Greetings,

The start of a new year is a time for reflection - a look back at the old year and a look ahead to a new and exciting year full of possibilities.

C&A is introducing our brand new, rebranded community newsletter - *Community Difference Maker*. This newsletter is more comprehensive, engaging and provides a better picture of what is taking place within our agency.

Each issue of our Community Difference Maker newsletter will have the following features:

- Highlight a different C&A program each month
- Provide mental health tips - articles, apps or video links to view
- What is new at C&A? This will provide updates on the agency - from fundraising events to staff/agency accomplishments.
- Showcase efforts of C&A’s eight partner schools around mental health initiatives helping staff and students

The Community Difference newsletter will also be presented in a new format as well. The newsletter will still be sent via email, but will also be available in PDF form on our website and social media channels. The digitalized PDFs will enable you to read the newsletter similar to a book and provide clickable links to view video, website links or links to our newsletter.

C&A hopes you look forward each month to receiving our Community Difference newsletter. If you have comments or content suggestions, please send to Chief Advancement Officer Melissa Coultas at mcoultas@childandadolescent.org.

Sincerely,

Joe French
Chief Executive Officer
When Mission Advancement created the idea for the Difference Maker campaign, we knew we had something special; however, we did not quite see the magnitude of the messaging right away. Once we started digging in, we realized how many people this slogan actually encompasses - it was an eye-opening moment. Child and Adolescent Behavioral Health is a Difference Maker in our community because of the many people who are dedicated to helping our children and youth in Stark County. C&A is a difference maker because of:

- Our staff and the passion and commitment they have for our clients
- The community advocates who support us and share our mission at every opportunity
- Our board who is dedicated and supportive of our ideas and our vision
- Our partners who see value in new events and innovative campaigns designed to reach an even larger audience
- And, most importantly, the children, youth and adolescents we serve

Our clients are fighters. They are brave for taking the first step and seeking help, and for their perseverance as they continue on their journey of health, hope and happiness. They are the very definition of difference makers.

They are also the reason the Mission Advancement department at C&A works so hard to increase our visibility and seek new ways to reach those in need, and educate our community about our services. Our clients are why we create new partnerships, why C&A, for the first time, brought our Stark County schools and colleges together to stand up for mental wellness. Our community is rallying around our children and youth and they need us now more than ever to stand behind them and be the difference with them.

C&A would like to thank our community partners for helping us continue Stark County Collegiate Week, Stark County Schools Mental Health Awareness Week and Let Your Light Shine, the agency's largest fundraiser. 2020 reshaped these events, but yet again, our supporters lifted us up and were determined to help C&A make these events successful regardless of being in-person or virtual. For that, we want to say thank you to all of our difference makers. Thank you for seeing what we see in our clients and for continuing to help C&A be the difference.
## C&A Spotlight Program of the month: Prevention

### The Prevention Staff:

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<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Sarah Hough</td>
<td>Program Manager</td>
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<tr>
<td>Jessica Bobby</td>
<td>LSW, ECHMHC</td>
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<tr>
<td>Marissa Cooney</td>
<td>MSSA, LSW</td>
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<tr>
<td>Hannah Cowie</td>
<td>OCPS, CDCA</td>
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<tr>
<td>Jordan DiRocco</td>
<td>BS</td>
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<td>Rachel Moushey</td>
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<td>Deanna Moyer</td>
<td>BA</td>
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The Prevention Program at Child & Adolescent Behavioral Health (C&A) offers a variety of services to the community, schools, preschools, childcares and families to help build resiliency in hopes to prevent the onset of substance use and mental health concerns. Prevention focuses on helping individuals develop the knowledge, attitudes and skills they need to make good choices or change harmful behaviors. Substance use and mental health disorders can make daily activities difficult and impair a person’s ability to work, interact with family and fulfill other major life functions. Mental illness and substance use disorders are among the leading conditions that cause disabilities in the United States. In addition, drug and alcohol use can lead to other chronic diseases such as diabetes and heart disease. Preventing mental health and/or substance use disorders and other related problems is critical to Americans’ behavioral and physical health.

