

**University of Alabama**

# **Project SMILE! Tuscaloosa**

**Blackburn DCS 1 Project Proposal**

Project Leaders: Quinika Bradley, Jackson Bryant, Mollie Wade, Wen Walsh, Houston Wingo

Blackburn Class of 2019

Partnered with: Tuscaloosa Mental Health Alliance, Indian Rivers Mental Health Center &

Tuscaloosa City Schools

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## Abstract

The name of Project SMILE! Tuscaloosa comes from the acronym SMILE which stands for Sharing Methods of Indicating Levels of Emotion. An exclamation point is included due to its association with the expression of emotion/excitement and to catch the attention of observers. Also the word "SMILE" provides a tangible symbol for the project's desired end-result, as well and reflects a friendly connotation for young students. The underlying meaning of the acronym aims to provide a concise explanation of the project's overall mission to members of the public.

Our overall mission for this project is to generate original content for a children's comic book style publication with our community partner, Tuscaloosa Mental Health Alliance (TMHA), Indian Rivers Mental Health Center (IRMHC), and Tuscaloosa City Schools (TCS). The publication will target 4th and 5th grade students in Tuscaloosa City Schools to to raise mental health awareness in elementary-aged students due to the suicide rates in Tuscaloosa as well as throughout the state of Alabama. After working with our writing and art team, in conjunction with the TMHA, IRMHC, and TCS, we aim to get the content published and ultimately approved by the Tuscaloosa City School Superintendent, Dr. Michael Daria. After approval, the Blackburn class will volunteer to distribute, read, and discuss this publication to the students in the 4th and 5th grade at the thirteen intended schools within TCS.

## Research

In 2009 there was an article published in the Journal of Child and Adolescent Psychiatric Nursing published, "Poverty and Adolescent Mental Health." The authors of the article, Dashiff, DiMicco, Myers, and Sheppard refer to several different statements about the link between poverty and mental illness in adolescents, or school aged children and young adults.

"Adolescents from low socioeconomic environments are noted to be at a greater risk for teen suicide." In the paragraph it states, "Violence exposure experienced by adolescents living in high poverty neighborhoods has been associated with increased depressive symptoms, anxiety, and externalizing problem behaviors." In 2016, Alabama possibly noted that Alabama has the fourth highest rate of child poverty in the country, and more than 300,000 Alabama children live in poverty. African American children are twice as likely to live in poverty as Caucasian children, and Hispanic children are three times as likely to live in poverty as Caucasian children. The highest number of students in the Tuscaloosa schools that are below the poverty line are the ones we focused on when choosing the topic of Mental Health.

There is a report on Alabama's suicide rate released annually by the American Foundation for Suicide Prevention. According to this report, some of the numbers that we found were alarming. According to the AFSP, nearly twice as many people die by suicide in Alabama annually than by homicide. In addition to this statistic, the report also noted that on average one person dies by suicide every 12 minutes in the state. Furthermore, suicide is the 11th leading cause of death in Alabama. The most surprising piece of evidence we located in the report was that in this state alone suicide is the 3rd leading cause of death for people ages 15-24 and the 4th leading cause of death for ages 10-14. Thus, Project SMILE! Tuscaloosa aims to target students

in 4 th and 5th grade within Tuscaloosa City Schools to promote mental health awareness, reduce mental health stigma, and educate students on healthy coping strategies

### **Problems within Our State**

In 2013, the Alabama Department of Mental Health released an annual report online. In this annual report, there was a section titled “A Year in Review.” In this section, there was a listing of everything the Department felt was accomplished and programs that had been implemented over the course of the calendar year. Among these was a statement noting, “ADMH and the Department of Education partnered on a school-based mental health collaboration in order to integrate therapists with educational staff within school settings. This project involved over a dozen community mental health centers and nearly 30 school districts.” While this sounds like a step in the right direction for the state and its students as a whole, the next annual reports do not mention anything about it nor could we locate anything on the progress or outcomes of this program. The annual report from 2015/2016 is the most recent on the site and the Department of Education is not mentioned at all.

