

SCHECKY YOUTH WELLBEING INITIATIVE



PROJECT REPORT
JUNE 25, 2025
GILBERT + CHITTENDEN



CONTENTS

2 - 4	Executive Summary
5 - 6	Introduction
7	Timeline of CAG Activities
8 - 12	Outcomes
13 - 15	Reflections and Lessons Learned
16 - 19	Moving Forward
21 - 66	Appendix

ABOUT THIS REPORT

This report describes the people, processes, and products of the Schecky Youth Wellbeing Initiative's work in Routt County, Colorado. This work is part of a multi-year, multi-project effort that the Craig-Scheckman Family Foundation (CSFF) has undertaken to make impact on youth. Please visit csff.org to learn more about CSFF and gilbertchittenden.com to learn more about project facilitators Dan Gilbert and Stuart Chittenden (G+C).

EXECUTIVE SUMMARY

In 2024, the Craig-Scheckman Family Foundation (CSFF) created the **Schecky Youth Wellbeing Initiative (Schecky Initiative)** as a continuation of their commitment to addressing youth mental health. A core component of the Schecky Initiative was a **Community Advisory Group (CAG)** of eight adults and eight high school students that worked together for nearly a year to generate innovative ideas for improving mental health for young people in Routt County, Colorado.

Using a process rooted in **human-centered design**, the CAG worked together and reached into the community with approaches that were inclusive, creative, compassionate, and effective.

WHY FORM A COMMUNITY ADVISORY GROUP?

At the heart of the Schecky Youth Wellbeing Initiative is a deep conviction that improving mental health for young people is essential to the future of Routt County. From the beginning of the work, the **CSFF team believed that real change could only happen if it was grounded in the authenticity, compassion, and creativity that community voices, especially those of youth, could bring to this work as full participants.**

A key differentiator in the Schecky Initiative was the decision to **center youth and their needs as opposed to starting with organizations and their needs.** This approach helped strengthen local capacity for addressing social issues with innovation and creativity. The CAG built genuine relationships, engaged with vulnerability, and stayed rooted in lived experiences. CAG members worked with each other and with the community to surface ideas that might otherwise stay locked inside heads, and to develop solutions that were more meaningful when individual contributions were woven together.

This effort is a public and visible statement that young people must be in the rooms and at the tables to create the mental health support programs that have the best chance for making impact.

WHAT THE SCHECKY INITIATIVE HAS ACHIEVED TO DATE

SPECIFIC PROGRAMMING IDEAS DEVELOPED BY THE CAG

The CAG developed **hundreds of potential ideas for improving youth mental health** in Routt County. Several are being pursued by CAG members, local nonprofit leaders (Wellbeing Champions), and CSFF leadership. This work is described in the following pages and more fully recorded in the appendix.

SHIFTING COMMUNITY NORMS ABOUT PROBLEM-SOLVING AND LISTENING

Ancedotal evidence and specific examples suggest that **human services organizations in the region are energizing their approaches to inclusion and listening** to the voices of the people they serve. Stakeholders in the community are beginning to work together and with their clients in new ways.

STRONGER PERSONAL AND INSTITUTIONAL RELATIONSHIPS

This initiative brought together Wellbeing Champions and CAG members from Steamboat Springs, Hayden, and Oak Creek. Working across communities, generations, and areas of expertise, the people in the Schecky Initiative created **relationships that will support other community-building work and strengthen the sense of belonging** across Routt County.

WHAT WE LEARNED

The Schecky Youth Wellbeing Initiative has shown that **building trust across diverse communities is possible and powerful**. Small, issue-focused groups fostered deeper relationships and made the work more manageable. CSFF, the consultants, and professionals in the field had to **let go of some control to enable CAG members to lead this work**. While that letting go was challenging at times, the stakeholders were inspired

by the **authenticity and creativity of the CAG**, which opened more conversations for working together in new ways.

While the Schecky Initiative has been successful overall, there are several specific areas for improvement for future work. Specific recommendations for future work include:

- Adopting a single project management platform from the outset and investing the time to learn and use the same tool would improve communications.
- Establishing clearer roles, expectations, and accountability systems will increase chances for long-term success after the consultants leave.
- Creating clearer accountability systems and clearer expectations about budgets and roles after the CAG's work concluded, for the CAG, Wellbeing Champions, and broader community.
- Prioritizing equity - it is essential and logistically difficult.



CAG members exploring the findings from the Landscape research and preparing to lead a human-centered design listening session with Wellbeing Champions to learn about strengths, barriers, questions, and hopes.

INTRODUCTION

Building upon its multi-year, multi-project effort to improve youth wellbeing, CSFF convened the Schecky Youth Wellbeing Initiative to develop bold, community-driven solutions to improve youth mental health in Routt County. Leveraging insights from the Behavioral Health in Schools Initiative and the Yampa Valley Behavioral Health Landscape Analysis (Landscape), CSFF convened the CAG to lead the design of new approaches grounded in empathy, collaboration, and lived experience.

With the support of nearly 100 Wellbeing Champions (local leaders and service providers) the CAG generated and refined ideas for making a difference on youth mental and behavioral health into testable pilot programs. The Schecky Initiative is guided by human-centered design (HCD), an approach to innovation and problem solving that starts with deep empathy and an understanding that people are at the center of the issues at hand.

Beyond using HCD with the CAG, a key goal of the Schecky Initiative is to foster a culture of inclusion where those most impacted are actively involved in shaping the future of youth wellbeing. This work aims to strengthen community bonds and build a sustainable foundation for long-term systems change.

 *I felt really seen. I was treated as an equal by the adult Champions when we shared our work.*

*~ Schecky Initiative
youth CAG member*

AN INCLUSIVE PROCESS ROOTED IN HUMAN-CENTERED DESIGN

Human-centered design stage	Schecky Youth Wellbeing Initiative
Empathize	- Included youth as full participants and peers with adults - Built on extensive interviews from the Yampa Valley Behavioral Health Landscape Analysis
Define	- Engaged community to surface root causes of challenges youth face and clarify problem statements
Ideate	- Generated hundreds of ideas to address these problems - Sorted and prioritized ideas based on impact, “doability,” and enthusiasm
Prototype	- Created paper prototypes to share with community leaders and Wellbeing Champions for their feedback and creative thinking about new opportunities
Test	- Collaborated with Wellbeing Champions, nonprofits and community leaders to implement projects in Summer 2025

TIMELINE OF CAG ACTIVITIES

SPRING 2024

- CAG completed applications and invited to join Schecky Youth Wellbeing Initiative.
- Met for kickoff meeting and first workshop.

SUMMER 2024

- Engaged Wellbeing Champions with interviews, open house, survey, and two “Imagine Hour” listening sessions.
- Met with Colorado Attorney General Phil Weiser to share the Schecky Initiative and learn about statewide initiatives.

FALL 2024

- Framed initial problem statements and developed criteria to select specific problems to advance for brainstorming.
- Generated hundreds of ideas that ranged from immediate, low-cost action steps to long-term, systemic changes.
- Shared ideas at “Idea Matchmaking Fair” to invite feedback and build partnerships for implementing pilot programs.

WINTER 2024

- Transitioned ideas from CAG to Wellbeing Champions to develop testable action plans.
- Created action plans for four “Easy Wins” ideas for CAG to implement.

SPRING 2025

- Coordinated with Wellbeing Champions to plan, pilot, evaluate, and improve specific program ideas throughout the community.

SUMMER 2025

- Implemented and evaluated the “Easy Wins” pilot programs.
- Supported Wellbeing Champions as they advance pilot programs.
- Consulted with CSFF and other stakeholders to build momentum for the CAG’s “Big Picture” ideas for systems change.

OUTCOMES

The Schecky Youth Wellbeing Initiative has led to outcomes in three distinct categories. First and foremost, the CAG **developed hundreds of specific programming ideas** to improve youth wellbeing. Second, the Schecky Initiative has helped **shift community norms about problem solving and listening**. Third, there is strong anecdotal evidence that **stronger personal relationships are leading to more collaboration** in the CAG, among the Wellbeing Champions and across the community.

PROGRAMMING IDEAS

THE CAG'S "EASY WINS"

CAG members worked on teams to develop and implement ideas to improve youth mental and behavioral health that they can bring to life quickly. The four "Easy Wins" ideas moving forward are:

- **Take-Home Prompts:** Partnering with Northwest Colorado Health, the group developed a series of conversational prompts for families to make talking about youth wellbeing less awkward. In March 2025, Northwest Colorado Health began sharing this work through regular family communications and with public posters.
- **Banners Across Routt County:** The group worked on a public messaging campaign to promote youth wellbeing using banners displayed in key locations across Routt County. The banners were created and hung over main routes in Hayden, Oak Creek and Steamboat Springs. The group has plans to hang them in future years.
- **Project SWAG:** A branding and outreach initiative to create promotional materials and unify the CAG's messaging. A local designer refined the CAG's logo and the team is working on plans for creating and distributing the initial SWAG items (stickers, pens, grocery totes).

- **Radio Show/Podcast:** A new radio show and podcast focused on youth mental health is in development with strong interest from a local radio station. The CAG team is finalizing episode themes, guests, logistics, and budget details.

WELLBEING CHAMPIONS' PROJECTS

The CAG handed off multiple ideas to local community organizations to develop into actionable pilot programs.