C&A, in collaboration with the Stark County Board of Mental Health and Addiction Recovery (StarkMHAR), Ohio Department of Mental Health and Addiction Services (OhioMHAS) and Substance Abuse and Mental Health Services Administration (SAMHSA), offers the following services to the local community. These programs in order of age group include: Early Childhood Mental Health Consultation (ECMHC), Ohio Preschool Expulsion Prevention Partnership (OPEPP) Hotline, Incredible Years Dina Dinosaur, LifeSkills Training, All Stars Core, CAST (Coping and Support Training), Stark County Youth Led Prevention (SCYLP) and Positive Parenting Program (Triple P).

Below please find a brief description of each these programs:

**ECHMHC** builds protective factors in young children, increases skills of parents and promotes the competencies of early childhood providers for children ages birth to six years. ECMHC targets the healthy, social and emotional development of all young children to ensure they thrive and are ready for school.

**OPEPP** is a free, statewide program that aims to reduce the rate of expulsions in preschool age children. This service is available as last resort for those students who are most at risk of being expelled, removed or expelled from their current education setting in order to offer immediate onsite consultation to personalize classroom strategies and offer additional resources for both the student, center, family and teacher in order to maintain placement. The hotline telephone number is: (844) 678-2227.

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Incredible Years Dina Dinosaur curriculum is offered to the local school districts in Stark County in order to strengthen children’s social, emotional and academic competencies. These skills are taught in fun ways using puppets, special activities, books, and games using real life events from the classroom and playground to discuss and practice new skills. The competencies embedded within this curriculum include: understanding and communicating feelings, using effective problem-solving strategies, managing anger, practicing friendship and conversational skills as well as appropriate classroom behaviors.

LifeSkills Training is a highly effective curriculum that has been proven to help increase self-esteem, develop healthy attitudes, and improve knowledge of essential life skills, all of which promote healthy and positive personal development. Within this program student will: learn personal self-management skills, develop skills that enhance self-esteem, develop problem-solving skills, help them reduce stress and anxiety, and manage anger, improve general social skills, increase their ability to meet personal challenges such as overcoming shyness, communicating clearly, building relationships, and avoiding violence.

All Stars Core is a research-based program designed to delay the onset of risky behaviors with middle school age students. The five All Stars Core strategies that are focused within this curriculum are the following: building idealism and a belief in the future; establishing a positive norm; establishing personal commitments to avoid risky behaviors; promoting bonding to school or the group; and promoting positive parent/adult attention.

CAST is an evidence-based curriculum that has been proven to cause significant and sustained reduction of drug use, reduction in anxiety and depression, reduction of suicide risk behaviors, increase in personal control, increase in problem-solving, and increase in family support. The primary focus of this group is to improve mood, decrease risky behavior and improve overall school performance. The CAST program is offered to high school youth.

SCYLP is a youth-led program where members encourage fellow youth to continue to make positive choices regarding substance use. SCYLP is a safe place for youth to come together and encourage their peers to make healthy decisions through planning and implementing various prevention and leadership development activities (i.e. hosting different events for back to school, Canton First Friday’s, etc...). For more information, https://www.childandadolescent.org/services/stark-county-youth-led-prevention/

Positive Parenting Program referred commonly as Triple P is a parenting and family support system designed to prevent as well as treat behavioral and emotional concerns in children ages 2 to 12. This program is a nine-week program aimed to prevent concerns in the family, school and community before they arise and to create family environments that encourage children to realize and reach their full potential. For more information, text triplepca@81010.
Sandy Valley Local Schools is one of eight C&A partner school districts. During the past few years, Sandy Valley has implemented a number of new mental health strategies to help build resiliency among their student body at all age levels.

Let’s learn how the Cardinals are instilling positive mental health throughout their school district.

**Start with Hello Week** will help students reach out and include others and create a culture of inclusion and connectedness at our schools. Remember we are in this together and it only takes ONE hello to make someone smile.

**Ways to say HELLO**

1. “Hello!”
2. “Good morning.”
3. “Good afternoon.”
4. “Good evening.”
5. “It’s nice to meet you.”
6. “It’s a pleasure to meet you.”
7. “Hi!”
8. “Morning!”
9. “How are things (with you)?”
10. “What’s new?”
11. “It’s good to see you.” (Used when you haven’t seen someone in a while)
12. “G’day!” (Short for “Good day”)
13. “Howdy!” (Often used in the southern regions of the United States)
14. “Hey” or “Hey there.”
15. “What’s up?” (Sometimes expressed as “‘Sup?”)
16. “How’s it going?”
17. “What’s happening” or “What’s happenin’?”

