**How can the stigma associated with depression be reduced?**

**Proposal and Action Plan**

Depression is a serious medical condition that causes feelings of intense sadness and hopelessness, often despite the circumstances of an affected person’s life. From the outside, it may seem that everything is going well for a person who suffers from depression, but chemical imbalances in the brain tell a different story. This can lead to missing school and work, falling behind in classwork, self-harm, and suicide. Two youths between 10 and 24 years of age die by suicide each week. While not all people with depression commit suicide, nearly all suicide is related to depression or other mental illness. Seventy percent of those who commit suicide communicate this intention to others.

Although depression is a medical disorder with physical and biochemical causes, many people think of it as a personal weakness. People with depression may feel shame and are hesitant to talk about their feelings with others. Friends in which they do confide may not want to share what they hear with others for fear of embarrassing them or breaking their trust. Further, many people think the person with depression should just snap out of it, or get some exercise, or think positive thoughts. This is due to misunderstanding of the causes of the disease. One would not advise someone with cancer to ‘take a walk’.

Your task is to develop a plan that will reduce the stigma associated with mental illness. This could be an education campaign, a show of support, fundraising for research, etc. As a team you will:

1. **Research any current actions being taken to address this or similar issues, brainstorm ideas, and decide on a specific action to take.**
2. **Complete the grant proposal & action plan template.**
3. **Prepare a slide show presentation to convince the funding committee to select your proposal.**
4. **Present your ideas to the as a group to the class and funding committee.**

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| **Depression Action Plan – Grant Proposal** | | |
| Date Submitted: | Funding Requested:  $\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Individuals requesting funding: |
| 1. **Define the problem /** **Background** | | |
| 1. Why is depression a serious medical issue for young people? Include relevant statistics. | |  |
| 1. How do neurons communicate with one another in the brain? How does this lead to feelings of well-being or feelings of sadness? | |  |
| 1. How are neurotransmitters and communication between neurons impacted in people with depression? Why does this lead to feelings of intense sadness and hopelessness? | |  |
| 1. What other factors can contribute to depression? What treatment options are available? Why clinical depression is considered a medical condition and NOT a personality flaw or weakness? | |  |
| **II. Proposal Summary** | | |
| * 1. Write a brief summary of what how you intend to use the funds requested. | |  |
| * + 1. **Details of the your plan** | | |
| 1. Target: Which people or groups are you hoping to reach with your plan? | |  |
| 1. Objective: What is the specific, attainable goal of your plan? | |  |
| 1. Steps: List the steps you need to complete to carry out your plan. These should be specific and detailed. | |  |
| 1. Time frame: When do you plan to complete each of the steps outlined above? What are the deadlines? | |  |
| 1. Resources: What materials (including time) are necessary for completing your action plan? What materials would be nice to have? | |  |
| 1. Success criteria: How will you know if your plan has been successful? What data can be collected? What evidence will demonstrate that your plan is having a positive impact? | |  |
| * + 1. **Conclusion** | | |
| 1. Summarize the information above in 5-6 sentences tor form a cohesive conclusion. | |  |
| * + 1. **Rational** | | |
| What other plans did you consider? Why is this this strategy the one you selected? How is it different/better/or complementary to what is already being done? | |  |

**Team Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Project** **manager**: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Outlines steps needed to complete action plan and presentation by due day. Ensures group members are meeting deadlines. Organizes group time and resources.

**Creative/artistic director: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Provides creativity and innovation to group projects – effective design, compelling slogans, and creative ideas. Ensures that ideas are innovative and original. Assists with visual aids and rational.

**Scientific consultant: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Ensures scientific background is detailed and accurate. Does additional research related to support groups scientific background.

**Accounting and finances: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Researches and outlines all costs associated with project. Ensures that project is financially feasible and that all costs have been accounted for.

**Communications manager: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Ensures group members communicate with one another effectively. Plans and leads group presentation.

**Administrative assistant: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Ensures paperwork is completed accurately, completely, and without errors. Organizes materials so they are available to team. Assists team members as needed.

**Reducing the stigma of depression – Action plan and presentation rubric**

Team members: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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|  | 4 | 3 | 2 | 1 | 0 |
| Background | Accurately describes the biological basis of depression using correct terminology, and detailed descriptions of the brain, how neurons communicate, and how this might be altered in depression. Demonstrate clearly and effectively that depression is a biological illness. No errors. | Accurately describes the biological basis of depression using the correct terminology, but with some omissions. Describes functioning of the brain including how neurons communicate and impacts in depression, with sufficient detail. Demonstrate the depression is a biological illness. One or two minor errors. | Describes the biological basis of depression with mostly correct terminology. Accurate description of the brain, how neurons communicate, and impacts in depression, but limited in detail. Three to 5 minor errors or 1-2 major errors. | Attempts to describe the biological basis of depression but includes multiple errors or insufficient detail | Does not attempt to describe the biological basis of depression. |
| Proposal | Creative, thoughtful, and effective project to reduce the stigma of depression. Plan is not something already available to audience intended, addresses misconceptions present in target community, and has the potential to produce significant impact. | Thoughtful and effective project to reduce stigma that addresses misconceptions present in target community. Similar projects may already be available and may not be entirely innovative or creative. Has the potential to have moderate impact. | Project addresses stigma and misconceptions, but impact may be limited. Similar projects may already be available to target audience. | Project attempts to address stigma and misconceptions, but potential impact is limited to a small group of individuals. Project does not show creativity or innovation. | No attempt to address stigma and misconceptions associated with depression. |
| Planning | Detailed plan, with clear timeline for accomplishing tasks. Tasks are specific and well-described. Well-researched accounting clearly outlines use of all funds requested. Success criteria are clearly described and measurable. | Detailed plan with timeline but may be missing one or two tasks. Tasks are specific but may need more detailed description. How the funds will be used is described. Success criteria described and measurable. | Plan lacking in detail with general or vague steps and unclear timeline. Rough estimates of funds to be used included but missing specifics. Attempts to describe success criteria. | Plan unclear or missing multiple steps and/or timeline. Use of funds described poorly. Success criteria poorly described. | Plan is missing or incomprehensible. |
| Rational | Compelling and insightful rational for why project was selected. Very convincing reasoning for how project chosen is most effective method of achieving goals. | Mostly compelling rational for choosing project. Reasoning for how project chosen is most effective method of achieving goals is clear but may not be completely convincing. | Rational for selecting project not clearly described. Attempts to describe how project will be effective at achieving goals but is unclear or not convincing. | Unclear or vague rational for selecting project. Little description of how project will be effective at achieving goals. | Rational is ineffective or missing. |
| Presentation | Engaging, compelling presentation. Presenters convey enthusiasm and passion for project. Visual aid is readable with effective graphics. Presentation is professional. | Somewhat engaging presentation. Presenters convey some enthusiasm for project. Visual aid is readable with effective graphics. Presentation is professional. | Presentation lacks enthusiasm and is not very engaging. Visual aid may have 1 or 2 errors and graphics are not effective. Presentation is somewhat professional. | Presentation lacks enthusiasm and is not engaging. Visual aid has multiple errors and does not enhance presentation. Presentation is not professional | Presentation missing. |