- **Family Movie Night:** The Bud Werner Library has taken the lead on organizing community movie nights that encourage conversations about mental health and reducing stigma.
- **Headspace Happenings:** Partners for Youth (P4Y), Northwest Colorado Health, and Hayden School District are working to bring micro-counseling sessions to young people. The initial plan is to develop a pilot program for the start of the 2025-2026 school year.
- **Mental Health On-the-Go:** Routt County Public Health, the Steamboat Springs HS Hope Squad, and Credible Minds are working together to promote mental health services in public places. This idea has been merged with the CAG Easy Win Project SWAG.
- **Fresh Start:** CSFF staff and several Champions are collaborating to create new approaches to discussing mental and behavioral health with boys and young men in the community.

Something I valued was the freedom we were given to create new ideas.

*~ Schecky Initiative
youth CAG member*

"BIG PICTURE" IDEAS

The CAG developed a series of big ideas to tackle systemic issues that impact youth wellbeing. These opportunities can come to life with comprehensive and coordinated community efforts.

- Teach character development curriculum across schools and community.

- Create Restorative Justice style protocols to bring bullying victims and perpetrators together to discuss the impact of bullying and social cruelty.
- Build and run a free walk-in clinic for mental health care.
- Fund a point person (“community concierge”) to help people in our community understand the processes and paperwork needed to access services.
- Create a dedicated fund to support all young people for multiple sessions with a therapist.
- Launch a Mobile Counseling Clinic similar to other mobile health clinics (modified RV with private rooms) to bring therapists to the people.
- Create a community-wide effort (parents, non-profits, schools, etc.) to create an integrated and coordinated plan for students focusing on their physical, mental, emotional and social wellness over entire school career.
- Develop a strong, visual brand identity to tie all mental wellbeing initiatives together.
- Start classes at our high schools at 10:00 am or later to give students extra sleep.
- Have a “Sober Day” event once per month when all adults in the community do not drink (restaurants and bars feature non-alcoholic specials, competition for best mocktail, etc.).
- Host a well known public speaker to talk about substance use and the path to recovery.
- Cover parents’ salaries to enable them to miss work to support family mental health needs.
- Work for a deep level of buy-in from the tourism community on improving mental and behavioral health for residents and visitors.
- Host a concert with global profile musician to raise awareness and/or funds about mental health (think “Farm-Aid” or disaster recovery fundraisers).

Having engaged with Wellbeing Champions to explore problems youth face regarding mental wellbeing, the CAG developed an array of creative solutions and began sorting and prioritizing them.



SHIFTING COMMUNITY NORMS

The Schecky Youth Wellbeing Initiative has helped shift community norms by demonstrating that stakeholder involvement is a critical ingredient for meaningful, sustainable solutions. From the outset, the initiative involved youth as full participants and focused on listening and empathy as the starting point for developing program ideas that connect with the local audience.

Beyond the Schecky Initiative, other organizations in the region have been seeking out new ways of listening and including stakeholder voices. In May 2025, more than thirty people from a dozen organizations participated in a workshop to learn specific techniques for including more input into their work. The nonprofit community in Routt County seems poised to adopt more participatory methods in their own work and build on the the sense of shared ownership that defined the Schecky Initiative process.

STRONGER PERSONAL AND INSTITUTIONAL RELATIONSHIPS ACROSS THE REGION

The CAG bridged generational and professional divides. Parents, educators, public health professionals, nonprofit leaders, and young people worked side by side, each bringing different insights and experiences that enriched specific conversations and the group's general understanding of the challenges and opportunities. These multigenerational and

cross-sector conversations led to new understandings and relationships that would not have emerged within the boundaries of any single professional field or peer group.

This work has served as a powerful catalyst for strengthening relationships across geography, age, and professional sectors. By intentionally bringing together Wellbeing Champions and CAG members from Steamboat Springs, Hayden, and Oak Creek, the Schecky Initiative created opportunities for meaningful connections. The relationships that have been created during the Schecky Initiative have opened doors for continued collaboration and mutual support across communities that are often separated by distance and differing local cultures even in the same county.



Community Wellbeing Champions and CAG members met with Colorado Attorney General Phil Weiser on July 25, 2024 following one of the “Imagine Hour” Listening Sessions with the Wellbeing Champions. At this meeting, CAG members spoke directly with the Attorney General about the Schecky Youth Wellbeing Initiative and learned about statewide plans that align with the goals of this Schecky Initiative work.

REFLECTIONS & LESSONS LEARNED

Throughout the Schecky Initiative, the CAG, CSFF, and G+C synthesized reflections to support future initiatives.

1. The CAG created strong multigenerational and multicultural working groups; investing time and energy in communication and collaboration paid off.

1.1. The CAG demonstrated that it is possible to build trust on sensitive issues across different groups of people in .

1.2. Breaking into smaller working groups based on the distinct areas identified in the Yampa Valley Behavioral Health Landscape Analysis (parents & caregivers, schools, stigma, substances) kept the work manageable, supported closer relationships, and ultimately led to actionable ideas.

1.3. This Schecky Initiative benefited from alternating in-person and remote meetings.

The energy from our in-person meetings made a difference in keeping people informed and engaged.

1.4. With so many projects, stakeholders, and shifting logistics, keeping the communications flowing was a constant challenge.

2. Working with a Human-Centered Design framework was valuable to the CAG members and yielded ideas authentic to the community.

2.1. As the CAG built ownership over this collaborative process, the group developed ideas that felt meaningful to them. This strengthened their



Working so closely with young people on this project has been so energizing. This feels so authentic.

*~ Schecky Initiative
adult CAG member*

commitment and made the outcomes relevant to the community. It also required G+C and CSFF staff to let go of some control of the decision making process and the final product.

- 2.2. Future projects could include a workshop specific to strengthening skills in communicating visually with charts, diagrams, information flows, and sketches. Clear visual communication helps bring other stakeholders up to speed on the group's work and thinking as projects move from idea to execution to evaluation.

3. The CAG members have been engaged deeply with this work, the Wellbeing Champions would have benefited from clearer expectations earlier.

- 3.1. Spreading meetings out over months made it easier to schedule for CAG members and allowed time for reflections and for ideas to "marinate." The scheduling also gave enough space for CAG members to make meaningful relationships with each other and with Wellbeing Champions.
- 3.2. The Wellbeing Champions have been excited to participate in the Schecky Initiative, but have not always been sure about their roles. Creating clearer ways for them to be involved in various Schecky Initiative phases (information sharing, contributing insights on problems, brainstorming, and implementation) would help sustain their engagement, improve community contributions, and provide more insights to the CAG.
- 3.3. As CAG members came up with great ideas, stakeholders would have benefited from a clearer hand-off process to transition the ideas into structured, manageable next steps.
- 3.4. The Champions regularly asked about budget and timeframes for implementing the ideas generated by the CAG. For future work, having clearer ranges to these logistical questions would help the Champions consider how the CAG's ideas could fit in with their existing work.

4. Designing and recruiting for equity and accessibility is important and difficult.

- 4.1. Some CAG participants and Wellbeing Champions had difficult engaging with the Schecky Initiative as a result of challenges with technology access, transportation, language barriers, and child care. CSFF's commitment to

addressing these issues was essential for ensuring everyone could participate meaningfully.

- 4.2. Holding in-person meetings in Oak Creek and Hayden in addition to the Steamboat Springs venues made meetings accessible and built credibility that this initiative is a county-wide effort.
- 4.3. Future recruitment processes should continue to expand the pool of potential participants to reach as many different voices in the community as possible.
- 4.4. **The Schecky Initiative has had a notable shortage of male adult and youth perspectives - only 10% - 15% of the CAG and the Wellbeing Champions were male.** It is important to develop fresh ideas to include more male voices, especially as the community has acknowledged a significant problem with men and suicide.

5. Flexibility and adaptability were paramount to building relationships and seizing opportunities, but also made logistics challenging.

- 5.1. Finding times that worked for everyone was difficult. The group prioritized meeting when youth were available and used small groups and shifting formats to support engagement and attendance.
- 5.2. When the Colorado Attorney General visited the region, the group adjusted plans to meet with him. This event gave the Wellbeing Champions and CAG members a chance to speak directly with a senior elected official about how youth mental and behavior health issues are playing out in the region.

6. Organizing this work like a part-time job and building accountability was important to keeping the Schecky Initiative momentum.

- 6.1. **Compensating youth and adult CAG members at the same rate** clearly demonstrated that CSFF valued the CAG members' time and contributions.
- 6.2. While there was strong enthusiasm and general accountability within the group, CAG members sometimes looked to G+C for direction on next steps. Future groups should include some form of feedback and review to help CAG members understand their own performance.

MOVING FORWARD

The following reflections can help build on the Schecky Initiative's successes and continue making positive impact on youth mental and behavioral health.

FOR CSFF

1. Formalize the Transition from Ideas to Implementation

- 1.1. Develop clear structures for "handing off" CAG-generated ideas to community partners.
- 1.2. Create templates for Schecky Initiative project briefs and partnership MOUs that clarify timelines, roles, budget expectations, and success indicators.

2. Sustain and Deepen CAG-Led Efforts

- 2.1. Facilitate a transition for interested CAG members (especially youth) into an ongoing advisory capacity or a "Wellbeing Fellows" program.
- 2.2. Provide leadership development, facilitation training, and micro-grants to support continued innovation at the organizations represented in the CAG.

3. Strengthen Support for Wellbeing Champions

- 3.1. Set clear expectations for Wellbeing Champions' roles across each phase of the Schecky Initiative from ideation to execution to evaluation.
- 3.2. Offer stipends, design support, and a coordination hub (perhaps housed at CSFF) to help Wellbeing Champions pilot and scale projects.

4. Improve Communication Infrastructure

- 4.1. Assign a Schecky Initiative “navigator” or communications liaison for real-time updates and logistics support.
- 4.2. Invest in digital tools (like Slack, Airtable, or Notion) to manage communication, planning, and documentation for Schecky Initiative projects.

