

## **Empowerment Club**



# Getting Started Start a Club (Sponsored, Official & Affiliate) Guidebook



**RAISE AWARENESS** 

Recognize the signs of adolescent depression. It's only a problem if it's ignored.



**BREAK STIGMA** 

Through campaigns, fundraisers and awareness initiatives, teens eliminate the shame and blame of depression, making it easier to get help.



SPREAD EMPATHY

No one should be outcast because of adolescent depression.

#### **WELCOME**

Thank you for expressing an interest in starting an **Erika's Lighthouse**Empowerment Club. We are excited for the opportunity to help you shift your school culture to be more positive, inclusive and empathic on issues surrounding mental health. This guidebook was developed to help students, teachers, counselors, social workers and others interested in starting an Empowerment Club in your school & understand the steps for success.



- About Erika's Lighthouse
- Role of Empowerment Clubs
- Benefits of a Sponsored Empowerment Club, Official Empowerment Club & an Affiliate Club
- Awareness into Action Activities

### 2 Recruit Your Club Champions

- Talk to the School Activities Coordinator
- Talk to Classmates/Students
- Find a Club Advisor
- Cross Your 't's and Dot Your 'i's
  - Next Steps
  - Registration
- 4 Additional Resources
  - Erika's Lighthouse Classroom Programs
  - Erika's Lighthouse Family Handbook

"The first thing that really helped me was empowering myself. I got involved in an organization that talked about mental health and taught people what mental health was. It gave me a tangible way to fight back at something [depression] that was so intangible. Getting involved in things that matter to you, where you can see yourself making a difference in some way, really helped me a lot."





### Understanding Erika's Lighthouse and Empowerment Clubs



#### ABOUT ERIKA'S LIGHTHOUSE

#### **MISSION**

Erika's Lighthouse is a not-for-profit organization dedicated to educating and raising awareness about adolescent depression, encouraging good mental health, and breaking down the stigma surrounding mental health issues.

#### VISION

To make sure no young person feels alone in their depression. To become the leading provider of teen depression awareness programs and resources in middle school and high school communities.

#### **VALUES**

We Believe In:

#### The Power of Programs with Impact

We are committed to de-stigmatizing depression and providing hope for young people who have it. Our innovative, evidence-informed classroom programs do more than raise awareness; they provide a structured model for youth to thrive and survive. Making a meaningful difference in the lives of teens with depression defines all we do and who we are.

#### The Power of Positivity

We believe in the power of positivity – it permeates our culture through our mission statement and how we engage with students, teachers, and administrators. Positivity, knowledge, and compassion create empowerment, and empowerment drives change and hope.

#### The Power to Change the World

We know that empowered teens can change cultures, even deeply rooted ones. Through education, modeling, and positivity, our programs provide proven foundations for teens to create a thriving culture of compassion, support, and hope.

#### The Power of Programs that Spread

We are determined to make every community a beacon of hope, which is why all of our activities - from programs to engagements - are designed to be easily replicated and customizable for schools across the country, and the world.

### The Power of Trust and Integrity

We deeply believe in what we do, and we believe in others. In all we do, we operate with integrity, trust, respect, and authenticity. We are resourceful, we are good stewards of the gifts we are given, and we always hold ourselves accountable. What we do truly matters.

#### **ROLE OF EMPOWERMENT CLUBS**

Empowerment Clubs are designed to create a more positive, inclusive and empathic school culture surrounding mental health. Dialogue is the best way to reduce the stigma of adolescent depression. Student-powered awareness is the most effective way to encourage communication.

When students talk, other students listen. When teens highlight the importance of learning about adolescent depression, it shows their peers that there is nothing to be ashamed of. It demonstrates that those suffering from depression don't have to hide. They can talk, they can get help, and they can live.

That's what awareness does. When it comes from other teens, it is our most powerful tool. We're proud to help students and educators start a Empowerment Club in their school, lead Awareness into Action Activities, and use their voice to *Get Depression Out of Dark*.

Empowerment Clubs are an important pillar to creating lasting cultural changes in school communities. These are opportunities for students to become leaders in their school to help:



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SPREAD EMPATHY

No one should be outcast because of adolescent depression.



