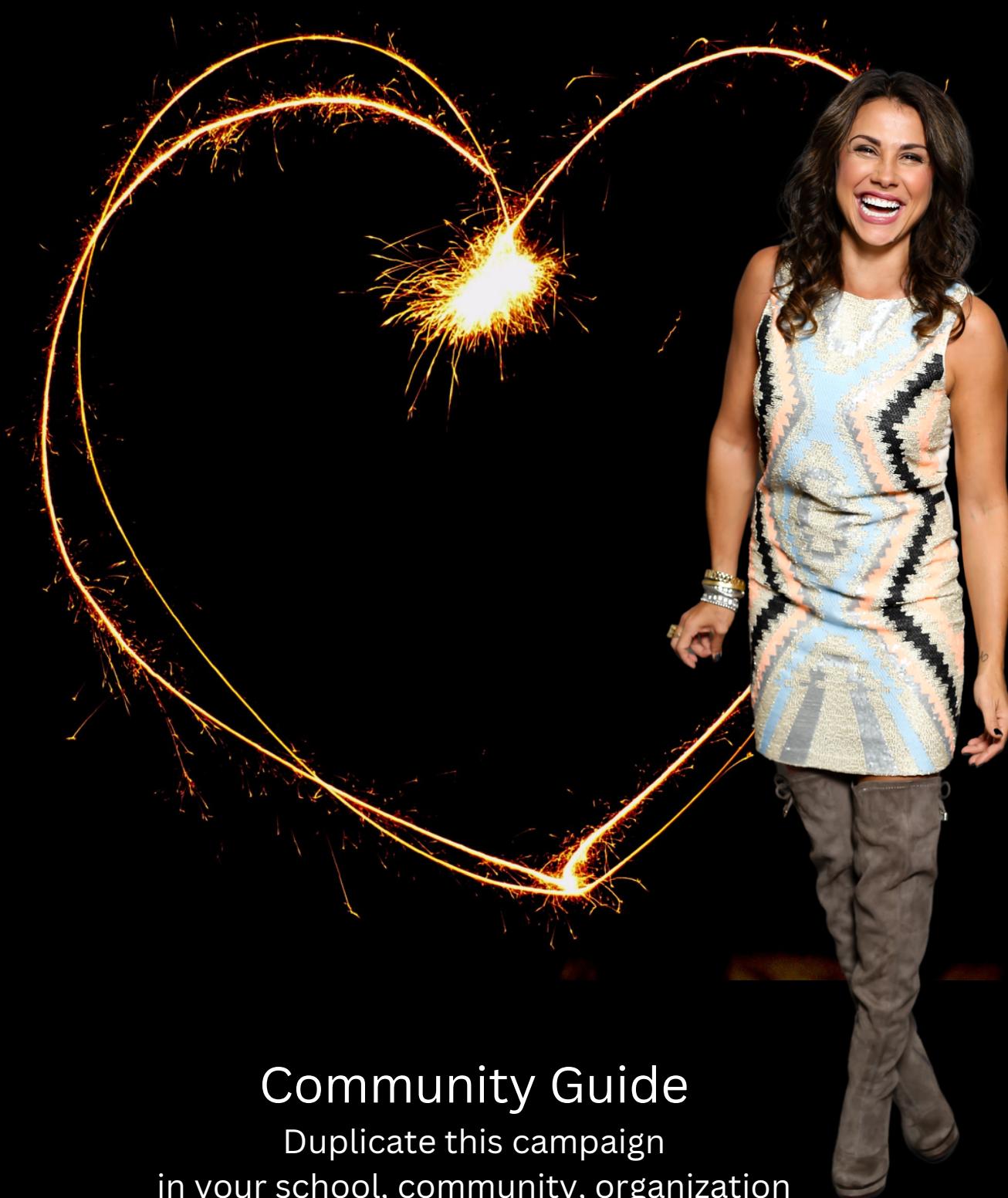


CHANGE OF HEART

a campaign to promote positive mental health



Community Guide

Duplicate this campaign
in your school, community, organization
or athletic department.

CHANGE OF HEART

The **Change of Heart** campaign is about changing the way we think about mental health and pledging to do better when it comes to supporting each other. By coming together as a community, we can show our support for those who are struggling and work together to promote positive mental health for everyone.

It's time to break the stigma and start talking about it openly. It's critical that we unite to focus on mental health, every day of the year.

Mental Health Awareness Games

I'm Changing the Narrative has partnered with Utah State, University of Maryland, and University of Minnesota this year to host a Mental Health Awareness Game on each campus.

The goal is to promote positive mental health and to show athletes that it's okay to not be okay. Everyone struggles in life. Everyone needs someone who will listen. Everyone needs skills, support, and tools to help us navigate tough times.

Toughen up is not a solution.

Don't cry is not a solution.

Man or woman up is not a solution.

Instead...



www.ImChangingTheNarrative.org



Instagram.com/rachelbaribeau

Instagram.com/Imchangingthenarrative

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INSTEAD OF SUCK IT UP, DON'T CRY, SHOVE YOUR EMOTIONS DOWN, AND DEAL WITH IT,

What if we acknowledged the pain those around us experience and offered support?

It looks like:

I see you.

I hear you.

Can I listen to help or just listen to listen?

Can I provide resources and then follow up with you to make sure you are accessing?

Let's develop a care plan.

Who else can we bring in to rally around you?

You won't lose your scholarship or playing time for asking for help.

If you need a break from playing time, I will gladly give that to you and not punish you mentally or emotionally for asking for it.

You are brave.

You are courageous.



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THE CHANGE OF HEART CAMPAIGN

You can start a conversation about mental health in your school or community by making Utah State's Change of Heart campaign come alive in your area. Utah State's football team used this concept with their athletes the week of their Mental Health Awareness Game.

