

## **Community Impact Project 2021-23**

Roswell Rotary and WellStar partnered to update the WellStar North Fulton Family Waiting Room and launch podcasts and videos designed to impact student and parent behavioral health. Roswell Rotary invested over \$57,000 (which was raised at the 2021 Golf and Tennis Tournament) and contributed over 100 hours of 40+ Rotarians to spread the word throughout the community. WellStar managed the project and provided the behavioral health expertise.

The project kicked-off on Feb. 2, 2022 when Roswell Rotary hosted an innovative WellStar Behavioral Health meeting with various community leaders including Rotarians, school counselors, board of education members, Fulton County Board of Health leadership, medical professionals and the Mayor of Roswell to discuss innovative ways to address behavioral health of our youth that did not duplicate existing programs and resources. The project developed in three phases:

### **Phase 1 – Roswell Teen Talk Podcast Series**

**Development of a series of podcasts highlighting student, parent and professional voices. Podcasts located at <https://roswellteentalk.podbean.com/>**

- Students and alumni from Roswell High School and Blessed Trinity High School sharing the stresses of High School and ways to overcome them.
- Outreach by Roswell Rotarians to share these tools with schools, church youth groups, RRC Non-Profit partners, YMCAs, Boy Scouts, social media, and more!

### **Outcome:**

- Roswell Rotary and WellStar developed and implemented a fully integrated marketing plan (press release, talking points, email templates, business cards, flyers and advertisements) to reach as many people as possible with amazing results.
- 568 podcast downloads from 10 countries and 1,300 site visits
- 40+ Roswell Rotarians distributed materials throughout the community
- Dozens of Social Media posts and shares
- Project was promoted in WellStar newsletters
- 1 Article in The Herald – directly increasing downloads
- 2 Advertisements in The Herald – directly increasing downloads

### **Student Comments:**

- Participating in the podcast series “was empowering. I felt less alone knowing I could talk about the state of my own mental health and also hearing that so many teens felt the same way I did. I’m also proud of myself because I know that I’ve helped at least one other person by speaking up and making mental health issues less taboo.”
- “I listened to the podcasts with my mom (she made me). I’m glad I did though because I felt seen and heard. I realized a lot of teens felt like me. It also was a big turning point for me and my mom in our relationship. She finally understood me in a different way. It has helped us grow in our relationship. I would recommend other kids listen with their parents. It seems dumb, but I really helped me a lot!”

## Phase 2 – Roswell Teen Talk Video Series

Parenting teens has never been more difficult and handling social media concerns is outside the experience of most parents. Development of a series of videos highlighting parenting tips for talking with teens.

- Viewers will be guided to an initial 2 minute “Scenario Start” video, which then brings them to a “choose-your-own” adventure moment where they can decide which parenting decision to make. Depending on their decision, they will then be lead through two other branching videos, each approximately 2-3 minutes in length
- Content is fun while providing sound professional advice and will be available on YouTube
- Outreach by Roswell Rotarians to share these tools with schools, church youth and parent groups, RRC Non-Profit partners, YMCAs, Boy Scouts, social media, and more!

Launch scheduled for April, 2023!

## Phase 3 – Sponsorship of the WellStar North Fulton Family Waiting Room

- Roswell Rotary is recognized as the perpetual sponsor of the WellStar North Fulton Family Waiting Room via signage ***which will be seen by everyone entering the Emergency Department at WellStar North Fulton Hospital***
- Celebration Event planned for April 13, 2023 at WellStar North Fulton to recognize the sponsorship and provide an opportunity for Rotarians to visit the Family Waiting Room

## Background

### Need for Behavioral Health Resources in North Fulton:

- In Georgia, nearly 4 million people are living with a behavioral health condition.
- Unforeseen events such as the COVID-19 pandemic have only exacerbated the severity of this problem and the need for enhanced behavioral health resources.
- During the pandemic, we have seen behavioral health issues intensify particularly for our youth:
  - Youth ages 11-17 have been more likely than any other age group to exhibit moderate to severe symptoms of anxiety and depression.
  - With 1,451 deaths by suicide in Georgia in 2019, leading into the pandemic, and suicide as the 2<sup>nd</sup> leading cause of death in the state for individuals 10 to 34, there is an urgent need to expand education, support, and access to behavioral health care in our community.