"Getting involved with Erika's Lighthouse was an amazing way for me and other teenagers to understand that depression was not something to be ashamed of, but rather a topic we must further discuss. Everyone deserves good mental health, and organizations like this one are giving hope to those who need it. I will always be grateful for being a part of this organization that continues to impact many teenagers."

Edgar, Former Teen Empowerment Club Member, Rolling Meadows High School

#### BENEFITS OF ALL LEVELS OF CLUBS (Sponsored, Official & Affiliate)

**Erika's Lighthouse** is dedicated to educating and raising awareness about adolescent depression, encouraging good mental health, and breaking down the stigma surrounding mental health issues. Empowerment Clubs and Affiliate Clubs are an important piece of that journey. We believe teens can change the world.

We are here to ensure your activities are powerful and generate awareness, dialogue and reduce stigma – all while creating a more positive and empathic school culture.

#### Benefit to Your School

Your school will benefit from a Sponsored and Official Empowerment Club by:

- Raising awareness of mental health, depression and other mental health challenges and supporting good mental health.
- Educating teachers/staff, parents and students about mental health and depression.
- Reducing stigma surrounding mental health and encouraging those experiencing challenges to seek help.
- Increasing the ability to have engaging and supportive dialogue surrounding mental health.
- Developing peer leadership for a more inclusive school culture.

#### Erika's Lighthouse Empowerment Club Choices

- Erika's Lighthouse Sponsored Empowerment Club
- Erika's Lighthouse Official Empowerment Club
- Affiliate Club (An already-existing school club that wants to use Erika's Lighthouse resources)

KNOW THE FACTS

1 in 5

youth experience depression by adulthood.

Only 30% of teens are receiving treatment for depression.

Among teens, females are

2x more likely to experience depression than males.

teens with severe depression also experience an additional mood disorder.

youth experience a mental health disorder in a year.

#### **Benefits**

As a **Sponsored Erika's Lighthouse Empowerment Club**, your club will have access to:

- Monthly E-Newsletters about successful activities and more.
- Teen-focused training and webinars & support from staff.
- Over 50 Awareness into Action Activities.
- Customizable co-branded materials with national brand recognition, club name, & logo.
- ChangeMakers Network, a discussion forum with our national network of clubs.
- Classroom programming for in-school depression education.

- 2 teen-centric virtual meet & greets between club members
- 2 advisor-centric virtual meet & greets between club advisors
- T-shirt designs to create your own shirts
- Funds to support in-school Awareness into Action Activities and other club expenses:
  - o \$200 reimbursement per Awareness into Action Activity\* (up to \$1000/year)
  - o 5% of all gross funds raised from hosting a local fundraiser.
  - o \$200 stipend for club advisor(s) 1 stipend per school per year

#### As an **Official Erika's Lighthouse Empowerment Club**, your club will have access to:

- Monthly E-Newsletters about successful activities and more.
- Teen-focused training and webinars & support from staff.
- Over 50 Awareness into Action Activities.
- Customizable co-branded materials with national brand recognition, club name, & logo.
- The ChangeMakers Network, a discussion forum with our national network of clubs.
- 2 teen-centric virtual meet & greets between club members
- 2 advisor-centric virtual meet & greets between club advisors
- T-shirt designs to create your own shirts
- Funds to support in-school Awareness into Action Activities and other club expenses:
  - o \$75 reimbursement per Awareness into Action Activity\* (up to \$500/year)
  - o 5% of all gross funds raised from hosting a local fundraiser.

#### As an **Affiliate Club**, your club will have access to:

- Monthly E-Newsletters about successful activities and more.
- Teen-focused training and webinars & support from Erika's Lighthouse staff.
- Over 50 Awareness into Action Activities.
- The ChangeMakers Network, a discussion forum with our national network of clubs.
- 2 teen-centric virtual meet & greets between club members
- 2 advisor-centric virtual meet & greets between club advisors

#### Requirements

#### **Sponsored Empowerment Club Requirements**

- Contact Empowerment Club Coordinator Derick Elkin (<a href="mailto:derick@erikaslighthouse.org">derick@erikaslighthouse.org</a>)
- Register using the Empowerment Club Registration Form and sign the club agreement
- Club Advisor(s) must have a Resource Portal account
- Student members are encouraged to have Resource Portal accounts
- Teen Trainings for your Club members use what is provided from Erika's Lighthouse or create your own teen-led workshop (we provide slides/talking points)
- Lead an Awareness into Action Activity per quarter (one of ours or a custom created one)
- Fill out the Awareness into Action Activity Report to report activities (and get reimbursed)
- Club advisors must have a quarterly check-in call with Erika's Lighthouse
- Use **Erika's Lighthouse** in the club name and any materials created.
- Honor the fact-based, positive, hopeful and inclusive tone of **Erika's Lighthouse**.
- Share your custom initiatives, activities and materials with us to share with others.