Finding updated information and records on mental health for the state of Alabama proved to be more of a challenge than expected. While information was easily locatable, most was dated or omitted from annual reports and budgets.

### **Possible Partners**

The National Institute for Mental Health (NAMI), which has collaboration partners and affiliates across the United States, even right here in Alabama. The NAMI AL works in several rural counties to provide mental health education and training. After seeking information about where these affiliates were located, we discovered there is an office in Tuscaloosa as well as an

affiliate serving NAMI on campus. Another project partner for our project could be The University of Alabama Rural Institute for Social and Behavioral Sciences.

### **Conclusion**

Our team is very concerned about the lack of programs and information on mental health available to a very vulnerable group of school-aged children and young adults. There is insufficient information from the Alabama State Government to know if the programs in effect are working to better the adolescent mental health landscape as a whole. We would like to partner with the community and educational professionals to help at risk school-age children understand mental health, reduce mental health stigma, and help educate the students of on appropriate coping skills and link to available resources.

## Sources

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## Community Partners

Our main community partner for this project will be the Tuscaloosa Mental Health Alliance (TMHA) (TMHA), Indian Rivers Mental Health Center (IRMHC), and Tuscaloosa City Schools (TCS). Before extensively communicating with TMHA, three other organizations were contacted. Among those contacted were the UA Counseling Center, Alabama of Department of Mental Health, and National Alliance on Mental Illness. These were contacted after focusing on our general topic, raising mental awareness in Tuscaloosa, for the original project proposal.

It would have been convenient to partner with UA Counseling Center as Blackburn Institute is already partnered with the University of Alabama. However, after the initial phone call, it was clear that UA's Counseling Center was occupied with coordinating other philanthropy projects. After contacting National Alliance on Mental Illness, I was referred to two other individuals involved with their organization who worked directly with philanthropy efforts. After reaching out to the two other individual partners, they were still very unclear as to what we were attempting to do, we then had a hard time trying to provide ideas as to what we could work on together. Lastly, after contacting Alabama Department of Mental Health, they forwarded me to their social director. Although they were initially interested in a partnership, it was also noted that they had a limited amount of time they could dedicate to this proposal due to the fact they oversee all of the mental health divisions within our state.

TMHA was the last organization to be contacted. After a phone call with their chairperson, Terry Heverly, it was clear that TMHA was enthusiastic about partnering with "Blackburn". This phone call was crucial because it led to having a personal meeting with the

TMHA President, Joseph Abrams, who is also a local attorney. After explaining Blackburn's mission and our interest in spreading mental health awareness through education, Mr. Abrams shared an idea he had yet to bring to fruition due to the lack of resources and manpower. It was through this meeting we were able to collaborate on creating a publication as our project. In reaching out to the Tuscaloosa Mental Health Alliance, we were connected with Indian Rivers Mental Health Center. We were able to meet with Laura Reeves, Children's Services Manager, and Lindsay Preskenis, Children's Coordinator. They shared some of the barriers to mental health treatment, including transportation, parental involvement, access to services, stigma with receiving services at the local mental health center, and economic factors. In 2014, IRMHC partnered with the Tuscaloosa City Schools in an effort to reduce barriers to mental health treatment, as well as improving attendance and academic performance, by creating the Journey Program. IRMHC seemed enthusiastic about the project and offered host and invite other collaborating agencies.

After the initial meeting, members of our Daniel Community Scholars Group and members of this new collaboration met at IRMHC three times in October to further plan this proposal for possible implementation in the Tuscaloosa City Schools. Individuals in attendance were select members of the TMHA including Joseph Abrams, President of TMHA and Terry Heverly, Chair of TMHA. Members of IRMHC including Laura Reeves, Children's Services Manager at IRMHC and TMHA Board Member, Lindsay Preskenis, Children's Services Coordinator at IRMHC and TMHA member, and Taylor Will, BSW Intern at IRMHC. Courtney Conner, an attorney, was also present. Amy Crosby from UA's Childhood Resource and Development Center and Project Launch, Portia Martin representing Coordination of Student



Services of TCS, Audrey Ellis, Coordinator of Social Services of TCS, and Suzette Wyatt from TCS were among those that part of this collaboration.