5. Build a Long-Term Strategy for Systems Change

- 5.1. Convene a summit with public agencies, nonprofits, educators, and youth to review “Big Picture” ideas and build a 3-5 year regional roadmap to implementation.
- 5.2. Prioritize several systemic shifts inspired by the “Big Picture” CAG ideas and align funding toward them.

FOR THE ROUTT COUNTY COMMUNITY

1. Normalize and Celebrate Youth Voices

- 1.1. Make youth participation in civic and community processes more common and include youth in boards, planning groups, and public events.
- 1.2. Expand the CAG’s podcast/radio initiative to feature youth-hosted segments and local stories.

2. Reinforce the Benefits of Regional Collaboration

- 2.1. Continue holding rotating meetings throughout the region. Building on the experiences in Steamboat Springs, Hayden, and Oak Creek, extend the work to include other sites in Routt County and Moffat County.
- 2.2. Launch an annual “Youth Wellbeing Exchange” to share progress, review results, and catalyze new collaborations.

3. Scale What’s Working

- 3.1. Document the “Easy Wins” as short case studies and develop and distribute a “how-to kit” for schools and nonprofits to adapt and implement similar efforts.

- 3.2. Support future iterations of the “Easy Wins” and Wellbeing Champions projects based on evaluation data and community feedback.

4. Invest in Equity-First Design

- 4.1. Build on successes of lowering participation barriers (childcare, transportation, tech access, translation services).
- 4.2. Partner with trusted liaisons in underserved communities to co-design future programs.

5. Align with Broader Public Initiatives

- 5.1. Create awareness and outreach efforts to position CSFF and Routt County as a pilot region for youth-led, community-designed wellbeing solutions.
- 5.2. Leverage interest from elected officials to connect local initiatives with state-level mental health strategies.

FOR OTHER FUNDERS

1. Invest in Youth-Led and Community-Centered Design Models

- 1.1. Support multi-year, flexible funding for initiatives that embed youth and community members as co-designers, not just beneficiaries.
- 1.2. Prioritize programs that use human-centered design, especially those that balance experimentation with accountability.

2. Fund Infrastructure for Cross-Community Collaboration

- 2.1. Provide grants specifically to strengthen regional relationships and collaboration. This could include facilitation, project management, communications, and evaluation.
- 2.2. Strengthen rural and mountain-town capacity by funding shared learning cohorts and innovation hubs (e.g., across Routt, Moffat, and Eagle counties).

3. Create a Rural Youth Mental Health Innovation Fund

- 3.1. Seed a pooled fund for piloting and scaling promising ideas like mobile counseling units, school start-time shifts, or stigma-reduction campaigns.

- 3.2. Include direct funding to youth participants and grassroots groups, not just institutional intermediaries.

4. Repeat What Works While Adapting to Local Needs

- 4.1. Offer resources to adapt the Schecky “Easy Wins” projects to fit the unique contexts of other rural communities.
- 4.2. Offer marketing and branding assistance in visual design, messaging, and project scaling to improve the connections among projects.

5. Double Down on Equity-Centered Recruitment and Access

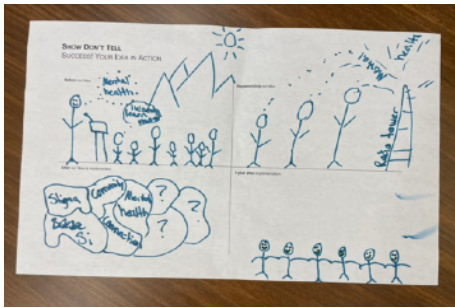
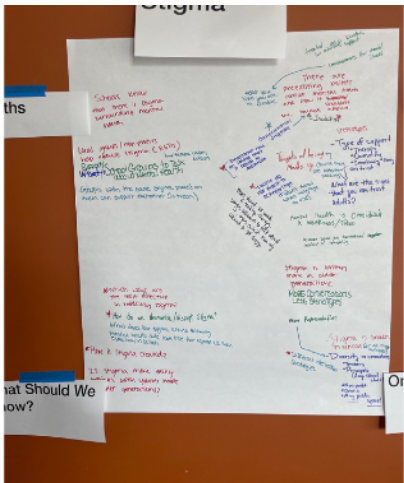
- 5.1. Fund transportation stipends, translation services, tech access, and stipends for participation in community-led mental health initiatives.
- 5.2. Strongly encourage grantees to show how they are reducing participation barriers, especially in marginalized or underserved areas.

6. Amplify and Connect Local Voices to State Policy

- 6.1. Fund storytelling efforts, youth-led media, and public presentations that lift up rural and youth perspectives for state-level audiences.
- 6.2. Support conferences and meetings that bring youth, educators, public health professionals, policymakers and others to share learning and influence mental and behavioral health strategies statewide.

7. Make Youth Mental Health a Statewide Narrative Priority

- 7.1. Elevate the mental health needs of young people—especially in rural and resort communities—as a central concern in statewide communications and advocacy.
- 7.2. Partner with media outlets to produce campaigns that spotlight community-led solutions as models for the state.



APPENDIX

This appendix contains the raw material generated by the Community Advisory Group (CAG) as part of the Schecky Youth Wellbeing Initiative. Some of the material has been lightly edited for clarity. The content is organized according to the four primary focus areas identified in the Yampa Valley Behavioral Health Landscape Analysis, which also served as the structure for the CAG's working groups:

- Parents and Caregivers: Molly, Kettle, Lurbin, and Heidi
- Stigma: Finley, Christina, Diane, and Lelle
- Schools: Chris, Lupita, Ciara, and Charlotte
- Substances: Zoe, Izzy, Spencer, and Jaila

This appendix includes original problem statements developed by the CAG through research, community input, and facilitated group discussion. These problem statements were the foundation of the ideation work that followed which includes refined problem statements, a comprehensive list of ideas, and the criteria the group used to evaluate and prioritize their work.

While the final selected ideas, categorized as Easy Wins, Wellbeing Champions' Projects, and Big Ideas, are presented in the main body of the report, this appendix offers the raw materials that were the genesis of those outcomes.

This document is the raw material created by the CAG and should be used as a reference to understand the full range of the CAG's thinking. None of this work is "fully baked" and should not be read as action plans nor recommendations.

PARENTS AND CAREGIVERS

ORIGINAL PROBLEM STATEMENTS

- Youth want trusted adults to talk with about their mental health issues.
- Youth lack parental support with their mental health issues.
- Parents avoid the subject of mental health.
- Parents are unsupportive (including being in denial) about the subject of mental health.
- Parents lack the listening ability, language and knowledge to talk about the subject of mental health.
- Parents are struggling with and failing to address their own mental health issues.

REFRAMED PROBLEM STATEMENTS

- Who are the trusted adults that children can go to?
 - How might we connect youth with trusted “others” and trusted “others” to youth?
 - What are the resources parents can use to be better equipped to support children?
- Convince parents that mental health is a priority and give them an accessible community to lean into:
 - How might we “infiltrate” with informative, persuasive material those communities where parents engage with each other?
 - How might we get parents to open up and to engage and support each other candidly and authentically.

- How might we lean into and leverage that “it takes a village” mentality and attitude that we are neighbors and neighbors support each other?
- How might we repurpose and adapt to the time parents and caregivers have and where else it is they spend their time?
- How might we enable family education and support in accessible, friendly ways?
- Disconnect between parents and children’s experiences
 - How might we help those parents and caregivers connect with their kids’ experiences and needs?
 - How might we help those parents distinguish their experience and education about mental health with the contemporary context faced by their kids today?
- How might we enable parents and caregivers to feel comfortable with “How to” talk about mental health issues and the “right” language to use?
- Parent groups to talk about mental health with each other: How might we encourage parents and caregivers to engage each other?

CAG GENERATED IDEAS RESPONDING TO: HOW MIGHT WE HELP YOUTH FIND TRUSTED ADULTS

Bold ideas were prioritized based on “doability” and “impact”

Constraint: Must include strengthening relationships

- **Poker night**
- **Treat/Ice cream night**
- **Kayaking**
- **Speed pairing mentor version**
- **Weekly newspaper questionnaire of understanding lived experience**
- **Send home prompts for parents and children to talk about**

- **Bingo or encourage family game night**
- Free activities ideas for families
- Bob Ross painting night
- Dollar store night
- “Speed dating” therapists version

Constraint: Must include nature

- **Ag. day (farm)**
- **Yoga in the park**
- **Music in the park, botanical garden**
- **Drum circle**
- **Bonsai trimming class**
- **Horticulture class**
- **Make your dream mentor using pine cones and other natural materials**
- **Mental health hikes**
- **Cloud watching for kids and adults**
- **Mingling at parks/partners**
- Day where kids and adults can float river to support mental health
- Yampatika
- Kids / adult park nap - pause for community health
- Adults wear green on certain days to support mental health - let kids know you are here to support them

Constraint: Doable for under \$100

- **Pitch partners to adults/mentors (teachers, empty nesters)**
- **One minute meetings with counselors**
- **Posters describing a healthy relationship with children**

- **Match older kids with younger kids across schools**
- **Resources for mentors**
- **More clubs / club fairs**
- **Build curriculum on who is and how to find a trusted adult**
- **Assembly at school on what partners do**
- **Kids talking in school about who their trusted adults are**
- **Define who is not a trusted adult**
- **Counselors talk to kids about what / who is a trusted adult**
- Mural with adults and kids working together