<sup>\*\*</sup>As a "Sponsored Club" the enhanced benefits received may require additional reporting

requirements to funders.

#### Official Empowerment Club Requirements

- Contact Empowerment Club Coordinator Derick Elkin (<u>derick@erikaslighthouse.org</u>)
- Register using the Empowerment Club Registration Form and sign the club agreement
- Club Advisor(s) must have a Resource Portal account
- All student club members are encouraged to have a Resource Portal account.
- Lead at least one Awareness into Action Activity per quarter (one of ours or a custom) created one).
- Fill out the Awareness into Action Activity Report to report activities (and get reimbursed).
- Teen Trainings use what is provided from Erika's Lighthouse or create your own teen-led workshop (we provide slides/talking points)
- Meet regularly (at least six-times a year) to appropriately plan activities.
- Use **Erika's Lighthouse** in the club name and any materials created.
- Honor the fact-based, positive, hopeful and inclusive tone of **Erika's Lighthouse**.
- Share your custom initiatives, activities and materials with us to share with others.

Sponsored & Official Teen Empowerment Clubs are strongly encouraged to host an **Erika's Lighthouse** community awareness and fundraising event – all funds raised will be used to support the Erika's Lighthouse mission. Teen Clubs receive 5% of total raised to support club activities. 5% of revenue may be used for direct event expenses.

#### **Affiliate Club Expectations**

As an Affiliate Club, your club is expected to:

- Clubs need to register using the Club Registration Form and sign the club agreement form
- Club Advisor(s) must have a Resource Portal account.
- Honor the fact-based, positive, hopeful and inclusive tone of **Erika's Lighthouse**.
- Share your custom initiatives, activities and materials with us to share with others.

#### **AWARENESS INTO ACTION ACTIVITIES**

**Erika's Lighthouse** has created over 50 Awareness into Action Activities (AAAs) for teens to reduce stigma, raise awareness, promote positivity and educate their peers on where to find help. The goal of these activities is to convey that depression is real, common and treatable. All our materials are available online through our Resource Portal. Here are a few examples:

#### ADVOCACY EFFORTS

Educate Peers and Teens: PDF | Canva Educate Parents and Caregivers: PDF | Canva Advocate for Depression Education: PDF

#### MINDFUL MOMENTS

How Full Is Your Cup? PDF Aromatherapy Play Dough: PDF | Canva DIY Mini Sand Trays: PDF | Canva

#### **POSITIVITY PROMOTERS**

Take A Compliment Poster: PDF | Canva Apps For Good Mental Health: PDF | Canva Positivity Catcher: PDF | Canva Wall of Inspiration: PDF | Canva Send Some Encourage-Mint: PDF | Canva

Test Week Goodie Bags: PDF | Canva Welcome Back Care Packages: PDF | Canva

Thanksgiving Gratitude Postcards (November): PDF | Canva

Holiday Card Activity (December): PDF | Canva

Heart to Heart Conversations (February): PDF | Canva Shapproof Wall of Cratitude (March), DDE



### **2** Recruit Your Club Champions

Recruiting your Empowerment Club Champions will be vital for your club's success. You'll need to speak with peers, teachers, social workers, counselors and the administration to secure support prior to launch. You don't need to host a kickoff just yet – but gather 3-4 classmates or students, 1-2 adult advisors and clear the club with your school administration.

#### TALK TO THE SCHOOL ACTIVITIES DIRECTOR

Your first stop should be to the office of your school activities director and ask what you need to do to start a club. This person could be a school counselor, social worker, vice principal or someone else. Your school's main office should be able to direct you.

#### What to Ask

When learning how you get started, be sure to ask:

- What are the requirements for a club?
  - o Likely items are:
    - A Mission Statement.
    - Proof that students will join (you may need to pass around a petition).
    - A club advisor (a school employee that will work with you).
- Is there a formal application I need to complete?
- What challenges can I expect to run into?