Thus, it is important to highlight that TMHA proved to be the best fit for our community partner due to their enthusiasm, willingness to help, and abundance of resources as well as professional connections to other community agencies. Partners for this project will include Tuscaloosa Mental Health Alliance, Indian Rivers Community Mental Health Center, and Tuscaloosa City Schools. Our hope is to have a successful implementation in TCS and expand to Tuscaloosa County Schools.

NOTE: Letter of Support and Signed Proposal from Dr. Michael Daria, Superintendent of Tuscaloosa City Schools is attached. Additional Letter of Support is included from IRMHC.

### **Project Lead Roles**

Project Coordinator will be Wen Walsh. The Project Coordinator will oversee the entirety of general project implementation in conjunction with our community partners, TMHA, IRMHC, and TCS. More specific roles include Director of Logistics, Director of Media Relations, Volunteer Coordinator, Engagement Team Leaders, and Project Evaluation Team for the execution of this project. For the making of the publication, we will also have an Art Coordinator and Writing Specialists.

The Director of Logistics will be Houston Wingo who will manage all aspects of supplies, transportation, and budgeting. The Director of Media Relations will be Jackson Bryant who will communicate with local media outlets in order to promote the project and coordinate written and social media outreach efforts. Mollie Wade will be the Volunteer Coordinator. She will be responsible for organizing and managing volunteers including recruitment and networking with students and University personnel to identify suitable project volunteers. The Engagement Team Leaders will be Quinika Bradley and Wen Walsh. They will facilitate classroom implementation of book presentation and engagement with students, as well as maintaining communication amongst group members of project status. They will also be in charge of making sure our community partners are aware of any changes or advances made in the project. The Project Evaluation Team will be a joint effort by Quinika Bradley, Jackson Bryant, Mollie Wade, Wen Walsh, and Houston Wingo. They will assess risk management issues and synthesize innovative ideas to constantly improve efficiency and execution of project implementation. Art Coordinator will be Houston Wingo and will collaborate with community partners to ensure illustrators interested in this project are conveying the appropriate and

professional images for the publication. Writing Specialists will be Mollie Wade and Wen Walsh who will generate drafts of the storyline and write multiple revisions for the content of the publication. In addition, they will communicate with the project partners and those in project lead roles for feedback of narrative, ensuring proper edits are made in order for the book to be published. Lastly, each Project Lead Role will supervise a committee of volunteers derived from The Blackburn Institute and the University of Alabama focused on each specific interest.

### **Foreseeable Risks, PERFECT Risk Management Model**

The Project Coordinator, Wen Walsh, will be responsible for analyzing risk analysis and management with community partners.

DISCLAIMER: After careful evaluation, the Project Implementation Team has deemed Project SMILE! Tuscaloosa to be a low-risk effort. Mental health and well-being of children in the local community is an issue that is relevant across a range of backgrounds and political spectrums, thus alleviating any concern for conflict among groups, which has been identified as a primary risk for civic engagement efforts of any type. All identified risks appear to have a feasible solution and risks will continue to be evaluated throughout the implementation process. Possible identified risks include physical, emotional, reputational, financial, environmental, communication, and timing.