Constraint: Must involve a technology not yet invented

- Telepathy
- Platonic soulmate finder
- Affordable medication
- Video game to help kids / parents digest trauma and how to cope with PTSD
- Teleportal to find trusted adult
- App scan adult to tell kids if they are trustworthy
- App scans people telling parents what kids or adults are feeling
- Mind hat to let kids feel what parents are feeling and vice versa
- “Fix-a-bobb” tells the future and offers solutions
- Sims diamond that displays emotions
- Therapist robot perfectly catered to you

CAG GENERATED IDEAS RESPONDING TO: CONVINCING ADULTS MENTAL HEALTH IS IMPORTANT

Bold ideas were prioritized based on “doability” and “impact”

Constraint: Must be doable by people in the room

- **Routt County alerts about mental health similar to amber alerts**
- **Set up community forums**
- **Hot air balloon**
- Ag. day (farm)
- CAG fortune cookies
- School pickup lines fliers
- Talk to Principals Superintendents at each school for a training
- Library classes for parents
- Put fliers on grocery store carts
- Courthouse protesting
- Make our own SWAG!
- Banners across Highway 40
- Billboards in town
- Parent-teacher conferences
- Send out messages in newspaper
- Spanish fliers
- Give away “shirts” to gain awareness
- Fliers with/from Easter Egg Drop
- Talk to counselors
- Make pamphlet for importance of mental health

- School passing out information
- Facebook group(s)
- Social media informs of problems
- Churches pass out fliers in goody bags
- Share scary statistics with parents (Boys Girls Club newsletter)

Constraint: Must involve a Wellbeing Champion

- **Centralized platform**
- **Buy in from tourism community**
- **Fliers in lobbies of new apartments or real estate or mass mailing maybe connected to each community (Hayden/Oak Creek Mailing, STBT Neighbor)**
- **Rotate nonprofits through community centers (Hayden / through county)**
- **Nonprofit “club” fair (mental health related)**
- Game Con / Nerd community
- Create different language for different communities
- Nonprofits send out email / newsletter (drawing from what CAG writes for them)
- Partners send out email
- Nonprofits put info in their building
- Info on the ski mountain
- Winter sports club gives info to parents- Add in other sports groups from other communities (talk to athletic directors)
- Real estate / development partners for fliers
- Nonprofits utilize social media (e.g. Instagram ads)

Constraint: Must cost at least \$1Million

- **Social club with childcare and food in each community**
- **Mental health fair in each community with free merch**

- **Scholarships for childcare if you listen first to mental health presentation**
- **CAG sponsors mental health night with nonprofit champions with childcare, food, in all communities**
- **Putting a staff member in each community to support all initiatives**
- Sponsor something in the rodeo with shoutout and information
- Third spaces for parents and kids
- Free day at grocery store if you listen to a 20 minute mental health spiel
- Pay parents salary per day to let them access mental health as a priority
- Rent a portion of the Grand(?) for mental health seminar and pay them to come
- A building in each community with one person from each nonprofit
- \$1000 each to 1,000 parents

Constraint: Must involve Disney

- **Disney makes CAG merch**
- **Disney processes “give” spiel on mental health**
- **Drive in Disney movie night with info.**
- Use all Disney’s platforms for help with education
- Utilize Inside/out to teach parents about mental health conversations
- New disney movie about mental health
- Someone famous gives talk at schools
- Third Inside/out movie from parents’ perspectives
- Free trip to Disney if you listen to the mental health spiel
- Disney presentation on mental health
- Disney songs with adapted mental health lyrics
- Disney themed store with mental health materials
- Darth Vader mental health talk (cosplay?)

SCHOOLS

ORIGINAL PROBLEM STATEMENTS

- While school leaders report they have zero tolerance policies, many young people feel that adults do not take bullying seriously and report that bullying is still a significant problem. Why is there a mismatch between what kids report about bullying and adults' actions and attitudes?
- How do we better support teachers and school professionals to help themselves? How might we help them model healthy behaviors?
- How might we reduce curricular requirements to lower stress? What would it take to create time and space for students to create relationships and build identities and sense of self?
- How might we do a better job matching students that need specific kind of help with people with the right level of training to help?
- How might we find ways to encourage school districts to work together on stress reducing and mental and behavioral health issues?
- There is a perception among some youth and families that "The families from Steamboat often think they are too good for Hayden and South Routt". What would it take to bring these communities closer together?
- What does the approach to confidentiality mean? How might we strengthen confidentiality across the county (e.g. I only told my "cousin Jim" and he would never share..) ?

REFRAMED PROBLEM STATEMENTS

- Defining bullying is an urgent and important barrier. **One deeper problem though is that there is not a shared definition of bullying** - different groups of people are talking about different things. While one group of stakeholders might feel like the community is making progress in this area, another feels like bullying is getting

worse - they are talking about different things. How might we help people of all ages understand what bullying - and cyber bullying - is, and is not? What would it take to get clear definitions with and come to consensus on a definition of bullying in Routt County?

- An urgent and important barrier to improving youth mental health is **teacher mental health**. This is a problem because teachers need space to take care of their own mental health since they are the leaders/influencers/mentors/trusted advisors of young people.
- The **deeper problem is that stakeholders throughout our system have prioritized “cramming” content above all other priorities**. How might we change curricular requirements to lower student stress? How might we create time and space for students to create relationships and build identity/sense of self?

CAG GENERATED IDEAS RESPONDING TO: HOW MIGHT WE IMPROVE TEACHER MENTAL HEALTH?

Bold ideas were prioritized based on “doability” and “impact”

Constraint: Must include strengthening relationships

- **Create space for teachers to collaborate or co-teach on different school subjects**
- **Cross district teacher social/let off steam day - facilitated social hour**
- Monthly educator wellness day that ties with Professional development hour
- Classroom dogs
- Teacher appreciation days
- Teacher buddy system
- Teacher only lunches or dinners

Constraint: Must involve nature

- **Mandatory classroom solo time during the day**
- **Mindful minute during morning announcements**

- **Force Admin to honor teacher plan**
- **Teacher only bikes and paddleboards**
- **Allow teacher to take 1-period daily for bike/walk/paddle**
- **One-week outdoor experience for every class, teachers get week off**
- Staff gardening plot
- Freshly delivered flowers weekly to all staff
- Teacher ski day (paid for)
- Create outdoor classroom for any teacher to use
- Outdoor education center
- Hire more paras to support teachers in classroom
- Increase teacher pay
- Sending teachers on one-week vacation at end of year
- Teacher outdoor jackets
- Fundraising rodeo for the district
- Staff camping trip
- Teacher hikes
- Have teacher snow-fort!

Constraint: Must be doable for under \$100

- **Give teachers one-hour/day for prep no-kid contact**
- **Ask students to nominate most impactful teacher**
- **Teacher happy hour (sodas only) when creating school schedule**
- **Buy all teachers a care-bear stress relief toy**
- **\$20 gift cards for teachers, nominated by students**
- **Add \$100 to teacher classroom budget**
- Fill a bathtub with ice cream and toppings

- Buy hamsters for every kid to care for
- Purchase 1-2 books for educator wellness to share amongst staff
- Print motivational posters and hang in teachers lounge

Constraint: Must involve a technology not invented

- Robot to grade papers (AI)
- Classroom aura reader
- Candy that powers up energy and patience
- Behavioral shock collars
- \$ tree
- Human cloning where they share one mind
- Automatic Supply touch screen vending machine thingy
- 40-hour days/more hours in the day
- Time travel
- Teleport to location needed

**CAG GENERATED IDEAS RESPONDING TO:
HOW MIGHT WE CREATE SHARED DEFINITIONS OF
BULLYING?**

Bold ideas were prioritized based on “doability” and “impact”

Constraint: Must be doable by people in the room

- **Group asks 5 people in their network to define bullying**
- **Parents of all in this room to define how they define bullying find themes to build definition**
- **Google survey to all students on how they define bullying**

- **Take that to Meghan Lukens to convenience state legislature to create statewide definition**
- **Bullying assembly in school**
- Interview current President and past on their bullying techniques
- Look up global definition of bullying
- Have teachers do a non-bullying segment in English or music class
- Launch contest to X on how you are the best bully
- Teach live action Underground Railroad in Schools

Constraint: Must involve one of the Wellbeing Champions

- **Partner with Steamboat Library to host kindness campaign**
- **Ask Shelby DeWolfe how she defines bullying**
- **Ask school principals about a time they were bullied**
- **Bullying poll in the newspaper**
- **Show “Misrepresentation” in school**
- **Show “The Mask You Live in” in schools**
- **How do school principals deal with bullying consequence**
- **Ask Police department to support kindness campaign**
- Bring back care bears, kindness bear

Constraint: Must cost at least \$1 Million

- National kindness day nationwide with festivals, concerts, arts installations make it a holiday
- International invitation to Routt County on how we eradicated (or not) bullying
- Plant a kindness chip in everyone’s brain
- Huge concert with musicians from around the world to raise money for bullying or kindness
- Host a contest with \$1m prize for best definition of bullying

- Pay every teacher to come together and learn about kindness and bullying for one week
- Michelle Obama for President
- Global tour on private jet to observe other schools in session

Constraint: Must involve Disney

- **SEL curriculum for all school districts**
- Kindness chips to award/incentivize kindness
- Free day at every park by anyone that is being bullied
- Have a new character that only bullies other characters
- Create a jingle - It's a Small World style "What is Bullying and How You Deal With It"
- Minions reel on Bullying v meanness v rudeness
- Make movies about bullying
- Host Disney for a day of happiness > the Happiest School on Earth
- Disney App/Movies free for all
- Free Disney plush toy for any bully - given out by people who are bullied (restorative justice model could work here)
- Actively teach character development curriculum to schools and community

STIGMA

ORIGINAL PROBLEM STATEMENTS

- There are so many stigmas about asking for help with mental and behavioral health issues, it's hard to pick a starting point.
- How might we show the impact of a parent's mental health on their child to said parent?
- How might we make parents care/see this as a problem?
- Workplaces offer different contexts and opportunities to help change minds about asking for help. How might we get employers where young people work more engaged on improving youth mental and behavioral health?
- How might we encourage employers to see their employees as more than workers and encourage employers to create close relationships with their employees? How might we encourage employers to recognize employees that foster and build connections?
- Traditional norms for men across many cultures are built around machismo and being tough guys. What does it take to move past that thinking?
- If young people are better at breaking through stigma - how might we empower young people in the community to be the leaders of stigma breaking among older generations? What would it take to have community-wide lessons led by high school students? elementary students? How might that be especially meaningful for boys and men?
- How might we help people feel more comfortable using therapeutic language of reframing/rephrasing?
- How might we help people through the transitions of using one kind of language with their closest friends to using similar language with their next circles out?