#### **TALK TO CLASSMATES & STUDENTS**

Once you understand how you'll need to work with the school, it is important to recruit others to help get going. Having 3-4 students join you in getting started will make the process much smoother – and more likely to succeed.

#### How to Recruit

When recruiting students to join the club, it will be important to share:

- Your vision for the Empowerment Club.
- Why starting an Empowerment Club is important.
- Examples of potential activities (view ideas in the Erika's Lighthouse Resource Portal).
- What support you may need from them. Early on your fellow classmates or students can help:
  - o Collect petition signatures.



"School was an incredibly supportive environment. I found love and peace and comfort in my teachers and coaches. I felt that I was in a safe haven within the walls of my high school, and I am incredibly grateful for that." Callie, Erika's Lighthouse Program Recipient

- o Locate a Club Advisor.
- o Complete any paperwork your school may request to start a club.
- What role they can play once the club is started.

#### FIND A CLUB ADVISOR

After you have recruited a few fellow classmates or students, start searching for a club advisor that will champion the **Erika's Lighthouse** Empowerment Club with the school administration, educators, social workers and other adult influencers. It may be helpful to identify 2 adults that can co-advise the club and provide additional support.

#### What to Look For

These individuals will be helpful as you work to create lasting cultural changes within your school community. Consider asking the teacher that delivers the **Erika's Lighthouse** classroom program at your school.

Be sure that individuals who are interested in being a Club Advisor:

- Are school employees capable of advising your club?
- Have the available time to offer support and guidance (roughly 5-10 hours/month).
- Are respected by peers and willing to positively influence others.
- Can work with school administrators to keep the club in good standing.

#### How to Recruit

Similar to how you spoke with your classmates or students, use the same techniques to find advisor by sharing:

- Your vision for the Empowerment Club.
- Why starting an Empowerment Club is important.
- Examples of potential activities (print out ideas from the Resource Portal).
- What support you may need from them, early on your sponsor can help:
  - o Collect petition signatures.
  - o Complete any paperwork your school may request to start a club.
  - o Speak with the school administration in support of the club.
- What role they can play once the club is started.

Once a sponsor/advisor has been identified, that person, as well as you, should create an account on the Erika's Lighthouse Resource Portal.

Then you can move on to working with the school administration and registering your club with **Erika's Lighthouse**.

## **3** Cross Your 't's and Dot Your 'i's

You've completed the hard part of recruiting your school's champions for the Empowerment Club. Now, you simply need to complete the final steps.

#### (1) CREATE A RESOURCE PORTAL ACCOUNT

If you haven't already, create an account on our FREE Resource Portal to look at all the available materials for Empowerment Club resources and Awareness into Action Activities.

- 1) Go to www.ErikasLighthouse.org.
- 2) Click on "Access Resources: Login/Register" at the top right of the page and fill out the necessary information
- 3) Review the materials.

You will have access to all the materials currently available.

#### (2) CLEAR WITH YOUR SCHOOL ADMINISTRATION

As previously discussed, (see Talk to Your School's Activities Director) you should have been told the information you needed to be a recognized club at your school. At this stage you will want to complete any application the school requires, compile the necessary information and submit it for your school's administration to review.

One requested item may be a club Mission Statement. For example, "The Erika's Lighthouse Empowerment Club will help educate the school community about teen depression, good mental health and help destigmatize depression through various activities throughout the year."

#### (3) REGISTER THE CLUB

All club advisors must register their club on the Club Registration Form and sign the club agreement included in the registration.

#### (4) REVIEW THE MOBILIZE YOUR CLUB GUIDEBOOK

Review the Mobilize Your Club Guidebook to see how you can create a successful, engaging and impactful club for your school. This Guidebook is available on the Resource Portal.

#### (5) SCHEDULE YOUR ONBOARDING CALL

Once we, Erika's Lighthouse staff, have approved your registration, we will reach out to you and the school advisor(s) to schedule a 30-60-minute onboarding call. During this call, we will review the Empowerment Club:

- Benefits to the School
- Benefits to the Club & Club Members
- Expectations
- Mobilize Guidebook (available on the Portal)
- Next Steps

### Role and Responsibilities of Erika's Lighthouse (ELH) and Partner School Regarding Use of ELH Materials and Programs

**Erika's Lighthouse: A Beacon of Hope for Adolescent Depression** (ELH), an Illinois not-for-profit corporation provides your school the following information regarding the Erika's Lighthouse Empowerment Club at your school.

