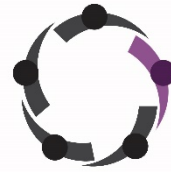


ISMÉA
initiative en santé
mentale pour
étudiants-athlètes



SAMHI
student-athlete
mental health
initiative

CAMPUS TEAM HANDBOOK

Student-Athlete Mental Health Initiative

“There are times to suck it up, and there are times to speak up. By championing mental health, you will help give student-athletes who need help the courage to ask for it.”

KRISTA VAN SLINGERLAND, SAMHI CO-FOUNDER

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About the Handbook

The purpose of the SAMHI Campus Team Handbook is to provide our volunteer chapters with guidance on how to run their team and what to focus on. As a guiding document, the handbook leaves room for each Campus Team to customize activities to their local needs and resources. That said there are specific SAMHI policies we ask each team to follow.

Please read this document in its entirety. For any questions or materials mentioned in the handbook, email info@samhi.ca

About SAMHI

- Founded in 2014, the Student-Athlete Mental Health Initiative is a volunteer-run, not-for-profit organization that officially registered as a charity in 2016.
- SAMHI's mission is to eliminate mental illness stigma in post-secondary sport and facilitate access to the resources needed to maintain and improve mental health.
- SAMHI was founded by Samantha DeLenardo and Krista Van Slingerland.

Our Philosophy

Many post-secondary students will face a mental health challenge. This can interrupt their studies, affect academic performance and impact their day-to-day lives.

Post-secondary athletes can face similar challenges with added pressures of being both a student and an athlete. They must perform in school and sport, handle finances, plan for the future, and stay connected to friends and family.

Often they struggle to get help because of the stigma surrounding mental health and illness in sports. The expectation to be mentally tough keeps many student-athletes silent and isolated.

SAMHI works to educate Canadians about the vulnerabilities of student-athletes. We aim promote the mental wellbeing of all student-athletes. And we work to support those struggling with a mental health concern or illness.

We say it's time to **#HuddleUp**. Everyone has a part to play to create mentally healthy environments. That includes student-athletes, coaches and support staff, universities and colleges, sport and community organizations, and the families and friends of athletes and many others. We are striving to bring all these players together to help student-athletes do their best, in and out of sport.

Our Campus Teams

SAMHI Campus Teams help create mentally healthy environments for their peers, coaches and campus community by designing, guiding, and carrying-out SAMHI's on-the-ground activities at post-secondary schools across Canada.

Campus Team members are:

- Volunteers
- Mental health advocates
- Champions and liaisons between student-athletes, the athletic department, and campus resources

Campus Teams members **are not**:

- Professional health care workers or service providers (i.e. counsellors, physicians, psychologist/psychiatrist, social workers), or peer support workers.

What to Expect

Campus Team members have the opportunity:

- To meet and connect with new people, engage with peers, and get involved in campus activities beyond their sport;
- To develop new skills in areas related to mental health, communications, event management, fundraising, administration, public speaking, and more;
- To play an active role in shifting the culture of mental health and illness in sport;
- To interact and work with institution leaders in a number of departments;
- To stay involved in a positive sport environment with like-minded people regardless of playing status.

“Being a part of the campus team has given our athletics community the chance to come together, recognize and share some of the pressures we feel with one another, instead of struggling with them on our own.”

LINDSAY TAYLOR, MEMORIAL UNIVERSITY CAMPUS TEAM

A Campus Team's work also has great impact in the community. Student-athletes are strong leaders and mental health is something that affects us all.

The Campus Teams activities and experiences inform a collective voice that is critical to guiding the direction of SAMHI. There is tremendous opportunity to gather lessons learned at the local-level concerning needs, strengths and areas of focus.

Code of Conduct

The expectations and qualities that we expect you to convey are similar to those you need to be a great teammate, competitor and human being. Whenever you are working on something for SAMHI, we ask

that you do so with commitment, passion, intelligence, cooperation, honesty and compassion for the people around you.

What do Campus Teams do?

SAMHI Campus Teams help create mentally healthy environments for their peers, coaches and sporting community. Some focus areas based on best practice recommendations¹ include the following areas:

For student-athletes

- Self-care, stress management and personal health promoting practices
- Signs and symptoms of mental health disorders
- Programming about peer intervention response to peers in distress or to effectively and safely intervene
- The importance of sleep in well-being and performance, including the sleep environment, sleep duration and sleep timing.