Physical risks associated could be possible spreading of germs due to large number of people in a closed setting. However, the volunteer group can provide students and volunteers with GermX before and after presentation. Due to the sensitive nature surrounding the discussion of mental health and emotions, Emotional risks may arise for students and volunteers. To counter emotional risks, the book will have a list of available resources to counselors, support systems, and mental health providers. Additionally, volunteers and teachers will be equipped to identify students who might be more “at-risk” to link to resources. IRMHC has offered to host AFSP “Talk Saves Lives” training for all volunteers to become more aware and attuned to mental health needs. Reputational risks might occur if volunteers are not passionate, engaged, or properly informed. Should volunteers be ineffective in communicating the message of the project

or act unprofessionally, the image of The Blackburn Institute and community partners may be damaged. However, Project Leaders will maintain professionalism at all times and will make every effort to ensure volunteers will comply with expectations through oral communication and by signing a waiver before volunteering. Additionally, the Project Implementation Team will direct recruitment efforts to individuals and organizations who have previously expressed interest in mental health, educational outreach, and civic engagement. Additionally, all volunteers will be expected to follow rules emphasized in the proposal before stepping on school premises or interacting with students in any manner. Possible financial risks include the costs of creating content for the book and implementing the project might exceed the Daniel Community Scholars Award amount if budget is not strictly enforced. However, project Implementation Team and Budget Specialist will continue to carefully analyze all potential costs before making any transactions or financial decisions. Environmental risks might occur when working in a school setting. Liability is often a concern as young children are a protected population and vulnerable population. All volunteers will register with and be cleared by the school's main office through properly obtaining an official visitor's pass. Two volunteers will be placed in a classroom with the teacher and possibly a school counselor to avoid any liability and false claims. Volunteers will never be alone with a single student. Certification and assurance of safe interaction will be provided through following the safety protocols enforced by the TCS and this proposal. Additionally, all media on school premises will receive clearance from school administration. Images or videos of students will not be published without written consent from parent or guardian. Communication risks may occur if a specific time and location of volunteering is not communicated effectively. Volunteers could inadvertently miss an opportunity to engage with students, thus failing to execute the purpose of the project and

making The Blackburn Institute appear unprofessional. Members of the group will effectively communicate through various sources to the volunteers and group members, including email, telephone, or text messaging. Timing risks also may manifest if timing of volunteering is not clearly communicated and coordinated with volunteers, faculty, and school administration, volunteering will be a burden instead of a joy, thus causing a loss in overall morale of our project and hindering the attitude of the school towards The Blackburn Institute and community partners. Times of presentation will be clearly communicated to classroom teachers, school counselors and school administration no later than one week before planned presentation, with a follow-up by email from the Project Coordinator the day before presentation.

## Volunteer Management

Volunteer Recruitment and Interaction will be under the direction of Mollie Wade, appointed Volunteer Coordinator.

Project SMILE! Tuscaloosa will have the capacity to fully engage: the Blackburn new student class, returning students, fellows, advisory board members, and the greater University of Alabama campus. Short-term and continual volunteering investments are available. Short-term projects will pertain to book's design (specific illustration, writing, etc.) under the direction of the Art Coordinator. Continual active projects will include repeated engagement with elementary school children by distributing and reading books in various classrooms.

Formal training will be required provided by either IRMHC, who has offered to host AFSP "safeTALK" training for all volunteers to become more aware and attuned to mental health needs, or Amy Crosby, a licensed child psychologist of the CRDC. Volunteers will not only be reading and distributing a book, but also engaging with students about expressing emotions in a healthy way. All technical conversation about mental health will be referred to the school's guidance counselor. However, the Project Implementation Team will provide ample amount of background on goals and expectations through both written and oral communication.

Also, we plan on volunteers being recruited primarily through oral communication, graphics such as posters and flyers distributed throughout the University, and social media outreach, which will be executed by our Social Media Team, should the Blackburn Institute not be able to provide us with enough volunteers for this project. A WordPress website which will

include an online interest form where volunteers can sign up and request information will be maintained by the volunteers of the Social Media Team. Once the project is approved, recruiting efforts will begin immediately. Blackburn new students, current students, fellows, and advisory board members will be given first priority for involvement. As positions are open, recruiting efforts will be expanded to encompass the entirety of campus, with specific focus on special interest groups such as SGA Mental Health Committee, Fraternities and Sororities, and other organizations on campus who have expressed interest in mental health awareness and investment in elementary age students. However, due to the seriousness of this project, all volunteers if not part of the Blackburn Institute will need to be approved by our community partners or Blackburn adviser.

