

Project Title (Driving Question): How can we design a campaign to promote mental health awareness among teenagers?

Grade Level: High School

Project Overview:

This project engages students in researching, designing, and presenting a campaign to raise mental health awareness among teenagers. Students will explore issues such as stigma, stress management, and available resources while learning effective communication strategies. The project aligns with Common Core and NGSS standards and includes a detailed rubric to assess research quality, creativity, data collection, analysis, solution proposals, and presentation effectiveness.

Project Sections:

- **General Guidelines:** Provides students with clear objectives, team roles, and expectations for their mental health awareness campaign.
- **Brainstorming:** Guides students through creative techniques such as mind mapping, brainwriting, and categorizing ideas to develop a compelling campaign strategy.
- **Project Planning and Designing:** Helps students create goal sheets, task lists, and timelines while organizing resources and drafting campaign materials.
- **Project Execution:** Encourages students to test their campaign with a focus group, gather feedback, and refine their materials for maximum impact.
- **Experimenting:** Introduces students to methods for measuring the effectiveness of their campaign using surveys, peer reviews, and impact analysis.
- **Presentation:** Offers detailed instructions on how to effectively communicate their campaign through approved formats: **poster, slide deck, or video.**

Why Use This Project?

This project equips students with **critical research, communication, and design skills** while addressing a vital social issue: mental health awareness. By engaging in **real-world problem-solving, teamwork, and multimedia literacy**, students develop empathy and advocacy skills. The project fosters **collaboration, creativity, and critical thinking**, making it an excellent resource for teachers seeking an interdisciplinary, standards-aligned lesson plan that is both engaging and impactful.