**REMEMBER THAT A SIMPLE HELLO TO START THE DAY WILL MAKE SOMEONE’S LIFE BET-**
Last year, our Social Justice and Aultman Ambassador groups teamed up to create a mental health/wellness day for the entire high school. The Wellness Day ended up being a huge success! It was held on January 3rd, 2020. We opened with guest speakers from the Pro Football Hall of Fame. Then, students were able to go to a variety of different sessions throughout the day. These were in time slots of 35 minutes and included art, board games, yoga, boot camp workouts, guest speakers, video games, drawing/coloring, creating positive motivation for lockers, silent reading, Zumba, watching a comedy, CPR training and much more. We also had healthy lunch choices and snacks for the students and staff. It was a great day! We are planning another one for March 19, 2021. With the restrictions due to COVID, we are going to have to limit group sizes and such, but we are working it out and plan to include the middle school also.

* Releases have been secured for all participants in each photo.

Counslors provide character lessons to elementary kids: Introducing the School Counselor, First day of School Jitters, Bullying Prevention Month, Having Gratitude, Honesty, SMART Goal Setting, Coping Skills.

Calming Apps

**Calm**

The most popular mediation app on the market offers seven- and 21-day programs. Choose from the beginner, calming, self-esteem, anxiety-reducing meditation and more. It also has a host of relaxing sounds to listen to, even if you’re not meditating. Free seven-day trial, then $13 a month. Available for iOS and Android.

**Headspace**

This soothing app has a variety of programs, including some designed specifically for kids, and guides for meditating while you cook and eat. Free seven-day trial, then options from $6 a month. Available for iOS and Android.
Raising awareness around children’s Mental Health

Child and Adolescent Behavior Health (C&A) received a $25,000 grant from Ohio Mental Health and Addiction Services (OMHAS). This grant enabled C&A to run a targeted county-wide multi-media campaign to make parents aware of the struggles children of all ages are facing: anxiety, depression, isolation and behavioral issues. The campaign featured:

- 17 billboards located in various parts of the county
- Radio advertising on Q-92
- A tip-sheet booklet distributed to every teacher in our eight partner school districts - Alliance, Canton and Massillon city school districts; Lake, Marlinton, Plain, Sandy Valley and Tuslaw local schools plus North Canton City Schools and Jackson Local Schools.

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Mark your calendars!

This year’s annual Let Your Light Shine fundraiser is May 22 at the Cultural Center for the Arts!
Be the Difference for a child

Child and Adolescent Behavioral Health’s Executive Management Team and staff met for several months and defined the agency’s Guiding Principles. These seven principles (values) will be displayed throughout C&A’s four office locations on bulletin boards and posters. The posters will be a reminder of what our agency represents and the philosophy that encompasses our vision and creates our culture.

The principles are:
- Compassionate accountability
- Servant leadership
  - Caring for others and ourselves
- Reinvesting in our ability to serve our clients and staff
- Communicating the “why” behind the “what”
  - Transparency
- Our staff as the reason for our success
- Our ability to continually evolve as an organization
- Fostering caring and supportive relationships in our working partnerships

Yes, I want to be a Difference Maker! I know my gift will make the difference in providing health, hope and happiness for child, youth and adolescents.

Recognition of thanks on our donor wall at our Shipley office
$1,000 or more ____________

$500 _____ $250 _____ $100 _____ $50 ________ $Donation _________
Automatic monthly deduction: _________________

Name: ________________________________
Address: ____________________________________________
City: ______________ State:______________ Zip: ___________

Credit card: VIsa MasterCard Discover Exp: _________ CVV# __________
Card Number ______________________________
Signature ______________________________

Donations can be made at www.childandadolescent.org
Mail donations to:
  Melissa Coultas, Chief Advancement Officer, 919 Second St. N.E., Canton, Ohio 44704

Become a Difference Maker too!!