For coaches and support staff

- First responder programming
- Knowledge of which resources are available at your school and in the community
- Signs and symptoms of mental health disorders
- The importance of creating, and how to create, a positive team culture that promotes personal growth, self-acceptance, autonomy and positive relations with others, and the importance of formal and informal interactions with student-athletes in supporting these positive processes

¹ [NCAA Sports Science Institute. \(2016\). Mental health best practices: Inter-association consensus document: Best practices for understanding and supporting student-athlete mental wellness.](#)

Activities and events

When planning for the year, try to get a mix of different activities aimed at awareness, training and education.

It is important to ask yourselves, “Do we have the necessary elements to make this happen, including time, people, and resources?” If you are a new team, you might want to start small and save your big ideas for next year!

Here is a suggested timeline of activities.



Jack.org Mental Health Advocacy Training (Mandatory)

There are two phases to the Jack.org training, including Phase 1: Learning and Reflecting (Mental Health 101, Mental Health 102, and a module on “How to be there”; and Phase 2: Planning and Taking Action. Both phases are critical for a team to complete. See [Mandatory Training](#) for more details. This activity is more time-intensive, but critical to your success and comfort as a team.



Needs assessment

We strongly recommend that every Campus Team carry out a needs assessment to understand what student-athletes need or want in relation to their mental health and well-being, or even to understand what the feelings towards mental health are in your school’s environment. This can help you make decisions about types of events you would like to do.



Environmental scan

There are increasing efforts to support mental health on campuses. Knowing what's out there can help Campus Teams to coordinate activities, link to resources, join current events, have a larger impact, and bring more awareness to student-athlete mental health. Perform the environmental scan to figure out what you can tap in to!



SAMHI booth

Many campuses have introduced a mental health awareness week, wellness programming and already have groups like us in place. Ask about ways to get involved with what’s already happening. Having a booth at these key events is an easy way to raise awareness of SAMHI, student-athlete mental health, and promote upcoming activities that your Campus Team is hosting.



First-year orientation

A great opportunity to introduce incoming student-athletes to SAMHI and recruit new members for your executive or general membership.



Poster campaign

Where do student-athletes spend most of their time? The gym? Sports complex? The athletic therapy room? Coach's office? Create posters with key messages about SAMHI, mental health, tips and reminders, resources, messages of hope, whatever you think! (Don't forget to get permission to hang these up in key areas!)



Fundraisers

A bake-sale, a car wash, paint night, movie night, raffle, trivia night. These are just some of the fundraisers that Campus Teams have successfully run in the past. Get creative, brainstorm some easy-to-do ideas to raise money for a great cause. Remember to thank any donors, sponsors, or volunteers.



Mini-huddles

Connect with the coaches from your teams and ask if you can stop by after practice to say hi and give a five-minute wellness talk to your peers. If you have one SAMHI rep per team, this is an easy one! You could also provide each coach with a hand-out of available resources.



Guest speakers

Is there an athlete in your community with a story to tell? What about experts who can come speak about mental health in sport, specific concerns for student-athletes, health promoting practices, or stress management. These can be done as workshops, panel presentations, or TED-Talk style events.



safeTALK workshop

safeTALK is a half-day alertness training that prepares anyone over the age of 15, regardless of prior experience or training, to become a suicide-alert helper. Most people with thoughts of suicide don't truly want to die, but are struggling with the pain in their lives. Through their words and actions, they invite help to stay alive. safeTALK-trained helpers can recognize these invitations and take action by connecting them with life-saving intervention resources, such as caregivers trained in Applied Suicide Intervention Skills Training (ASIST).



Wellness workshops

There are practices that support student-athletes to maintain good mental health. Invite a local yogi to run a training session for your peers and coaches. Other helpful practices could encourage proper nutrition, sleep strategies, stress management and mindfulness. Aim to connect with facilitators who have knowledge of the student-athlete experience.



SAMHI Mental Health Matchup

Mental Health Matchups are games that put the spotlight on mental health and student-athletes. The goal is to raise awareness of mental health and illness in sport, connect students with mental health resources available both on-campus and in the community, raise funds to support SAMHI, and have fun!



