SURVEY PURPOSE

❖ To collect input on key elements of PSN's work (population, geography, focus areas, vision for impact)

❖ To inform an update of PSN's mission and vision to ensure they are meaningful, accurate, and compelling
SURVEY PROCESS

- Distributed via email, newsletter, website, social media, and in-person community meeting
- Collected responses for two weeks: 2/14 – 2/28
- Received a total of 116 responses (90 completed the survey in full)
- Many questions allowed multiple responses, so data shown will not necessarily add up to 100%
- Participants will see results as the revised mission and vision statements shared at close of this process
A *mission statement* expresses the *purpose* of an organization, the specific difference it seeks to make in the world.

A *vision statement* describes an *ideal future* it wants to be part of creating, which requires the work of others.

Together, the two provide a clear and compelling expression of your work.
## Respondent Profile

### Respondents self-identified as...

<table>
<thead>
<tr>
<th>Role</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parent or family member of a young person</td>
<td>36</td>
<td>31%</td>
</tr>
<tr>
<td>Nonprofit or community-based organization leader</td>
<td>33</td>
<td>28%</td>
</tr>
<tr>
<td>Young person/youth/student</td>
<td>20</td>
<td>17%</td>
</tr>
<tr>
<td>School administrator, educator, or counselor</td>
<td>12</td>
<td>10%</td>
</tr>
<tr>
<td>PSN Partner Organization</td>
<td>11</td>
<td>9%</td>
</tr>
<tr>
<td>Government leader</td>
<td>9</td>
<td>8%</td>
</tr>
<tr>
<td>Health care provider</td>
<td>7</td>
<td>6%</td>
</tr>
<tr>
<td>Faith community leader</td>
<td>6</td>
<td>5%</td>
</tr>
<tr>
<td>PSN Leadership Team member</td>
<td>5</td>
<td>4%</td>
</tr>
<tr>
<td>Parent/family survivor of suicide loss</td>
<td>4</td>
<td>3%</td>
</tr>
<tr>
<td>Business leader</td>
<td>4</td>
<td>3%</td>
</tr>
<tr>
<td>PSN Work Group or Committee member</td>
<td>3</td>
<td>2%</td>
</tr>
<tr>
<td>PSN Executive Advisory Board member</td>
<td>3</td>
<td>2%</td>
</tr>
<tr>
<td>Researcher</td>
<td>1</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Other</td>
<td>16</td>
<td>14%</td>
</tr>
</tbody>
</table>

*N = 116*
Geographic focus of respondents’ regular youth advocacy activity (N = 116)

- 98 (84%) Palo Alto
- 19 (16%) San Jose
- 18 (15%) Mountain View
- 15 (13%) Sunnyvale
- 14 (12%) Los Altos
- 13 (11%) Other

Less than 10% in: Los Altos Hills, Cupertino, Saratoga, East Palo Alto, Menlo Park, Redwood City
Familiarity with PSN and its work...

- 42 (36%) I know a lot about PSN
- 38 (33%) I know some about PSN
- 20 (17%) I know a little about PSN
- 16 (14%) I didn't know about PSN until now

N = 116
Age range defining “youth” PSN to focus on

- Ages 10-18: 93 (89%)
- Ages 19-24: 53 (51%)
- Other: 15 (15%)

Preferred term/description for “youth”...
- 49% prefer the broad term “youth” (all age ranges)
- 32% wished to continue use of term “young adults”
- 28% chose “young people”
- 29% chose “adolescents”

N = 104
❖ How PSN might describe its service area...

- Palo Alto (no change): 26 (27%)
- Those who reside, work, study, and/or worship in Palo Alto: 16 (17%)
- Palo Alto Unified School District: 14 (15%)
- North Santa Clara County: 13 (14%)
- Palo Alto and...: 26 (27%)

N = 95
Written responses offered nuanced observations about whether to expand PSN’s service area:

*Project Safety Net arose from some profound needs around youth in our Palo Alto community. I think a needs assessment to determine areas of need, and a resource mapping project to determine what resources currently exist in neighboring communities might be a good way to start to determine areas of potential expansion.*

*I believe the focus needs to remain on Palo Alto - but there is never a problem with supporting other communities and sharing the progress - lots of ideas for doing that without stretching PSN so far that it cannot reach its goals in PA.*
**Best descriptions of what PSN does...**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Count (Percentage)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community education, outreach, and training</td>
<td>58 (61%)</td>
</tr>
<tr>
<td>Develops and implements a community-based mental health intervention</td>
<td>44 (46%)</td>
</tr>
<tr>
<td>Develops strategies for youth well-being (i.e., programs)</td>
<td>43 (45%)</td>
</tr>
<tr>
<td>Collaboration, communication, and coordination</td>
<td>40 (42%)</td>
</tr>
<tr>
<td>Implements programs for youth well-being (i.e., direct services)</td>
<td>39 (41%)</td>
</tr>
<tr>
<td>Access to and utilization of youth mental health care</td>
<td>24 (25%)</td>
</tr>
<tr>
<td>Policy/advocacy</td>
<td>20 (21%)</td>
</tr>
<tr>
<td>Research and evaluation</td>
<td>11 (12%)</td>
</tr>
<tr>
<td>Serves as a hub for any/all of the above</td>
<td>32 (34%)</td>
</tr>
<tr>
<td>Serves as a backbone organization for any/all of the above</td>
<td>19 (20%)</td>
</tr>
<tr>
<td>Facilitates any/all of the above</td>
<td>17 (18%)</td>
</tr>
<tr>
<td>Other</td>
<td>9 (9%)</td>
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</tbody>
</table>

N = 95
Describing the intended result of PSN’s work...