Helping compose, distribute, and communicate a children's book in classrooms is an activity suitable for service-minded individuals in all walks of life. Special interest opportunities will be available for new students, current students, fellows, and advisory board members and beyond who have experience and expertise in areas including but not limited to writing, illustration, media relations, graphic design, web design, and social media marketing. For instance, our Development Writing Team will assist in a variety of stages of the composition process (writing, illustrating, marketing, etc.). Specific positions will be tailored to individual backgrounds and interests of each volunteer. The volunteers for this will help edit content written by the Writing Specialists and provide additional support for the written content of the publication, while still maintaining the goals of our community partners. Other volunteer positions include classroom facilitators (2 per classroom). They will be responsible for reading



the book to the students and emphasizing ways to appropriately express emotions. Classroom facilitators may use props or costumes to make experience fun and engaging for students.

During the volunteer days at the Tuscaloosa City Schools, pre-event communication will be used. Each individual volunteer will receive an overview of Project SMILE! Tuscaloosa and its mission upon registration. Additionally volunteers will sign a waiver explaining in detail all risks associated with this project, as well as stating the volunteers are responsible for asking for clarification of tasks, his or her behavior, and transportation to and from project related assignments. Volunteers shall indemnify and hold harmless The Blackburn Institute and Tuscaloosa Mental Health Alliance, Tuscaloosa City School, and Indian Rivers Mental Health Center from any and all claims, suits, actions, damages, liability and expenses, including attorney fees related to the creation, development, and implementation of Project SMILE! Tuscaloosa.

Upon request, members of the Project Implementation Team will also present in front of groups or organizations with a PowerPoint outlining the project. Lastly, the Project Implementation Team in conjunction with our community partners will remain in constant communication with volunteers to inform them of any significant changes and genuinely express gratitude through personal conversation.

### **Budgeting & Transportation**

Issues regarding transportation will be primarily handled by Houston Wingo, appointed Director of Logistics. Transportation should pose little complications or liability risks, since all volunteers will be of eighteen years of age or older and therefore solely liable for any accidents during transportation. In cases where a volunteer is of eighteen years of age but does not have majority status (volunteer is a resident of Alabama or Utah), parental consent forms will be provided by the Project Implementation Team. Volunteers will be responsible for coordinating own transportation to and from the volunteering sites. Carpooling will be encouraged, and can be arranged through methods of communication such as text messaging and GroupMe (an app designed to assist in relaying information instantly to a group of individuals). Within the week before volunteers are scheduled to travel to an elementary school, the Project Implementation Team will reach out to the school office to inquire about proper parking and check-in procedures.

Financial affairs will be coordinated also by Houston Wingo, appointed Budget Specialist. The current estimated implementation cost of Project SMILE! Tuscaloosa is \$3213.90, leaving a remaining \$1786.10 of additional Daniel Community Scholars funding for available use if deemed necessary by the Project Implementation Team and TMHA. Implementation Costs include published children's books (\$.87 per book), shipping cost of books (\$715.00, onetime fee), day-of volunteering Snapchat filter to be used by volunteers or community partners (\$35 per day), ream of paper for worksheets (\$8 per quantity), printer ink for worksheets (\$50 per quantity), Crayons for students' use (\$1.37 per quantity). Follow-up Costs include postcards for each engaged classroom (\$ 3.99 per pack of 10).

## Budget Narrative

The purpose of Project SMILE! Tuscaloosa is to share positive perspectives on mental health with students in elementary schools within Tuscaloosa City Schools. To accomplish this goal, we are partnered with THMA, a diverse group of mental health experts, licensed clinical social workers integrated in the school systems, highly involved community leaders. Additionally, Indian Rivers Mental Health Center and Tuscaloosa City Schools have partnered to ensure appropriateness and accuracy of the mental health information provided. As part of our joint collaboration with our community partners, we will be creating a comic book style publication on mental health that students from the Blackburn Institute and other volunteers will read to 4th and 5th grade elementary school students.