REFRAMED PROBLEM STATEMENTS

- What is the opposite of “toxic masculinity?” How might we define positive masculinity?
- How might we reduce stigma across generations?
- How might we reframe emotional intelligence as a strength and celebrate improving it?
- Adults do not do a good job taking care of their own mental and behavioral health. This is a problem because they wind up modeling the exact opposite behavior that they are trying to encourage in their children and younger generations. How might we get parents to model better behavior?”
- How might we get adults to learn more about mental health, share that they have learned new ways of thinking while not feeling judged in their own circles?
- How might we move cultural norms in the region that see asking for help as a weakness?

CAG GENERATED IDEAS RESPONDING TO: HOW MIGHT WE REDUCE STIGMA ACROSS GENERATIONS?

Bold ideas were prioritized based on “doability” and “impact”

Constraint: Must include strengthening relationships

- **Family watch parties with meaningful movies (Inside Out, Barbie, Underdog)**
- **Grandparents Cooking Class - making family recipes**
- **Family paint and sip art program**
- **Nonprofit org have dinner or lunch together 1x/month**
- **Celebrate holidays of different cultures, potluck**
- **Water aerobics family class**
- **Stronger families = stronger communities posters**

- **Family bowling team funding mental health**

Constraint: Must involve nature

- Gardening Therapy for old ladies
- Family hiking groups, Facebook community or neighborhood
- Family volunteering
- Family yoga
- Sponsor flowers or gifts for elders
- Gift a plant or a flower
- Nature walks/mental health walks, weather depending indoor track
- Have lunch outside with other nonprofit org staff members, solve for money
- Outdoor mental health awareness class
- Events in local parks, and botanical gardens, town parks
- Mental health activities for 50 year-olds, hikes and yoga
- Nature bingo

Constraint: Must be doable for under \$100

- **School meeting night for parents about mental health**
- **Take home sheets for kids to take home for parents, parent packets with mental health info to tackle stigma**
- **Support groups or more like “connect groups” provide snacks, drinks, activities, candles, arts and crafts**
- **Have workshops for older generations about self-care**
- **Have grandkids explain mental health**
- **Outreach into community organizations that have mostly older folks**
- **Newspaper Ad**
- **Information in Doctor’s offices**
- **Information in nursing homes**

- **Flyers with service information for parent caregivers**
- **Flyers at locations where older folks frequent**
- Postcards at sports stores
- Nice sticky notes for car windows (when did you tell your mom I love you? When did you last pay a compliment?)
- Think about the last time you hugged people
- Mental Health Bingo
- Door to door outreach for older folks

Constraint: Must involve a technology not invented

- Veteran PTSD 'take-awayer'
- Lived Experience Beam
- Feelings Translator
- Problem-solving machine
- When feeling overwhelmed or distressed, talk to an older adult who passed away
- In-mind therapy
- Isolation Bubble

CAG GENERATED IDEAS RESPONDING TO: HOW MIGHT WE COMBAT TOXIC MASCULINITY?

Bold ideas were prioritized based on “doability” and “impact”

Constraint: Must be doable by people in the room

- **In restaurants, workplaces, bathroom stalls, posters school bathrooms**
- **Talk to old men about being more comfortable**
- **Talk to husbands/fathers/sons/brothers**
- **Advocate for resources available in male-dominated areas**

- **Talk more about thoughts and feelings openly with men and boys in network**
- **Talk to director of Midweek Christian Center, religion and emotional health connected**
- **Talk to football/sport coaches**
- **Social media advocacy resources**
- @ Feed stores/auto parts, older male spaces
- Create posters for HS and MS about showing emotion = good
- Wear mental health shirts in English and Spanish
- Posters directed towards only Latino community (only Spanish)
- Show boys what resources they have and encourage them to be them
- More resources for boys in schools
- Weekly groups for men in every specific minority group
- Have powerful well-known men in community address problem
- Social events for specific minority cultures and provide topics of self-care and give mental-health tools inc. crochet, emotional-support pets, talk to therapists for free

Constraint: Must involve one of the Wellbeing Champions

- **Starting emotional intelligence at a young age**
- **Advocate REPS free counseling for boys and men**
- Dr Luna, therapist at NW Colorado hospital, provide resources, coping skills for specific cultures in different seasons
- Work with NW Colorado Health to help recognize post-partum depression in men
- Talk to Chad at childcare dropoff/early childhood
- Teach that its ok to not be ok to young boys/early childhood
- Outreach program to inform youth about this
- Reach out to SROs to talk and engage with families and boys more
- SSHS principal ask him to talk to football boys about showing emotion/Jesse? Ask him to talk/school announcements

- Language change from “toxic” - to something like “man rules”

Constraint: Must cost at least \$1 Million

- Free therapy for any youth that needs or wants it
- Pay young boys to be mental health advocates
- Large advertising campaign targeted at toxic masculinity/showing emotion/helping each other
- Free walk-in clinic for mental health
- Housing for therapists and mental health professionals (x2)
- Pay school counselors more, leverage grant aid to schools from CSFF to get counselors trained in toxic masculinity
- Non-profit advertising (unlimited) of services in each community
- Create recreational center for young population for free
- Provide equipment for all to have fun outside (bikes, skis, etc)
- Family mental health facilities in each community
- Big brother reality tv show with \$1 million prize

Constraint: Must involve Disney

- Create a character that shows what mental health is - what does it mean when you are sad, stressed, overwhelmed, etc
- Emotion buttons to show it is ok to feel without being verbal
- Disney short movie about how generational trauma starts and ends
- Toxic male = villain by the end he's talking about his emotions, recognizing others
- Disney ad campaign about toxic masculinity, Disney princesses showing emotion is good
- Disney theme parks about socio-emotional learning
- Movie about character arc, how you win in the end is about emotional intelligence
- Make Disney movie with 2-male relationship
- Mental health advocacy at Disney Parks

SUBSTANCES

ORIGINAL PROBLEM STATEMENTS

- Schools focus on prevention education not treatment.
- Youth can't distinguish between social substance use and excessive or addictive use.
- Youth don't know how to help each other when they see excessive substance use.
- Youth activity heavily involves substances and so to connect with others often requires engaging in substance heavy situations.
- There is a lack of safe and fun (substance free) activity spaces for youth in Moffat County.
- The safe and fun (substance free) activity spaces for youth in Routt County are cost-prohibitive.
- There is unfair enforcement and consequences for substance misuse depending upon your social privilege.
- Partying and substance use is "cool".
- There is a perception that there is no alcohol problem because everyone engages in it.

REFRAMED PROBLEM STATEMENTS

- An urgent and important barrier to improving youth mental health is to provide ways for them to feel comfortable and safe in utilizing resources. This is a problem because kids feel intimidated utilizing resources without support.
- An urgent and important barrier to improving youth mental health is to improve relationships between students and trusted adults (i.e. coaches, teachers, counselors). This is a problem because teens aren't sure who they can turn to.

- How might we offer right place, right time, right amount treatment or alternative services to bridge gaps?
- How might we support the new substance abuse coordinator (SAC) once appointed?
- How might we, instead of scare tactics, share - with youth, adults, and the community - influential information about substance effects and the risks involved?
- How might we enable youth and their peers to see when they have a problem and know how to take the first step to deal with it?
- How might we ensure education in both prevention and treatment, making the information interesting and digestible?
- How might we bring motivational speakers (think pro-athletes such as football players or Olympians) into the schools?
- How might we “notice” and share our knowledge of the use of substances?
- How might we better monitor the bathrooms by adults, and not rely on fellow students to “snitch”? How might we honor the students who can be trusted and are responsible, with unmonitored bathroom privileges, while monitoring past offenders? How does MINGA (campus management software) come into play here?
- How might we incorporate school policy that would allow for drug/alcohol testing on site (breathalyzing is the norm for school events such as dances or utilizing “drug dogs”)?
- How might we utilize the substance abuse coordinator (SAC) when students are suspected of being under the influence?
- How might we create an anonymous platform (such as S2T) to alert adults and support students when abuse is suspected (no law involvement)?
- How might we ensure that the SAC is received positively by the students?
- How might youth feel empowered to make proactive personal choices about their friends and activity circles?
- How might we reduce the number of schools serviced by each SRO? Can we increase the number of SRO’s in the district?

- How might we support the personal connections between law enforcement, adults, and youth?
- How might we improve the involvement of the SRO and educate students about the role of the SRO (decrease the blame when SROs are just following protocol)?
- How might we improve the involvement of the SROs and the new Substance Abuse Coordinator?
- How might we offer clarity and support for the variety of roles that school resource officers (SRO) play?
- How might we foster trust between parents / students and the new Substance abuse Coordinator?
- How might we support alternatives (other kinds of “party,” socializing, connecting, having fun...) to this kind of party culture?
- How might we make other behaviors “cool” too?
- How might we create or support social groups without using substances to enhance popularity?
- How might we connect mental health with substance use to create a sense that both are important and impactful on a youth’s overall mental wellbeing?
- How might we make adults and youth aware that substances are used to mask or deny mental health challenges?

