



### 2023-24: Create Hope in the World Sharing Ideas – Participants

For discussion, please use the **Yes, Because, And** method of generating ideas. If someone puts an idea before the group, the idea is to not have negative comments such as, “We’ve never done it that way before” or “That won’t work in my club.” When you respond or comment on an idea, affirm why that idea is a good one or why it could work, (the “because” part of **Yes, Because, And**) and then add to it with how it could be improved.

Here is an example of a **Yes, Because, And** approach where group members are talking about the club’s program to provide third graders with books. Group member A suggests using local newspaper coverage to let the public know about the club’s project. Group member B responds:

- **Yes**, I would like to see our club use local newspaper coverage to let the public know about our literacy program.
- **Because** we do need to get the word out about the program and what our club does.
- **And** we could also use posts on Facebook and Instagram to let folks know about the program.
- **And** we could make some posters to display at events using Rotary’s “*Together We...*” or “*People of Action*” campaign to tell the story about this project. All of these ideas should help us get new members and help inform the public about what we do. It may even help with fundraising.

#### **Part A. Creating Hope in the World – A One Rotary and Action Plan Approach**

These questions pertain to you and your actual club.

1. **“The Rotary Foundation”** - How can you, would you, use The Rotary Foundation to “Create Hope in the World?” (e.g., Can you think of a Global or District Grant opportunity that would “Create Hope” when the grant is initiated and completed?)
2. **“Club Membership”** - How does your club membership encourage the Creation of Hope in the World? How is your club engaged in community, district and global projects that Create Hope in the communities being served by your club?
3. **“Public Image”** - How is your club “seen, viewed” in your community and district? How is your club membership engaged in Creating Hope? Is your Public Image working for or against you? How can your club use social media to tell your story?

For this discussion, please use Rotary International President McNally’s Vision outline, **The President’s Vision in a “Nutshell,”** and the outline of **Rotary’s Action Plan, both found in the Action Toolkit.**

#### **Part B: Scenario**

Your group will consider the Mental Health in Better Health County scenario on the next two pages.



## Mental Health Project in Better Health County

### Background – Part 1

#### RI President Gordon McNally speaking at the 2023 Rotary International Convention

Rotary clubs around the world already have numerous mental health-focused projects. And mental health care fits comfortably within several of our areas of focus. There are some great global grant projects already underway that have tremendous promise.

One in Rotary District 9910 in New Zealand is especially exciting. Anxiety and depression are affecting children worldwide at an alarming rate, especially in the wake of the COVID-19 pandemic, and the problem is especially acute in Northland, New Zealand. A woman named Cat Levine created an innovative program called Think and Be Me, built on the proven, highly effective techniques of cognitive behavioral therapy.

The project uses fun, interactive activities to teach children that altering the way they think changes the way they feel. This emotional literacy training is being provided to 9,000 children in 60 schools, from Wellsford to the Far North, over a three-year period. The program was heavily beta-tested before rolling out across these schools, and we are confident that these children are going to gain skills that will benefit them for life.

Only a few weeks ago in India I saw a similar, wonderful initiative being implemented in District 3030 by the Rotary Club of Nagpur under the guidance of Rita Aggarwal, through a global grant in partnership with the Rotary Club of Naples in the USA. Wellness in a Box is delivering a depression awareness curriculum to ages 12 and older and a web-based train-the-trainer module. It focuses on breaking the stigma of anxiety and depression and increasing awareness by enhancing coping skills and knowledge, by suicide prevention, and by training teachers as school counselors.

In addition to India, Wellness in a Box has been implemented in the USA and Nigeria. It breaks stigma by showing that treatment is available, and some cases are preventable. It raises awareness with measurable improvements in knowledge, negative attitude, and confidence in help-seeking, and it increases access to earlier treatment by communicating the local protocol for referral.

### Background – Part 2

Your club, the Rotary Club of Hometown, and the Rotary Club of Nearby are located in the same county. The two clubs have been in discussion for the last few months about doing a project together. Both clubs are in Better Health County.

A member of your club has presented information about the *Wellness in a Box* and the *Think and Be Me* initiatives to your local county Health Department and the local school district which serves both communities. The Health Department and the School District are interested in partnering with your Rotary Club and the Nearby Club to bring one of these or a similar resource to your students in your communities. For this scenario, please use an estimated cost of \$5,000 over a two-year period for



materials and professional staffing for this project. Volunteer time will be needed to order and distribute materials.

Your club will have \$400 available for projects each year for the next two years and the Rotary Club of Nearby will be able to contribute at least \$400 for each of those two years. The County and the School District will each be able to contribute \$400 per year. So, community fund raising in the amount of \$1,800 will be required to reach the \$5,000 needed.

#### Your ideas and Making Things Happen

The two clubs want to do a Mental Health project based on the interest shown by the Health Department and the School District as noted above. Those of you at your table are a joint team from the two clubs tasked with scoping out a Mental Health project.

1. What would you propose?
2. What would be the timing for that project or those projects?
3. Why propose that or those projects?
  - a. What is the community's need and how was and/or will that be determined?
  - b. How could you "sell" this project to your clubs considering the 2023-24 Rotary Theme of *Create Hope in the World*?
  - c. How could your choice(s) enhance member engagement?
  - d. How could your choice(s) increase the impact of your clubs?
  - e. How could your choice(s) expand the reach of your club?
4. What will be required to accomplish the project(s)?
  - a. Funding and funding sources?
  - b. How will you achieve maximum club member participation?
  - c. Other partners?
  - d. Professional services?
  - e. How could you gain community support for what you propose?
5. How will Public Image, the Rotary Foundation, and Membership work together to promote the success of the project(s)?
6. How could the One Rotary approach help your club?
7. Raising funds will be required. How could that lead to more members and more projects via The Rotary Foundation for each of your clubs?