#### **Roles and Responsibilities of ELH**

#### **General Overview**

- ELH will provide, at no cost, electronic format materials needed to implement the program. ELH is the
  creator and owner of the program materials and holds all necessary copyright and trademarks associated
  with the program materials. ELH hereby provides a one-time, limited use, fully paid up license to use its
  proprietary program materials and intellectual property in connection with the program.
- ELH has shared the program materials with a number of organizations and is free to modify, change, or withdraw them at its sole discretion. ELH will make a best effort to notify of any changes to the program materials. Any such changes will be made available to your school at no charge.
- While ELH consults with clinical, therapeutic, legal, and child development experts, nothing in the program
  materials or any training or presentation provided by ELH should be construed as specific or general
  medical or psychological advice. ELH urges your school staff to seek competent professional advice
  appropriate for specific individuals or situations should the need arise.
- ELH assumes no liability for any damages, claim, or actions arising from program use, presentation, or communication of the program materials.

#### Awareness into Action Activities, Resources & Materials

- Erika's Lighthouse offers over 50 turn-key campaigns that clubs may use in their schools.
- Clubs are encouraged to also create their own campaigns and share those materials with Erika's Lighthouse for other clubs.

#### **Grant Funds (Sponsored & Official Only)**

- For Sponsored Clubs only: ELH will provide up to \$1,000 in grant money for meetings, Awareness into Action Activities, and Erika's Lighthouse branded t-shirts.
  - o Up to a \$100 reimbursement for snacks and refreshments during club meetings (per school year)
  - o Awareness into Action Activity reimbursement (up to \$100/activity) with remaining club grant funds
- For Official Clubs only: ELH will provide up to \$500 in grant money for meetings, Awareness into Action Activities, and Erika's Lighthouse branded t-shirts.
  - o Up to a \$75 reimbursement for snacks and refreshments during club meetings (per school year)
  - o Awareness into Action Activity reimbursement (up to \$75/activity) with remaining club grant funds
- We encourage clubs to host a Beacon of Hope Walk & Fun Run and may keep up to 5% of funds raised for schoolwide good mental health activities.

#### Staff Support

- ELH staff will be available by phone, email, and for in-person meetings (based on ELH staff availability), to offer advice, guidance and support to assist your school in furtherance of the program.
- ELH will provide onsite/virtual support if requested (and based on ELH staff availability) and/or make periodic site visits.
- ELH will set up 2 club-centric virtual meet & greets between club members and invite all club members (for whom we have contact information)
- ELH will set up 2 advisor-centric virtual meet & greets between club advisors and will invite all club advisors
- ELH will provide and promote a Teen Changemakers discussion board with a national network of clubs
- ELH will invite advisor(s) to monthly check-in calls w/ Erika's Lighthouse Club Coordinator

#### **Roles and Responsibilities of Your School**

#### **Sponsored & Official Clubs**

#### **General Overview**

- Clubs must embrace the mission, vision and values of Erika's Lighthouse.
- Clubs must hold at least 6 Empowerment Club meetings a year.
- All club advisors must create a Resource Portal account at ErikasLigthouse.org.
- Clubs must watch their club education video and participate in school wide awareness.
- Advisors must attend quarterly check-in calls with Erika's Lighthouse.
- Advisors are strongly encouraged to attend advisor-centric virtual meet & greets (2/year).
- Students are strongly encouraged to attend teen-centric virtual meet & greets (2/year).

#### Awareness into Action Activities, Resources & Materials

- Host an Awareness into Action Activity per quarter (one of ours or a custom created one) and complete the associated report (also used for reimbursement).
- Campaigns, resources and materials are designed to allow minor modifications and customizations. Significant changes need to be approved by Erika's Lighthouse.
- Share any custom-created Awareness into Action Activities or other campaigns with Erika's Lighthouse.

#### Club Name & Marketing

- Clubs must use an approved format of a club name that includes Erika's Lighthouse:
  - Sponsored Clubs: Erika's Lighthouse + (Name of your own club) Sponsored By:
  - o Official Clubs: Erika's Lighthouse: Erika's Lighthouse + (Name of your own club)
- Make no modifications or alterations to ELH's trademarks or logos contained in or used in connection with the program materials. See Brand Guidelines.
- Refer any inquiries regarding ELH or the program materials from the media, agencies, or others to ELH.
- Tag Erika's Lighthouse on social media posts relating to club activities.