CAG GENERATED IDEAS RESPONDING TO: HOW MIGHT WE HELP YOUTH UTILIZE RESOURCES IN A SAFE WAY?

Bold ideas were prioritized based on “doability” and “impact”

Constraint: Must include strengthening relationships

- **Parent and child events**
- **“Zizzy” podcast -Izzy and Zoe host a morning drive radio show or podcast to discuss mental health**

- **Sober “Happy Hour”**
- Weekly tip about relationships and substances and mental health
- Mental health family game
- Family days off of work
- Bring your kid to work / parent to school

Constraint: Must involve nature

- **Student garden**
- **Walk and talk outside**
- **Posters on bike path**
- **Outdoor sober event**
- **SOS learn to ski**
- **Fliers on map trailheads**
- **Resources listed on trailheads, ski trails, hiking trails**
- **Outdoor yoga**
- Geocaching resources, meaningful quotes
- Outdoor resource museum
- QR code on fish
- Train pigeons to drop fliers on people that are hiking

Constraint: Must be doable for under \$100

- **Mentions about resources during morning announcements**
- **“Substance Use Awareness Week” within schools**
- **Education presentation**
- **Survey to find out why kids are reluctant to reach out to mental health resources**
- **Designate safe spaces ex. Buddy Benches, Student lounge**
- **Social media “shorts” with mental health tips**

- Posters
- Posters for resources within the library
- Resources map
- Local reps to speak at pep rallies
- Buddy Bench
- Stickers with hotline number put in bathroom stalls
- Daily quote about mental health

Constraint: Must involve a technology not invented

- Technology trusted adult
- Button to transport you to happy place
- Time machine to reverse mistakes but learn from them
- Emergency safety bubble - gets you out of bad situations
- Narcan patches for everything
- Chip that takes away craving for substances
- Special glasses that call the resource for you
- Motivational quote glasses / headphones
- Message bubble over people's head indicating help is needed
- X-Ray vision to see someone's true intent
- Crystal ball to show harm / benefit of a decision

**CAG GENERATED IDEAS RESPONDING TO:
HOW MIGHT WE IMPROVE RELATIONSHIPS BETWEEN
YOUTH AND TRUSTED ADULTS?**

Bold ideas were prioritized based on "doability" and "impact"

Constraint: Must be doable by people in the room

- **Peer mentors to connect students with counselors**
- **Suggestion box / mail box / digital box**
- **Counselors introduce themselves at schools**
- **Counselors as school sponsors for events**
- **Put them on a boat together**
- **Give counselors student aides so their workloads lessen**
- "Real Counselors of Steamboat"
- Counselors Instagram to see them as people
- Students vs. coaches and teachers in a school-wide sporting event
- Lunch bunch with students and staff
- Have counselors be a bigger part of pep rallies and show more school spirit
- BBQ where students are paired with an adult and cook burgers
- Organize event for coaches, teachers, staff, students to mingle
- Personal minute meetings between counselors and kids
- Give every student \$10 to take a counselor to coffee

Constraint: Must involve one of the Wellbeing Champions

- **Nonprofit resource tables for a week with swag, snacks, info**
- **Club fair - resource fair**
- **Team building camping trip**
- **Change the way counselors are given caseloads (Shelby)**
- Pool only open for students and teachers
- Counselors "advertising" more community resources
- Students vs teachers in game show or bowling. Business acts as a sponsor
- Fundraisers utilizing teachers, coaches, and counselors powder-puff

Constraint: Must cost at least \$1 Million

- **Public speaker (well known) to talk about substance use and the path to recovery**
- **Trustometer**
- **Fund a weekly hang out between students and staff - bowling, axe throwing, swimming etc.**
- **School trips for each grade along with teachers and coaches and counselors**
- **Hire more trusted adults as mentors**
- **Offer cash prizes to vote-in trusted adults (anonymous voting)**
- Constructing a youth rehab facility - or mental health clinic
- Rent a yacht for the weekend for counselors, students and teacher
- More field trips throughout the year with teachers being involved
- Higher salaries for trusted adults (therapy, counselors, teachers)
- Train and hire recovered youth to be mentors

Constraint: Must involve Disney

- **Disney trust character creation**
- **Disney designs coaches, athletes uniforms**
- **Have Disney design school counselor outfits**
- Take entire school on Disney cruise to improve relationships
- Disney movies with underlying messages about trusted adults - promotion personalized to the location
- Mental health resource theme park - fun and informative, Disney designed
- Have Disney design school counselor spaces
- Shared experiences at Disney World
- Bringing Disney reps to school to train people
- Disney provides public speakers to come to school and speak about substance use

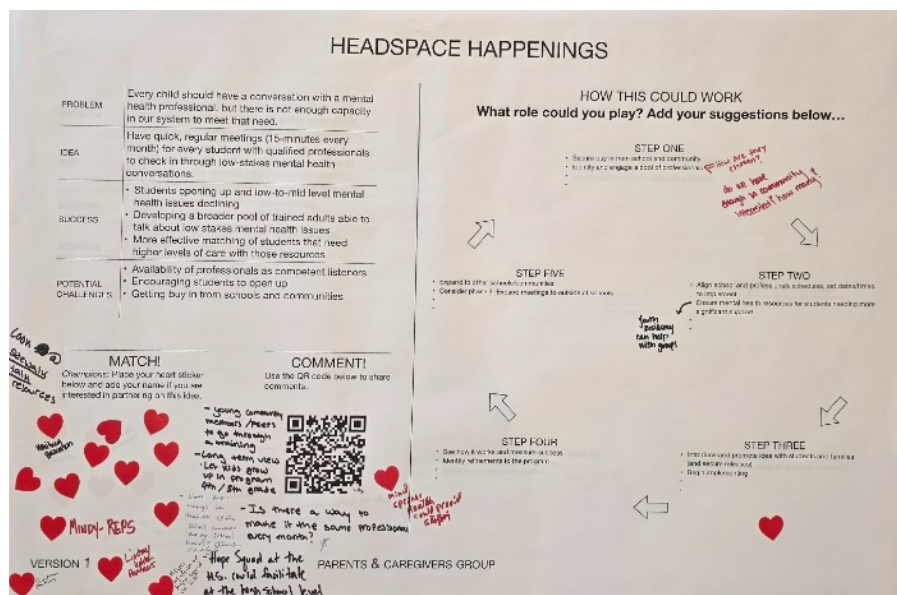
CRITERIA FOR CHOOSING IDEAS

The CAG identified the following criteria that could be used to help choose ideas to advance. These ideas were the basis for collaboration with the Wellbeing Champions Projects and the CAG's "Easy Wins." These criteria were then ranked in order of priority.

- Impact:
 - "Quick wins" (even if lower impact) have merit e.g. offer encouragement, builds momentum.
 - Breadth of impact - something that creates ownership and belonging including communities that haven't historically been included.
 - Sparks broader dialog across the public domain - inc. role modeling.
 - Visibility (e.g. everybody wears green on one day as a marker of success - opportunity to connect specific groups of young people with specific language speakers; how other orgs can partner/participate).
 - The range of impact on a youth's life (youth's lives) [from birth to adulthood].
- "Doability"
- Choose some hard, bold, big concepts - inspire! This also encourages buy in from others in the future - How big/bold/different does it feel?
- How well does it scale across time and over time. Can this build over time - is there potential for it over long term/sustainable.
- Can we measure execution?

MATCHMAKING FAIR IDEA PILOTS

In November 2024 the CAG presented a set of ideas for implementation to a large group of community Wellbeing Champions. The CAG invited the Wellbeing Champions to consider each idea and to express their interest and willingness to explore piloting these solutions. The ideas that moved forward are referenced in the main report. The complete list of ideas that were presented along with comments and observations made by the Wellbeing Champions and CAG including those that did not move forward is below.



The CAG developed a series of posters to communicate their idea pilot concepts and invited interactive commentary, observations, and expressions of support and willingness by Wellbeing Champions to collaborate in moving idea pilots forward. Above is a photograph of the poster for the “Headspace Happenings” idea pilot (referenced further below).

PARENTS AND CAREGIVERS

HEADSPACE HAPPENINGS

Idea: 15-minute meetings every month (or more frequent depending on professionals involved) for every student with qualified professionals to check in through low-stakes mental health conversations.

Problem: A lack of mental health professionals and kids' hesitation to talk leaves many youth without needed support.

Success:

- Students opening up and low-to-mid level mental health issues declining.
- Developing a broader pool of trained adults able to talk about low stakes mental health issues.
- More effective matching of students that need higher levels of care with those resources.

Potential Challenges:

- Availability of adults to be trained as competent listeners.
- Encouraging students to open up.
- Getting buy in from schools and communities.

Wellbeing Champions and CAG Comments and Observations:

- The Partners School-Based Mentoring Program could be helpful in this effort. One professional with one class over some amount of time and see if its working.
- I'll be honest, this like it would take a lot to execute well. But if done it could make a huge impact. I wanted to mention that other professionals could potentially fill the role of the check in person, and then refer out as needed. Combine this with NWCO Health resilience training but beef up to allow more professionals to do this consistently. Could we use Juhl funding to provide these people?