One of the major costs associated with this project is the printing and shipping of the comic books. At the present date, it is still unclear exactly how many classrooms we will be going into and how many students we will encounter. The numbers in the budget reflect the cost of providing every fourth and fifth grade student in Tuscaloosa's thirteen elementary schools with a book. It is likely that our expenses associated with printing books will go down or stay the same. Also, IRMHC also suggested they may be able to provide paper and printing. This could allow funds to go towards producing colored pencils, pencils, or pens that have Project SMILE! Tuscaloosa written on them.

A possibility exists that additional funds will be provided by the TMHA. However, as of now, all of our projects expenses are expected to be covered by the Daniel Foundation and no additional funds are necessary

## Media

Media engagement and outreach will be facilitated by Jackson Bryant, appointed Director of Media Relations. Primary partners will be *The Tuscaloosa News*, *The Crimson White*, WVUA-TV and other University and local media outlets. Project SMILE! Tuscaloosa will also utilize social media engagement through Facebook, Twitter, Instagram, Snapchat, and a WordPress website serving as a central base of information for the project.

Before the event, content detailing the launch of Project SMILE! Tuscaloosa will be shared with community partners to be published across social media platforms. As soon as project is approved and ready to begin implementation, a press release will be written to The University of Alabama Office of Strategic Communications, *The Tuscaloosa News*, *The Crimson White*, *MOSAIC* Magazine, Tuscaloosa City Hall, WVUA-23 (UA TV), WBRC-6 (FOX), WVTM-13 (NBC), WIAT-42 (CBS), and WBMA-33/40 (ABC). During the event assuming positive response from contacted outlets, members of the media will be invited to cover book creation and school engagement as well as interview volunteers and members of The Blackburn Institute. With written permission from Tuscaloosa City Schools, volunteers who are a part of the Media Relations Team will assume roles of photographer and utilize live updates on social media platforms. Post event social media will continue to be updated with new content, and media will be encouraged to publish articles, photographs, and/or video interviews detailing Project SMILE! Tuscaloosa.

The Media Advisory will include Chris Bryant, current Assistant Director of Media Relations and Director of Research Communication for the University of Alabama. As the father of Jackson Bryant, Chris Bryant has already agreed to help with composition of press releases and other media related outreach efforts. Mr. Bryant has worked with University Relations for eighteen years, and will serve as the primary point of contact for all media related inquiries.

One possible “Hook” for the story may be “Investing in Our Next Generation - One Smile at a Time.” There will also be activities and on-site opportunities for photos/interviews. Members of the media will be invited to come observe and interview volunteers as they collaborate to create, design and implement the book. With express consent from school administration, media will also be invited to come into classrooms during presentations and interview and capture photos/record videos of volunteers and students. The Project Implementation Team will explore with community partners the level of media presence each group would like to maintain.

## Engaging Others

Primary partners include Tuscaloosa Mental Health Alliance, Indian Rivers Mental Health Center, Tuscaloosa City Schools as well as Blackburn Fellows, Advisory Board, returning students and the new class.

Additionally, Project SMILE! Tuscaloosa may be able to engage members from the community and students from various groups within the University of Alabama such as the SGA Mental Health Committee, Philanthropy Committee as well as any other mental health groups. Partnering with these different organizations will allow for the project to reach a more diverse group of people, allowing the local residents and students to be directly involved in an issue affecting their community.

