

P2P PROPOSAL CHECKLIST

To be completed by the P2P mentor and/or P2P team in conjunction with the P2P proposal

This checklist ensures that your P2P proposal includes all the important elements of an effective mental health campaign. The proposal is only a plan. Many teams will adjust their plan throughout the year and that is okay!

Overall Campaign Goal(s)

- ☐ Our proposal identifies an overall campaign goal to increase awareness, reduce stigma, and increase help-seeking
- ☐ Please identify any additional goal(s) of your campaign (*if applicable, use suggested areas for improvement section from last year's data report or request a copy of pre-test data*):

P2P Core Messages & Mental Health Content

Please check off the core messages and mental health education content included in your campaign activities:

- ☐ Core Message 1: Depression and anxiety are real brain illnesses. You can't just "snap" out of it.
- ☐ Core Message 2: Professional help is effective for depression and anxiety.
- ☐ Core Message 3: Depression and anxiety can take many forms. It looks different person-to-person.
- ☐ Core Message 4: If you hear talk of suicide, tell a trusted adult immediately.
- ☐ Depression symptoms
- ☐ Anxiety symptoms
- ☐ Stigma reduction-related messaging (ex. personal stories, asking for help is a sign of strength, receiving treatment is NOT a sign of personal failure)
- ☐ Help-seeking resources, including examples of each:
 - School resource (ex. school counselor)
 - Community resource (ex. Community Mental Health phone number)
 - National resource (ex. 988)

Campaign Activities

- ☐ At least one activity includes mental health education content from the list above (ex. classroom presentations, video, announcements, social media)
- ☐ At least one activity is related to promoting P2P team and its goals in your school (ex. bulletin board to introduce team, intro slide during advisory, table staffed by P2P team at lunch)
- ☐ Activities include a balance of activities ranging in effort. Examples include:
 - Easy (ex. create posters, previously created content on P2P resource website)
 - Medium (ex. classroom presentations, announcements)
 - Major (ex. school-wide assembly, video)
- ☐ Campaign is likely to reach at least **75%** of the student population
- ☐ Activities will be student-led and staff-guided
- ☐ Promotional item(s) is included in campaign to help reach and impact

What support, if any, do you need from your EFDC staff liaison [or other agency partner] for these activities to be successful (ex. finding a speaker, canva tutorial, purchasing materials)?

Campaign Timeline

- ☐ Campaign activities taking place over 2+ months (can include "easy" activities like announcements/bulletin boards leading up to a "medium" or "major" activity like a school-wide assembly for multiple touchpoints)
- ☐ Pre-test and post-test are included in the timeline (if applicable)