Ohio Strategic Prevention Framework (SPF): Strategic Plan Map
Ohio Youth-Led Prevention Network Youth Council

If the OHYPC has a media campaign directed toward OHYS and at least one increase in awareness of MH and suicide prevention:
If the OHYPC disseminates information about MH and suicide prevention to OHYS and adults at least one increase in awareness of MH and suicide prevention:
If we create a nurturing environment for youth who are experiencing depression and suicidal thoughts to receive the necessary support then OHYS will:

Problem Statement:
There are OHYS that are at-risk for depression and suicide. The OHYPC has a Youth Council Network (YCN) Youth Council that needs to create a role for OHYS, helping to create a nurturing environment for all OHYS, improving outcomes for all OHYS.

Interventions/Variables:
- Lack of awareness of MH
- Lack of competency among parents, teachers, and educators about MH and mental health
- Lack of knowledge on the signs of mental illness
- Lack of education on the parent's role in mental health
- Lack of knowledge on the parent's role in mental health
- Lack of knowledge on the parent's role in mental health
- Lack of knowledge on the parent's role in mental health
- Lack of knowledge on the transition between mental health and substance abuse

Strategy:
We have selected two CSAP strategies: Information dissemination (i.e., newsletter, parent's night) and environmental strategies (i.e., media/social media)

Environmental Strategies:
1. Have a significant social media presence (assuming one that is relatively new) effectively spreading materials. Mini-authors and partners will be engaged to enhance the OHYPC's reach.
2. Promote and support a Family Night through a PSAs
- Promote OHYPC activities through a Family Night up to the April 30 deadline
- OHYPC's role in Family Night would be presented at the rally.

Information Dissemination:
1. Create and host a parent's night event
2. Create and disseminate a monthly newsletter.

Outcomes:
- Environmental Strategies
  - Social Media:
    - OHYPC will spread MH campaign until the day of the rally
    - Implementation of media campaign
    - Sustainment of media campaigns through a virtual on-line presence
  - PSA:
    - Distributed in monthly newsletters & via social media outlets
    - B2B and event to selected videographer companies
    - Review and adoption of media campaigns as presented by consultant.

Environmental Strategies:
- Social Media:
  - OHYPC will have a significant social media presence.
  - OHYPC will promote awareness information through a monthly campaign and PSA.

Information Dissemination:
- Parents' Night:
  - OHYPC will host a Parents Night Town Hall Meeting

Newsletters:
- OHYPC will distribute monthly newsletter toyla is responsible for preparing the newsletter.

Facts:
- OHYPC has created a logical model and strategic plan. The YC created their plan to work in synchrony with the AC logic model and strategic plan.
- Traditionally the WATM campaign has focused on highlighting the positive aspects of the campaign, based on data and research, MH and substance abuse are related. Due to this finding, the OHYPC has decided to supplement the WATM campaign with a MH campaign.
- YC is working towards finding data to measure intervention variables.