- Look at Sidewalk Talk resources low stakes conversation starters to help kids open up.
- Align with vision of Hope Squad at Steamboat Springs High School start small with a professional that already exists to plan for longevity because high school student's schedules are too busy as is.
- Would these meetings be available at the school campuses during school hours? Offered virtually? During school hours short meetings if possible, but could be an extracurricular activity after school.
- Is there a way to make it the same professional each month?
- (1) Young community members/peers to go through training (2) Long term view - let kids grow up in program, 4th-5th grade.
- Mind Springs Health could provide staffing.
- How are the professionals chosen?
- For how this could work, do we have enough in community interested? How many?
- For implementation, Youth Resiliency could help with groups.

FAMILY TALK TOOLKIT

Idea: Take-away school mental health program guide: "How to talk about mental health" designed to generate meaningful mental health conversations between adults and kids.

Problem: Many parents don't know how to raise mental health issues with kids which decreases the opportunities for kids and adults to have trusting conversations.

Success:

- Kids feel supported.
- Parent/caregiver/trusted adults will feel more prepared to help kids with mental health.

- Adults and kids have more mental health conversations at home and in social spaces.

Potential Challenges:

- Adult attitudes or refusals to listen or engage.
- Difficulty finding/creating a good curriculum.
- School capacity.

Wellbeing Champions and CAG Comments and Observations:

- How would we keep biases, religious beliefs, and politics out of these?
- Would like to see conversations at home around bullying.
- I think there needs to be more classes to support parents and their mental health in order to model and facilitate mental health for our youth.
- Such an important part of this entire program. To have the support of the family throughout any of the topics being discussed is critical to long term healing. I believe that your idea of the family tool kit should be integrated in every concept that you move forward on.
- I love this idea. Some guardians would not be receptive at all. But there will be others who value mental health and appreciate being empowered to support their children (and themselves) in things that come up. I would focus on those families.
- I like this idea and as a parent, would likely use something like this to talk with my kids.
- Possible connection with the “Hope-a-holics” Substances group idea.
- Expand weekly tool emails w/yr.
- Better Tomorrow and REPS > Could we offer parents classes/workshops on having these difficult conversations?
- Integrate with class programming.
- Email. Newsletter resources. Rewards for participation. Games-based.
- Table topics/cards, weekly questions, sent out by principal.
- Start early - pre-K early childhood.

- Include parent “support group” where parents can talk about curriculum, share successes, and elevate challenges.

FAMILY CONNECTIONS+

Idea: Website that builds on Family Connections guide that is easily accessible and searchable for families to access up-to-the-minute information connecting them to mental health resources and organizations.

Problem: The Family Connections guide is a valuable but under-utilized tool for families needing accessible, up-to-date, and relevant mental health information. Make it easily accessible for other language speakers.

Success:

- Track website use and impact metrics.
- More local resources being used.

Potential Challenges:

- Capacity of the Routt County Youth Services Coalition and relevant nonprofits.
- Website development and marketing.
- Maintaining data and content.

Wellbeing Champions and CAG Comments and Observations:

- As a Board member for the Routt County Youth Services Coalition, I would like to be involved with this project. We have had many internal discussions regarding the Family Resource Guide, and how we can increase access for more individuals. Would love to hear more about what the CAG is thinking!
- How could this work – “Consider phase 2 smartphone app development”, I think this would be a very good idea Sending out RFP for development, could money be provided from the State Juhl lawsuit to develop this.
- Translate website and potential app into Spanish and ensure accessibility Sending out RFP for development, could money be provided from the State Jewel lawsuit to develop this.

- Collaborate with Integrated Community to help community navigators become super users to guide folks who don't utilize websites community navigators through all nonprofits available to connect with people needing extra support such as DD Population, neurodiverse population, LGBTQ2IA+ population. Look at a person hired by the county who helps people navigate paperwork or access different nonprofits. HM spoke with Tim Redmond about his potential idea.
- Combine this idea with "Mental Health On-the-Go," the Substances group idea, centralized spot for links with mental health and non profit resources.

SCHOOLS

CHOOSE YOUR OWN "ED-VENTURE" - FOR EDUCATORS!

Idea: Give educators a regularly scheduled day at local attractions to support their own mental wellbeing and an extra recharge to better support students.

Problem: Reducing teacher stress could help reduce teacher turnover while modeling healthy, stress-reducing behaviors for students.

Success:

- At least 90% participation of teachers opt in for the choose their own "edventure" day.
- Increased teacher's sense of well-being, increase student wellbeing, and decreased teacher turnover.

Potential Challenges:

- Teachers not willing to attend because it's just "another thing."
- Logistics for a single day activity (choosing date, times, transportation, aligning partners).
- Could create a bit of perceived inequity from other staff working for school districts.

Wellbeing Champions and CAG Comments and Observations:

- I love this, just the recognition and effort can be enough to help an exhausted professional. I wonder if there's a way to poll the local teacher to confirm what mental health day would look like for them.
- Care coordinators sometimes have relationships with local businesses.
- Regarding Step Two - How this could work: Can this be more individual, small group, or even teacher family included... Gift cards, micro-events, so teachers/educators can do on their own time vs. being "one more thing."
- And school nurses!
- Steamboat Tennis Association can provide ed-venture site.
- Could we offer multiple weekends at local attractions and also offer teachers vouchers for their kids and partners?
- Also, can this expand to all childcare work people? Also, would love to teach/support in ways that work for this idea.
- Integrate random acts of kindness.
- Make day be part of CEs (continuing education requirements) for teachers.
- Expand definition of educators to coaches in the community (Brian Krill).
- What do teachers want to do? How to get funding?

KINDNESS CAMPAIGN

Idea: A community-wide "Kindness campaign" to share stories and inspire acts that emphasize kind people and places, especially for young people.

Problem: Many students and their families feel a lack of understanding and connection with one another. This distance contributes to the "othering" that is fertile ground for bullying.

Success:

- Increased awareness of specific acts of kindness and opposing social cruelty stories.
- Community engagement grows of observed acts of kindness.
- During social settings, people opening talk about the kindness campaign.

Potential Challenges:

- People not perceiving that their actions make a difference.
- Lack of buy-in from individuals and partners.

Wellbeing Champions and CAG Comments and Observations:

- I have seen first hand the frustration by everyone involved when trying to solve the bullying problem. I think this is a great start! I would hope to see acts of kindness in the face of adversity highlighted as a way to empower bystanders to take a role in ending bullying in their community.
- Partners would love to be involved and support this initiative in whatever way we can.
- Regarding Step Two - How it could work: Collaborate with STAND.
- Regarding Step Three - How it could work: (i) Encourage home rooms to have a "kindness minute" where students and teacher share experiences of kindness (ii) Promote to orgs to encourage staff meetings start with...
- Build off Kindness Floats the Boat!! / OHANA, Honey Stinger, Resort
- Be Steamboat Kind bumper stickers.
- Colleen Miller - Work with early childhood.
- Connect kindness to bullying project - working towards kindness.

UNDERSTANDING BULLYING - SOCIAL CRUELTY

Idea: Clearly define bullying by collecting and combining the voices and experiences of people in our community.

Problem: It is hard to combat bullying together when we define it differently.

Success:

- Commonly agreed upon definition of bullying across all dimensions of diversity.
- Significant participation from students, caregivers and teachers across the region.

Potential Challenges:

- Managing comments and integrating input from languages other than English.
- People not buying into the idea.
- Making the “ask” clear enough that everyone can understand the task.
- Increased bullying towards folks who do participate.

Wellbeing Champions and CAG Comments and Observations:

- Start in preschool- as bullying culture starts early.
- Our Youth Action Councils could partner to do a focus group and brainstorm ideas for both a definition of bullying and what the opposite of bullying is. Our School Based Mentors could also potentially support this work with students of other school staff.
- Can we broaden/shift bullying to be more expansive? Social cruelty.
- How this could work – promote local voices/stories (Kindness campaign).
- How do you manage if the definition continues to morph?
- Defining is important! Also naming the the bully may be experiencing problems too?!
- Brittany Haddock, THP - Help gathering testimonials and data.
- David Schramm, SOS Outreach - Let’s create heroes in our culture and local ambassadors.
- Connect with the Kindness Campaign idea.
- Warren Luce - Safe Play.
- THP - AT THE TABLE event.

STIGMA

COMMUNITY CONNECTIONS

Idea: Community Connections brings families together across generations for potluck events that build community bonds and introduce mental health resources.

Problem: Generational stigma around mental health remains strong, yet current efforts lack a family-centered approach.

Success:

- Improving mental health knowledge across diverse communities in our region.
- Creating connections across generations in all community segments.
- More families open to opportunities for deeper conversations in the future.
- Be part of the community, get to know more people outside of 'one's circle.

Potential Challenges:

- Getting family buy-in could be difficult - something else to add to busy schedules.
- Promoting the event in ways that invite all community segments to join us.

Wellbeing Champions and CAG Comments and Observations:

- Partners for Youth would be interested in supporting this idea, and we believe it could be combined with the "Family Night Watch Party" idea. We support youth through Trusted Adult Engagement, and have looked at hosting similar collaborative events in the past, but have faced various barriers to success. We look forward to participating in conversations about this in the future.
- How this could work – “Review past successes where sharing food or entertainment has brought diverse groups together”: Rabbi Kolby and Heart of Steamboat United Methodist Church does this frequently... They’d have good advice!
- How this could work – “... sign-ups for food”: Alissa Hill, Oak Creek - would it be appropriate to also have each group teach how to cook something there together? Would love to have children involved.

- This would be super fun. Get multi-generational cooking classes - grandparents / parents teaching kids their family recipes and bringing in the mental health chats. Build trust and rapport in a multi-generational way.
- Shelby DeWolfe: One event is in the works now!
- Susan Petersen: Could host an event at Stars Ranch.
- Pilot: Healthy Minds Philly.

