



ST. MARY'S COUNTY  
HEALTH DEPARTMENT

# RU ok? Prevention Campaign

Presentation to St. Mary's County Public Schools

# Focus

- Addressing behavioral health concerns in SMCPS
- Awareness/education Campaign
- Mechanism/resources for students to report or assist

# Facts

## YRBS Data 2016 for Mental Health Issues

- 2,091 Students grades 9-12 participated
- 29.9% were sad or hopeless in the past year for a period of 2 or more weeks
- 19.3% seriously considered suicide
- 14.8% made a plan

# More Facts

## YRBS Data 2016 for Substance Use Issues

- 32.6% of High School students reported current use of alcohol
- 17.7% used 5+ drinks in one sitting
- 61.2% have used during their lifetime

All of the alcohol data exceeds the state averages

- 30.6% have used marijuana in their lifetime
- Cocaine and injected drug users increased since 2014 data

# RU ok? Concept

- R U ok? is a media campaign designed to bring awareness, education and information to the community on how to identify, approach and interact with someone who may be suffering from a behavioral health crisis.

# Similar Programs

<https://www.ruok.org.au/>

<https://seizetheawkward.org/>



**SEIZE THE AWKWARD.ORG**

# R U ok? in the Community

- Billboards
- Comcast
- Community Outreach
- Promotional products


# R U ok? in SMCPS

- Geo-fencing
- Robo callout
- The Peach Jar
- SMCPS – Twitter, Webpage, Facebook
- Posters
- Videos
- Kick off event/ongoing events
- Curriculum

# Logo



# Poster Sample 1



**RU ok?**  
be the one to ask

**RU ok?** encourages students to reach out to other students who may be struggling.

**SIGNS TO WATCH OUT FOR:**

- They don't feel like hanging out as much
- Their mind seems to be somewhere else
- They are so anxious they can't relax
- They've gotten negative about life
- They are acting weird and getting mad for no reason
- They've starting taking dumb risks
- They talk about feeling hopeless
- They're taking more drugs or drinking more
- They are harming themselves

**DON'T WAIT, GET HELP NOW.**

**IN AN EMERGENCY**  
If you or your friend need urgent help, call 911. Stay with your friend until help arrives. Remember to keep yourself safe. If you feel threatened or your friend has a weapon, keep a safe distance.

**IN A CRISIS**  
Text HOME to the crisis textline 741741

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# Poster Sample 2



**RU ok?**  
be the one to ask

**RU ok?** encourages students to reach out to other students who may be struggling.

**SIGNS TO WATCH OUT FOR:**

- They don't feel like hanging out as much
- Their mind seems to be somewhere else
- They are so anxious they can't relax
- They've gotten negative about life
- They are acting weird and getting mad for no reason
- They've starting taking dumb risks
- They talk about feeling hopeless
- They're taking more drugs or drinking more
- They are harming themselves

**REACH OUT TO A SCHOOL COUNSELOR**

**IN AN EMERGENCY**  
If you or your friend need urgent help, call 911. Stay with your friend until help arrives. Remember to keep yourself safe. If you feel threatened or your friend has a weapon, keep a safe distance.

**IN A CRISIS**  
Text HOME to the crisis textline 741741

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# Next Steps

- Select logo
- Complete program description
- Include SMCSO – *who?*
- Set timeline – *Suggested Oct – Nov-Dec*
- Present to Board of Education for approval- *Aug – Sept*
- Present to School Principals (A & S)- *Sept*
- *Present to Secondary School Counselors- Sept*
- Implement Campaign

# Questions

