and can be a system of trial and error, but knowing that anxiety is common (even in

adults) and being intentional and consistent about working through problems can make a big difference.”

Scholars, if you’re struggling with anxiety, you’re not alone, and your school’s SEL Specialist can help. Please don’t hesitate to reach out to them.