Phase 1:

### Behavioral Health Podcast – Roswell Teen Talk:

- Roswell Teen Talk is a five-episode limited series podcast produced through a partnership between Wellstar Foundation and Roswell Rotary Club.
- The podcast addresses a wide variety of topics related to relevant behavioral health and suicide prevention topics while provides critical information on when, where and how to seek help, personalized for the North Fulton community.

- It was created in response to the persistent increases in and severity of behavioral health needs of teens and young people in the Roswell and North Fulton communities.
- Roswell Teen Talk is a locally grown production that features authentic peer-to-peer content and stories that are guided by Wellstar behavioral health providers to ensure they share to ensure accuracy of content and resources.
- The voices on each episode are carefully selected high school students from Roswell High School and Fellowship Christian School.
- Engaging high school students as part of the podcast was intentional. Hearing from someone “just like me”—another teen—allows the episodes to speak directly to the youth in our communities about the topics that are relevant to them, in a non-threatening and familiar format.
- The content in each episode shares how to get support and helps listeners determine when to seek help – whether for themselves or for a friend or loved one.
- The podcast format reduces barriers and stigmas related to behavioral health. This critical information is available privately and is easily accessible right in your phone or laptop so those who are not comfortable reaching out for help can still have access to the resources they need when they need it most.

### The Impact We’ve Seen

- This unique, accessible podcast has the ability to change lives by providing access to behavioral health resources for teens and youth when they need it most in a way that makes sense to them – streamed through their phones, laptops or other devices.
- This podcast doesn’t just help teens and young people – it’s also for families, friends and loved ones.
  - It provides timely access to education and support needed to navigate and seek appropriate support and find professional help for behavioral health needs.
  - It ensures individuals and their loved ones know how they can receive the help they need to effectively treat behavioral health concerns at any age, prevent lifelong behavioral health issues, and eliminate suicides for our children, families, friends, and fellow community members.
- While this podcast is focused on behavioral health challenges facing teens and young people in North Fulton, these issues are not unique, and the impact of a peer-to-peer behavioral health podcast can be much larger.
- It is a model that can be replicated and personalized for communities across the Wellstar service area, the state and even on a national level.
- Podcasts were made available to all students at Roswell High School through texts and emails.
- Rotarians promoted the Roswell Teen Talk throughout the community making the information accessible to schools, non-profits, churches, YMCAs and many others with a personal introduction.
- Roswell Rotary and WellStar developed and implemented a fully integrated marketing plan (press release, talking points, email templates, business cards, flyers and advertisements) to reach as many people as possible with amazing results—including 568 podcast downloads from 10 countries and 1,300 site visits.

### Episodes:

- Episode 1 | Stressors, Coping and Mental Health
- Episode 2 | Listening vs. Hearing and Parent Relatability

- Episode 3 | Social Media and Cyber Bullying
- Episode 4 | Effects of COVID
- Episode 5 | Post-College Adjustment

Phase 2:

Behavioral Health Video Series: Parenting Roswell Teens

**Parenting teens has never been more difficult and handling social media concerns is outside the experience of most parents. Roswell Rotary and WellStar Behavioral Health have developed a series of videos highlighting parenting tips for talking with teens.**

- Viewers will be guided to an initial 2 minute “Scenario Start” video, which then brings them to a “choose-your-own” adventure moment where they can decide which parenting decision to make. Depending on their decision, they will then be lead through two other branching videos, each approximately 2-3 minutes in length
- Content is fun while providing sound professional advice and will be available on YouTube
- Outreach by Roswell Rotarians to share these tools with schools, church youth and parent groups, PTSAs, RRC Non-Profit partners, YMCAs, Boy Scouts, social media, and more!

Episodes:

Episode 1: Instabaddie

Episode 2: Wrecking the Car

Launch scheduled for April, 2023!

Phase 3:

Sponsorship of the Family Waiting Room at WellStar North Fulton Hospital

Roswell Rotary is recognized as the perpetual sponsor of the WellStar North Fulton Family Waiting Room in the Emergency Department via signage ***which will be seen by everyone entering the Emergency Department at WellStar North Fulton Hospital.***

This sponsorship will communicate to North Fulton families that Roswell Rotary cares about them and our community.

Celebration Event is planned for April 13, 2023 at WellStar North Fulton to recognize the sponsorship and provide an opportunity for Rotarians to visit the Family Waiting Room.