Join Utah State for "Change of Heart"

To cultivate a sense of community and camaraderie throughout the athletic department, the community, and among fans, we invite you to have a “change of heart.”

How to participate:

Create two sets of hearts: navy and white. The navy heart represents the negative “dark” thought you tell yourself, while the white “light” heart will represent the positive truth that friends, teachers, parents, coaches, and teammates see in you.

Students will write their darker, inner self talk on a blue heart and stick it on a wall. (To promote privacy and a sense of security, you may choose to have athletes write their thoughts on a notecard and put them in a sealed container. And then have an administrator transfer the notes to the hearts.)

Teammates, coaches, or classmates will write on a white heart to counter the negative thought and shine a light on the positive truth. This heart is placed on the wall next to the blue heart.

The goal is to support each other in a judgment free, vulnerable place, and to show each other that we are NOT alone in our feelings, or in our struggles, on campus, in the classroom, on the field/court or in the city.

Share your own heart, or show us how your school, classroom, or organization had a change of heart where you live. Tag us with #mentalhealthmatters and #imchangingthenarrative



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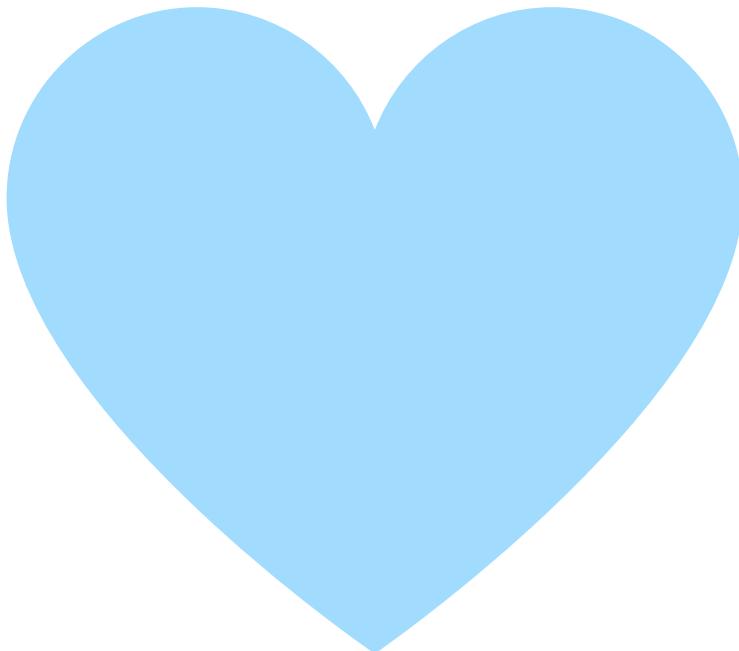
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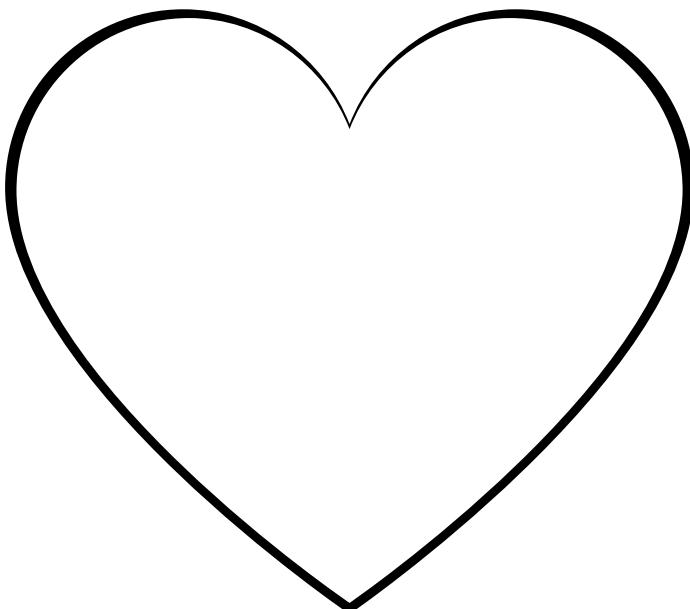
CHANGE OF HEART



Teachers, you can print this page to use as a classroom activity.



When I'm feeling sad, down, overwhelmed or less confident, these are the mean things I say to myself:



My friends and teammates who see the real me, believe in me and support me. This is what they have to say:

ABOUT I'M CHANGING THE NARRATIVE

OUR MISSION is to promote positive mental health and GOOD love for yourself and others to serve as inspiration for students, professionals and parents to create an individual legacy of purpose, passion and platform.

Founded by former national sportscaster, Rachel Joy Baribeau Rohe, I'm Changing the Narrative. Rachel was developed with student-athletes in mind and a belief that one crooked course made straight is everything. One misstep not taken means one less victim in the world. And one less life thrown away because of a split-second bad decision.

She now speaks to athletes, law enforcement, churches, and corporations about good love for yourself and others, mental health, soul care, suicide prevention, interpersonal relationships, domestic violence, and taking back the headlines for good – showing them that they have the power to change the narrative and to find their purpose in life outside of their sport and everyday lives.



RESOURCES

I'm Changing the Narrative has the support of licensed clinical psychologist, Dr. Josh Klapow, as well as support from mindfulness expert, Lindsay Freezman.



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RESOURCE LINKS

[Mental Skills Zone -](#)
meditations by Lindsay Freezman

[Mama Bears -](#)
our campaign to help caregivers get
more mental health resources in
their schools

[Dr. Josh Klapow](#)

[SuicidePreventionLifeline.org](#)

[DrugHelpLine.org](#)

[MentalHealth.gov](#)

[GiveAnHour.org](#)

[MentalHealth.VA.gov](#)