- **Youth well-being**: 70 (78%)
- **Youth mental health**: 59 (66%)
- **Youth suicide prevention**: 51 (57%)
- **Youth resilience**: 42 (47%)
- **Other**: 3 (3%)

N = 90
What does the community look and feel like when PSN is successful in doing its best work?
Overall, the most frequently-identified topics and themes in the open-ended responses were:

- **Educated community** – awareness of and training in best practices, knowledge of community resources
- **Access to mental health providers** – availability of affordable, professional help, with no waiting lists
- **Reduced stigma** – non-judgmental communication about mental health, like any other health issue
- **Caring community** – community-level engagement and investment on behalf of young people
Youth responses clustered around these themes:

- Everyone feels free from stigma...safe, welcome, and accepted
  - This includes changing norms around and definitions of success to reduce pressure on youth
- Community is aware and educated about youth mental health, active in making change to prevent suicide
  - Result is “no more suicides”
- Youth are supported by community events and official policy (i.e. real-time experiences/involvement as well as permanent solutions)
Examples of big-picture statements as articulated in written responses included:

*Teens feel supported. The community feels a sense of strength. Teens have access to and awareness of resources. Stigmas around mental health challenges are eliminated. Palo Alto is a healthier place for everyone.*

*Youth well-being is prioritized, services are abundant and well utilized, stigma is non-existent, and youth suicides are eradicated.*
All mission statements include three elements:

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</thead>
<tbody>
<tr>
<td>Youth (no age specified) ...who live, work, study, and/or worship in Palo Alto</td>
<td>Community education, outreach, and training Develops &amp; implements community-based mental health plan Collaboration, communication, and coordination Develops strategies Serves as a hub</td>
<td>Youth well-being Youth mental health Youth suicide prevention</td>
</tr>
</tbody>
</table>

Based on survey responses, sample mission statements might include:

1. PSN **fosters a community of support and mobilizes resources in Palo Alto for youth suicide prevention, mental health, and well-being** [See next slide for additional variations.]

2. are **a hub for community collaboration** to support the **mental health and well-being** of **youth who live, work, study, and/or worship in Palo Alto**

3. Helping **Palo Alto area youth** feel safe, supported, and accepted through community-based mental health planning, programs, and policies
Variations of option 1 offer more detail on *how*:

*PSN fosters a community of support and mobilizes resources in Palo Alto for youth suicide prevention, mental health, and well-being.* We do this through community education, outreach, and training; access to youth mental health care services; and policy advocacy. Our work is facilitated by ongoing collaboration, coordination, and communications; enhanced by evaluation and shared measurement; and built on a backbone of sustainability for collective impact.
Variations of option 1 offer more detail on how:

**PSN fosters a community of support and mobilizes resources in Palo Alto for youth suicide prevention, mental health, and well-being.** We do this through:

- **Collaboration, Coordination, and Communications** – We serve as a hub for collective planning, action, and learning
- **Community Education, Outreach, and Training** – We are a convener and connector, amplifying the work of our organizational partners and other valuable resources
- **Youth Mental Health Care Services** – We are a partner to mental health providers in seeking new solutions to access and utilization challenges
- **Policy Advocacy** – We participate in public forums as an advocate for youth
- **Evaluation and Shared Measurement** – We are working collectively to benchmark and identify measures of success
- **Backbone Support and Sustainability** – We are building our organizational capacity to provide a solid foundation on which to build lasting impact
With vision statements, organizations can be more encompassing, inclusive, and ambitious:

We envision a community where the well-being of youth and young adults is prioritized; services are abundant, accessible, and well-utilized; stigma is non-existent; and youth suicide is ended.

or

We envision a community where youth and young adults feel safe, supported, and accepted. Youth mental health and well-being is prioritized, and stigma is non-existent. Young people are empowered to seek the help they need, and services are abundant, accessible, and well-utilized. Youth are involved, in partnership with the whole community, in advocating for their well-being and that of their peers. Youth suicide is ended.
Examples for consideration:

**Mission:** PSN fosters a community of support and mobilizes resources in Palo Alto for youth suicide prevention, mental health, and well-being.

**Vision:** We envision a community where youth and young adults feel safe, supported, and accepted. Youth mental health and well-being is prioritized, and stigma is non-existent. Young people are empowered to seek the help they need, and services are abundant, accessible, and well-utilized. Youth are involved, in partnership with the whole community, in advocating for their well-being and that of their peers. Youth suicide is ended.
Examples for consideration:

**Mission:** PSN fosters a community of support and mobilizes resources in Palo Alto for youth suicide prevention, mental health, and well-being. We do this through community education, outreach, and training; access to youth mental health care services; and policy advocacy. Our work is facilitated by ongoing collaboration, coordination, and communications; enhanced by evaluation and shared measurement; and built on a backbone of sustainability for collective impact.

**Vision:** We envision a community where the well-being of youth and young adults is prioritized; services are abundant, accessible, and well-utilized; stigma is non-existent; and youth suicide is ended.
QUESTIONS?