Advocate for and join interdisciplinary team

While it is not your responsibility to establish an interdisciplinary wellness team at your school, you can certainly advocate for this and represent student-athletes at the table. This team would work to identify service and coordination gaps and implement identified best practices at your school. Read more about this option in the NCAA handbook referenced on page 5.

Campus Team Operations

Phases of a Campus Team

Depending on your team, you may move through these more quickly or slowly than suggested. These are simply guidelines.

Getting started (September to October)

- ✓ Read SAMHI Campus Team Handbook
- ✓ Build executive team and recruit general membership
- ✓ Initiate conversations with Athletic Department
- ✓ Identify staff resource person (see "[Staff Resource](#)")
- ✓ First meetings as team and work through Jack.Org training manual
- ✓ Perform environment scan and needs assessment
- ✓ Meeting with SAMHI Canada to walk through plans and goals for year

Business as usual (November to April)

- ✓ Ongoing meetings with Campus Team and SAMHI Canada
- ✓ Executing events and reporting back to SAMHI Canada

Wrap-up and planning for next year (April)

- ✓ Volunteer appreciation event
- ✓ Submit outstanding funds
- ✓ Attend wrap up meeting with SAMHI Canada
- ✓ Respond to experience survey

Roles

SAMHI Canada recommends a small team of executives to fill the following roles and lead their Campus Teams. A larger general membership is encouraged to help carry out the activities and connect to each team; however, the general membership will typically be less involved in the planning of activities. We recommend that the executive team keep their general membership engaged by splitting up work and tasks (i.e. creating small working groups.)

If you have individuals who are interested in taking a more active role not listed here, feel free to create it and let us know! Other roles of interest may be **evaluation** or **fundraising** leads.

General Membership

- Represent SAMHI on your respective team, i.e. share news, initiative, events, and encourage participation
- Aid in event set-up and tear-down, and ensure the event runs smoothly
- Participate in meetings and planning as determined by team
- Join small working groups
- Spread the word and take pictures/be active on social media on the day of the event

Co-leads, Executive

- Recruit members for your team and ensure they register with SAMHI

- Share the SAMHI Handbook with your team members
- Relay important information from SAMHI Canada to your Campus Team (and vice-versa)
- Facilitate and lead the Jack.org training with your team (*we recommend you read this document ahead of time)
- Submit Jack.org worksheets to SAMHI Canada
- Check in with SAMHI Canada once a month
- Liaise with Athletic Department and related departments
- Attend monthly meeting with SAMHI Canada and provide updates on activities and plans
- Organize team meetings and set agenda
- If graduating, responsible for helping new person transition in following year

Treasurer, Executive

- Handle the purchase of goods/materials and submit reimbursement forms as required
- Liaise and coordinate the collection of funds on behalf of SAMHI
- Meet with Athletic Department to discuss the handling of funds if required
- Liaise with sponsors/funders, send thank you notes and requests for support
- Provide communications rep with fundraising information to disseminate to the public via social media
- Coordinate day-of-event activities, help oversee volunteers, encourage donations, etc.
- Collect information required for issuing charitable donation receipts
- Adhere to policies and guidelines in [Finances](#)

Communications, Executive

- Submit post-event surveys
- Adhere to our social media guidelines
- Take pictures and share with SAMHI Canada/other channels or work with your school's photographer to ensure coverage of your event
- Manage your Campus Team's social media channels
- Create promotion materials for your events and activities
- Cross-promote and share content from your school's current mental health and wellness initiatives
- Adhere to policies and guidelines in [Communications](#)

Staff Resource (new*)

A university or college staff member within the athletic department **is required** to support each Campus Team. While student-athletes lead Campus Teams, it is important to ensure this individual is in place to support logistics, administration, and general operations of the Campus Team. It is not required for this person to attend meetings, but there should be a line of communication between the leads and the staff member. An example of a staff could be someone in a coordinator role.

Monthly Meetings with SAMHI Canada

Co-leads must check in with SAMHI Canada once a month for group meetings. If you are unable to attend, you must organize an individual check-in.

Campus Team Meetings

It is the responsibility of each Campus Team to organize team meetings. Each team determines frequency and length.