This project could also allow for connections to be made between the local community and the college population. Upon meeting with the TMHA, they mentioned it has been a long time since an organization on the campus has partnered with them to better Tuscaloosa and surrounding areas. Many organizations on campus care about the same issue, but many do not have existing partnerships. The SOURCE has all organizations listed on campus. We plan to partner with as many organizations as possible to bring in volunteers, work tables on campus, contribute to the overall success and diversity of the group, This will also increase the possibility of connecting different groups of people from the mayor to teachers at the school. We plan on connecting these groups through press conferences. In addition, partnering with many organizations on campus, will provide a platform to educate others on The Blackburn Institute

and its core values. This will also have a ripple effect as television outlets, radio stations, and newspapers would be encouraged to release a statement about Project SMILE! Tuscaloosa. These groups will be invited to the informational meeting, thus potentially increasing quantity and quality of volunteers, donors and support.



### Proposed Action

The goal of Project SMILE! Tuscaloosa is that the Blackburn Institute, in conjunction with community partners, will create, distribute, and share a children's comic book that serves as a relatable guide for positive mental health in children within the Tuscaloosa City Schools through education on proper expression of emotions. This comprehensive effort will be entitled "Project SMILE! Tuscaloosa." Title and script of book is to be determined, as further consultation with our community partners is necessary. The Project Implementation Team will work diligently to recruit engaging, passionate volunteers to contribute to all aspects of the implementation process.

The project value generated by distributing and sharing ideas relayed in the book, is that 4th and 5th grade students in Tuscaloosa City Schools will receive clear, effective advice regarding issues such as healthy expression of emotion, stress management, and bullying. Furthermore, the project is open-ended in nature, and both members of the Project Implementation Team and our community partners have expressed interest in expanding the project on a local, state, and national level (i.e. Project SMILE! Tuscaloosa – Project SMILE! Birmingham – Project SMILE! Alabama – Project SMILE! America). As a contributor to the book and overall project, The Blackburn Institute will be reflected in a positive light, thus increasing visibility and potential for continued civic engagement opportunities.

In addition, Project SMILE! Tuscaloosa embodies The Blackburn Institute's four overarching values in their entirety. Project SMILE! Tuscaloosa will facilitate a diversity of

opinion. Dialogue with teachers, elementary school students, and issue experts will broaden the spectrum of mental and emotional health awareness beyond initial perspectives and notions.

Volunteers will be called to action. By becoming engaged in the local community and taking part in a grassroots civic movement, participants of Project SMILE! Tuscaloosa may gain invaluable experience in strategic implementation of practices and ideas that benefit the common good. There will also be networking through the generations: Investment in Tuscaloosa children will provide valuable benefits to the future generation of local leaders. Additionally, project participants will be able to engage with Fellows, community leaders, political leaders, scholars, and issue experts in order to develop meaningful relationships as well as gain critical insight to a prevalent civic issue. Lastly, there will be a sense of dedicating an effort that will lead to a lifetime commitment. Behavioral mental health of students is by no means a temporary issue. Consistent investment in this aspect of civic engagement is of utmost importance to establishing a foundation for the generations of tomorrow. Project SMILE! Tuscaloosa rests on the hope that all involved parties would experience a kindled passion for mental health within children and continue involvement in this area beyond their efforts with the project.

We will also gather a consensus and coordinate with community partners regarding all dates and implementation goals, ensuring everyone's visions have been heard and are consistently in line with the project's vision and goals. We could sustain our proposal by avoiding duplication of work and hosting open floor meetings to ensure that no risks left unaccounted.

After a thorough logistical analysis, the Project Implementation Team has concluded approximately 60 volunteers are needed. Responsibilities of volunteers include being involved with the composition of the comic book by joining the Writing Team, Art Team, or Social Media Team of Project SMILE! Tuscaloosa and book (Project Coordination and Media Relations). Some active volunteer jobs might include assisting in packing goodie bags and set up classroom inventory for the day (Logistics Team/Volunteer Team) At least two volunteers per class are needed to read to the students (Engagement Team) and those same volunteers could help lead the icebreakers, pass out products, and facilitate conversation (Engagement Team).

Note, we will recruit first through the Blackburn Institute and community partners, then on campus with the various organizations. We would connect through a mass email explaining what the project is, the objective behind the project and expectations of volunteers. Next, an informational meeting will be held to explore project details, which would be told to be on the lookout for the email for signups.