FAMILY NIGHT WATCH PARTY

Idea: Community-wide family watch parties of meaningful movies (Inside Out, Barbie, Underdog) with “light” programming to reinforce mental health issues.

Problem: Too few families have open and candid conversations about mental health.

Success:

- More families have initial conversations about mental wellness.
- Internal - people report feeling closer within their own family.
- External - people report feeling closer to other families at the event.

Potential Challenges:

- Scheduling a night that works for the venue and families Include all commuter towns as well, Hayden, Oak Creek, Craig, etc.
- Finding the right channels for marketing and outreach to potential attendees. Include non-profits and local businesses to promote events.

Wellbeing Champions and CAG Comments and Observations:

- I love this, worried that these would occur always in Steamboat, making it hard for families in outlying communities to attend.
- I love this idea. You could also individualize outreach effort according to what is showing to ensure a big impact. Panel discussions afterwards?
- How this could work – Create prompts at times in the movie to generate discussion.

- Love this idea. Ski area drive-in movie.
- Seems like a creative way to make this accessible.
- How to fund?
- Warren (Luce?): Change the language “mental health” to “life skills.”
- Whitney Bakarich, NW CO Health, Youth Resiliency: Program across communities to connect to wellbeing outside movie times.
- I would (suggest?) the Cycle Effect team to provide transportation.
- Undiscovered Earth (Dagny McKinley) may be able to help with a venue.
- Sleeping Giant School has a model for this and it's working!
- Alissa Hill, Town of Oak Creek: Venue - but interested in who would lead / mediate / facilitate this project?

FRESH START

Idea: Fresh Start is a school-based, co-curricular program to help 5th-12th grade boys embrace healthy ideas about masculinity. Create two programs, one for K-8 boys and girls that is preventative, one for just boys 9-12 tackling current stigma. (Maybe go even below Kindergarten, preschool-8th?)

Problem: Too few boys ask for help with processing complex emotions and mental health.

Success:

- More boys and young men reach out to school counselors and other providers for mental health support. More boys, young men, girls, and young girls.
- Boys demonstrate higher levels of emotional intelligence & healthy coping mechanisms before they get to high school.
- Decreases in negative behaviors inside and outside of school. Regulate emotions such as anger and sadness with healthy coping skills.

Potential Challenges:

- Getting buy-in from male adult figures (mentors, coaches, teachers, etc.).

- Participation from young boys/men.

Wellbeing Champions and CAG Comments and Observations:

- Very interesting idea - I think at some point separating boys and girls for group sessions creates more of a divide between them. I think it would be more productive to start open, honest, and vulnerable conversations at the youngest age possible (kindergarten or preschool), that way talking openly about mental health between genders is normalized more. As kids get older, start bringing in stereotypes of mental health (boys and girls) and how this impacts people directly. Continue regular meetings through high school (maybe every other one is separated by gender and then the others are all as a group discussing these gender stereotypes and how the community can work towards moving away from them). I think creating a space where classes meet regularly to discuss everything around mental health (including how gender plays a role into it) is important and separating genders would create more of an unintentional divide.
- How this could work – Teach the teachers, coaches, parents, etc. first.
- Brian Krill, Steamboat Springs Winter Sports Club: The role of sports in this? “Coaching Boys into Men” is a great program.
- Sports can be a more positive platform in this community.
- BetterTomorrow COMMA Projects.
- Starting earlier, integrating into existing programming / education.
- Need to engage boys prior to launching and get their input.

SUBSTANCES

THE GOOD MORNING GURU OF ROUTT COUNTY

Idea: Sponsored social media platform with weekly inspirational mental health ideas and resources created together by a community nonprofit and a youth group.

Problem: There is a mismatch between the spaces where young people are engaged and the spaces where relevant resources are shared.

Success:

- Increase the number of students that utilize mental health resources.
- Healthier kids.
- Kids engage with the materials and share with each other.

Potential Challenges:

- Building an audience takes time.
- Creating, curating, and delivering the content (posts daily/weekly/monthly).
- Issues with technology - creation of content or user access.

Wellbeing Champions and CAG Comments and Observations:

- This is an interesting idea. I think it would be important to emphasize relevance. The info and facts will have to be important to kids. A lot of young people that struggle with Substance Use Disorder do not have the capacity to worry about the future consequences of their current decisions. They need hope for today in order to have the courage to make a change.
- Steamboat Teen Council is already working on their Youth 4 Youth campaign to support youth mental health in Routt County and creating/sharing related content through social media. We're not sure if this campaign will continue past May 2025, but are interested in being a part of the conversation on how to take this work further, or get additional support on the work we're already doing.
- How this could work – Kindergartners. Kids explaining “big”. Content sell.
- Mind Springs could help with content.
- Love that it would be youth driven - maybe even content & school curriculum.
- As a young person I am worried that this would be “cringe” or uninteresting. I haven't seen similar things work in the past.
- Revisit name Guru, maybe suggest something universal and Routt County specific.

HOPE-A-HOLICS

Idea: Sober success competitive sports tournament for sober and recovering competitors with entry proceeds supporting youth sober activities.

Problem: There are not enough sober role models, events, or spaces challenging the cultural acceptance of substance use.

Success:

- Increased number of relationships and peer networks.
- Greater awareness of substance misuse resources.
- Increased awareness and acceptance of substance-free events.
- Community enthusiasm for future events.

Potential Challenges:

- Event venue.
- Community/Public support and participation.
- Participation by local organizations.

Wellbeing Champions and CAG Comments and Observations:

- Routt County Public Health is receiving a SAMHSA grant for work in this space. Would love to partner. [Roberta Smith]
- Leverage The Health Partnership RiSE events.
- We need this badly. I've heard we are a "drinking town with a skiing problem." I think it would be great to have more sober resources, and especially role models in the sports/athletics world here.
- Love this idea and how our community as a whole, can promote events that don't involve drinking. I believe that the timing is really good on this one. More parents are choosing to not drink and that message is being echoed throughout the community. Would like to understand a bit more about the name and its origin and its intent. I am a bit confused by the name and would love some clarity.
- Our Youth Action Councils through Partners for Youth aim to provide free, safe, and sober events for all youth that are fun and engaging. We collaborate with many other organizations and are working to increase the number of events we're able to offer each year. We would love to see how this work can complement what we're already doing, and better support youth mental health!

- Regarding Step Two - How it could work, "Identify and recruit participants" – Get a mix of folks representing different types of "Success" or messages of sobriety in different sectors especially people kids look up to or in areas that are traditionally "party" cultures.
- Brian Krill - Connect to sports "heroes."
- Evening events, weekend events. Creating pathways to sober fun.
- More information on what this looks like for parents.
- Inspire youth and let them know they don't have to use substances in the skiing/sports world.
- Sober rides?
- Might be able to help with sober movie night for families - Dagny McKinley, Undiscovered Earth.
- Could there be tax benefits from city to reward organizations putting on/hosting events?
- Partner with Routt County Health, Partnership with RISE events, collaborate Youth Action Council through Partners for Youth.
- Financial support from the CAG.
- Adding a bullet point to clarify the name (Adding addictive amounts of hope for a sober future).
- Recruit local legends and those who are defying stereotypes to be the "host" of the party.
- Free rides to and from the event, much like free rides for someone who is drunk.
- Kickback from the city to the sponsors of the events to use for the next event.
- Tax dollars? A tourist tax? Fundraiser?
- Free to locals, tourists pay.
- Youth and adults.

MENTAL HEALTH ON-THE-GO

Idea: Create materials promoting mental health and substance abuse resources posted where people go (bus stops, hiking/ski trails, restrooms, etc.).

Problem: People seeking mental health or substance misuse support often lack awareness of available resources and clear pathways to access them.

Success:

- Higher levels of awareness about existing resources.
- Higher levels of using existing supportive resources within the community.
- Increased access to start conversations about mental health and substance abuse.

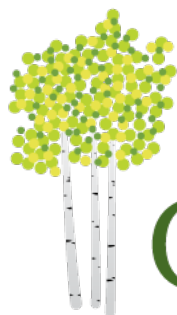
Potential Challenges:

- Maintenance of supplies and upkeep.
- Keeping info up-to-date (current phone #'s and local therapists and resources).
- "Eye" appeal (how do we make sure it's seen and contained - e.g. newspaper stand?)
- Potential weather hazards.

Wellbeing Champions and CAG Comments and Observations:

- Routt County Public Health will be launching a behavioral health web platform called CredibleMind. Would love to promote this resource within this group.
[Roberta Smith]
- Steamboat Springs Teen Council has launched a yearlong Youth 4 Youth campaign to support youth mental health in Routt County. They are working hard to promote these resources to youth throughout their community already, and would like to be included in conversations on how to take this work further.
- Partner with RCPH and SS Teen Council.
- More media/marketing output to get information out there about the app (Credible Minds) and about the available resources in SS.
 - What is the app like? How does it connect to resources?

- Is “behavioral health screening” the best way to find a resource? What resources are connected?
- Can we make this insurance directed so the person reaching out is connected with what they can afford?
- Offer free counseling sessions or information about how to obtain free session.
- How it could work – “Develop online “landing” platform with content for people ” Routt County is launching a similar platform.
- Could you create an app for this (Dagny McKinley - Undiscovered Earth).
- An app? How do we get people to see and utilize these?
- What about access to existing mental health apps focused on students? Yampa Valley Medical Center.
- 100% add behavioral health screening with resources - GAD, PHQ, Columbia, Audit, DAST > pilot > Healthy Minds Philly - combine with de-stigmatizing table projects.



CSFF