#### Reporting & Reimbursement

- Provide quarterly updates on the program, including but not limited to the impact, date(s) of implementation and general feedback.
- Submit receipts to ELH for Empowerment Club grant reimbursement within 30 days of the purchase date using the Awareness into Action Activities Report.
- T-shirts may be reimbursed out of the larger pool of grant funds. However, the shirts must be designs provided by Erika's Lighthouse.
- Reimbursements that fall outside the prescribed use may be considered on a case-by-case basis.
- Sponsored Clubs may have additional reporting requirements from funders.
- Take the <u>Empowerment Club Pre-Survey</u> at the beginning of the school year and the <u>Empowerment Club Post-Survey</u> at the end of the school year in order to collect valuable data about how your club is impacting mental health in the school.

#### **Contact Information for ELH Staff**

Name: : Derick Elkin

Title: Empowerment Club Coordinator Address: PO Box 616, Winnetka, IL 60093 Email: derick@erikaslighthouse.org

Phone: 847-386-6481

### **4** Additional Resources

#### **ERIKA'S LIGHTHOUSE CLASSROOM PROGRAMS**

Erika's Lighthouse has three levels of classroom programs designed to provide evidence-informed, skills-based education within classrooms:

- Level I: We All Have Mental Health
- Level II: Depression Awareness
- Level III: Depression Education & Suicide Awareness

These free mental health and depression awareness programs are designed to create discussion in your classrooms. Comprehensive enough to use immediately. Flexible enough to fit every school. Every school is different. Our videos, lesson plans, and questions allow educators to adapt materials according to the needs of their school so that we can forge a healthy environment for students to talk to educators, and to each other.



#### READY TO GO MATERIALS

Our videos and lessons are completely turnkey: they're ready for you to use as soon as you <u>set up</u> <u>an account</u>. Opening up begins immediately.



#### FLEXIBLE AND FREE

Some schools only have a day to discuss mental health. Some schools don't benefit from small group work. Our material is adaptable to all situations. We want it to work for you.



SCHOOL SUPPORT

All-inclusive support, at no cost. We work with you on best practices, how to adapt the materials, and how to raise awareness while raising hope.

All education materials are available on the Erika's Lighthouse <u>Resource Portal</u> – set up a free account today to access all resources and materials. Your club can help bring programs into your school's classrooms or enhance the education already being provided.



"The program is comprehensive in that it provides a thorough and scientific understanding of depression, explores and clears away the negative stigma associated with mental illness, provides guidance on how to seek help for oneself and a friend, and addresses the importance of adopting and maintaining healthy coping mechanisms to combat everyday stressors. Students share with me that they are grateful for the education, practical tools, and permission to discuss

mental health issues in a way that is authentic, hopeful, and empowering." Nancy Watson, LCSW, CADC, Social Worker

#### **ERIKA'S LIGHTHOUSE Family Workbook Series**

Family Workbook One: We All Have Mental Health - <u>English</u> | <u>Spanish</u> Family Workbook Two: Concerned About Your Child - <u>English</u> | <u>Spanish</u>

Family Workbook Three: Getting Help - English | Spanish

The Erika's Lighthouse Family Workbook Series is a great resource for Empowerment Clubs to use to help engage your surrounding community. It is available in English and Spanish for download on the Resource Portal.

Many parents don't know the signs of teen depression or where to turn for help. Understanding exactly what's going on with their child, finding the right treatment, dealing with the schools, negotiating insurance issues – all are challenges that parents face when their child is suffering from depression.



The workbook series is designed to help – with practical ideas written in an easy to read style. This is a parent-to-parent guide and contains ideas that we have found helpful – ideas that we hope will be of some help to you as you deal with this difficult time in your family's life.

#### Workbooks

- Family Workbook One: We All Have Mental Health
  - o Provides families with opportunities to promote good mental health in their homes.
- Family Workbook Two: Concerned About Your Child
  - Helps families recognize the signs and symptoms of anxiety and depression.
- Family Workbook Three: Getting Help
  - Dives deeper and helps families navigate the complicated mental health system