## Timeline

Note: Future dates are subjected to change based on community partner availability and elapsed project progression at a given point in the implementation process. Dates should also be viewed as rough estimates of deadlines rather than incidental occurrence of given events.

- October 2017
  - 10.16.17: Met with community partners at IRMHC to finalize ideas and organize future meeting dates
  - 10.22.17: Project Implementation Team met to finalize the rough draft and progress check-in
  - 10.23.17: Submitted first draft of project proposal in its entirety.
- November 2017
  - 11.10.17: Poster Presentation due, Daniel Community Scholars Competition
  - 11.14.17 Winner Announced
  - 11.15.17: Inform community partners of presentation outcome and host meeting within the next two weeks
- December 2017
  - Writing Specialists start meeting and drafting rough draft
  - Social Media Team begins awareness campaign for project SMILE!
  - Volunteer Team begins meeting to discuss scope of recruitment effort
  - TBA: Project Implementation Team meeting
  - 12.31.17: Finalization of the comic book storyline including characters for the Daniels Community Scholars Program
  - 12.31.17 Art Team begins discussing possible illustrations and styling for book.
- January 2018
  - TBA: Project Implementation Team meeting
  - 01.10.18: Contact Schools and inform them of our project, get/give contact information, get a full number of students and teacher's last names
  - 1.15.18 Writing Specialists Final draft including feedback from community partners is passed on to Art Team
  - Art Team continues working on artwork for publication
  - 01.31.18: Begin volunteer recruitment, announcements and begin media engagement/outreach efforts
- February 2018:
  - 02.02.18: Send out emails to principals to coordinate volunteer reading dates
  - 02.16.18: Order books from UA copying center
  - 02.16.18 Order supplies
  - 2.28.18 Art Team is to be completed with artwork for publication.
  - Explore all remaining unresolved issues pertaining to implementation
- March 2018:
  - 3.1.18 Sending work to publication after final copy includes illustrations
  - 3.7.18 Send work to Superintendent for approval to be read in schools

- Meetings with community partners to discuss needs (date TBA)
- Meetings with the group to discuss logistics, coordination, and implementation tactics (date TBA)
- Large-scale informative meeting for volunteers
- 3.15.18 Volunteer Teams begin training with Amy Crosby.
- April 2018
  - Throughout April, volunteers will read to classroom students. There is potential for this project to be handed off to other organizations in future semesters, so that it can be continued.

Group Name:

Group 1  
Smile Tuscaloosa

	Quantity	Revenue per Unit	Total	Running Total	Notes / Details
<b>Revenue:</b>					
Daniel Foundation Funds	1	\$5,000	\$ 5,000.00	\$ 5,000.00	
<b>TOTAL REVENUE</b>				<b>\$5,000.00</b>	
<b>Expenses:</b>					
Published Childrens Comic Book	2000	\$1	\$ 1,740.00	\$ 1,740.00	Cost to give one book to each student. (\$0.87 per book, not \$1.00)
Shipping Costs For Published Books	1	\$715.00	\$ 715.00	\$ 2,455.00	One time cost associated with shipping books.
Reem of Paper For Printing Worksheets	8	\$8	\$ 64.00	\$ 2,519.00	Worksheets to be filled out by students during event.
Full Set of Printer Ink for Worksheets (Estimate)	4	\$50	\$ 200.00	\$ 2,719.00	Dependent of the printer used to make worksheets. To save money, filters are only set for the geographical area of individual schools.
One Day Event Snapchat Filter	13	\$35	\$ 455.00	\$ 3,174.00	Thank you letters for the Tuscaloosa Mental Health Alliance and the schools we work with.
10 ct. Thank You Notes	10	\$4	\$ 39.90	\$ 3,213.90	
<b>TOTAL EXPENSES</b>				<b>\$3,213.90</b>	
<b>DIFFERENCE</b>				<b>\$1,786.10</b>	<b>Balanced or Budget Surplus</b>