Mandatory Training

We have a partnership with our friends at Jack.org. Jack is a national network of young leaders transforming the way we think about mental health. Jack has chapters of student leaders at schools (secondary and post-secondary) throughout Canada. If your school has a Jack chapter, it's a great idea to connect with them!

Jack.org has generously created a training resource for partners to ensure that all Campus Teams have a thorough understanding of advocacy, leadership, the principles of mental health and illness and a supported planning process for the year.

Please print and work through the Jack.org resource as a team. Co-leads will facilitate and help the group walk through the guide.

We recommend working through this resource in two phases and checking in with SAMHI Canada after each phase with questions/comments.

There are "homework" sheets you will be required to complete as a team, and scan and submit to SAMHI Canada to be eligible to participate in this year's Campus Teams. This is simply to ensure that you are equipped with the knowledge and skills to do the best job possible.

Communications

Branding

Brand identity is very important. The SAMHI brand is a representation of who we are and our values as an organization.

Media

You are welcome to speak to your school's media about the work you are doing. If non-campus media such as local newspapers or national broadcasters contact you, you must contact SAMHI Canada for further direction.

Please always acknowledge that your Campus Team is a volunteer division of the Student-Athlete Mental Health Initiative, a national charity working to promote mental health and wellness for student-athletes at post-secondary schools in Canada.

Individual Social Media

Are you hosting a great event? Did you read an article that reminded you about what SAMHI does? You have obviously joined this cause as an opportunity to spend time focusing on work you are passionate about. Why not share those messages with your network? Snap a picture at your fundraiser or tweet about a Mental Health Matchup you attended. We want to know what you're doing and share that with the greater SAMHI community! Find us, follow us and share with us:

Instagram: @mentally_tough

Facebook: <https://www.facebook.com/samhi.ismea>

Campus Team Social Media Guidelines

The SAMHI brand is the visual identity of the organization. If your Campus Team chooses to have an active presence on social media as a team, please follow the guidelines below to ensure brand consistency.

Facebook

- SAMHI Campus Teams can create Public Pages and Events as needed. Please ensure your page title follows the format "SAMHI (SCHOOL MASCOT) Campus Team".
- Your profile picture should be a picture of your varsity logo and the background picture is SAMHI's branded banner.
- Bio: *The (MASCOT) Campus Team is a group of volunteer student-athletes at (SCHOOL NAME) dedicated to raising mental health awareness, sharing resources and eliminating mental health stigma. www.samhi.ca*

YouTube

- Please submit any videos directly to SAMHI Canada for posting.

Instagram

- Create a CT brand with the following handle @SAMHI(MASCOT)CT
- Use SAMHI branded photo for your profile picture
- Page name: SAMHI (MASCOT) CAMPUS TEAM
- Bio: Student-athlete volunteers at (SCHOOL NAME) and champions for mental health. www.samhi.ca



Twitter

- There are to be no Campus Team Twitter pages. If your team has had one in the past, please delete the account.
- Share tweets on personal Twitter accounts and tag @Mentally_Tough for a share on the SAMHI-branded Twitter.

QUICK TIPS FOR SOCIAL MEDIA AMBASSADORS

Once brand guidelines are established, content creativity is up to you! Here are a few tips for Campus Team social media best practices.

- Always tag SAMHI. We don't want to miss any of the great work you are doing!
- Add hashtag #SAMHI, #SAMHICT and #HuddleUp to your posts
- Tag your school and/or athletic departments. Show your school spirit and encourage the SAMHI conversation to go even further!
- Engage with valuable content. If you are on Twitter, share interesting stories that remind you of what SAMHI stands for.
- Show us Instagram posts from your fundraisers. We want to engage with you! Keep us (and your friends on campus) up-to-date with what you are doing.
- Consistency is important. Try using Hootsuite if you want to preschedule your posts.
- Don't be afraid to highlight your Campus Team role with SAMHI in your bios.
- Remember, you are representing your Campus Team and SAMHI so make sure to play nice. If you ever encounter a problem, take it off social media as soon as possible. Be sure to speak with SAMHI Canada if you are not sure how to handle the situation.



www.samhi.ca

info@samhi.ca | [@Mentally_Tough](https://www.instagram.com/Mentally_Tough)

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