



## Lived Experience Advisory Panel invitation: **Get involved in an upcoming digital media project!**

### OVERVIEW

Northwell Health, [Strong365 Lab](#) and [HeadsUp](#) are collaborating to develop an online platform that helps to shorten the time it takes for a young person to seek & find appropriate support for first episode psychosis in Pennsylvania. The project is a replication of a statewide project in New York that took place in 2020-2022.

Guided by individuals with lived experience & their families, the platform consists of:

- A digital marketing campaign that includes ads placed on Instagram, Facebook & Google Search to target audiences.
- 2 campaign websites – one for teens and young adults, and one for their adult allies (parents/guardians, family members, health professionals, educators, community members) – offering information about common early experiences related to psychosis, an online screener, and free short-term support/care navigation services via online chat, text, or email with a therapist and peer specialist.
- A care navigation team (therapist & peer specialist) who swiftly return inquiries from website visitors, offer active listening support, and assist them in connecting to care & appropriate resources in the community.

### PROJECT GOALS

1. Reach as many youth & allies as we can, including populations who may traditionally be underserved and/or marginalized.
2. Understand how to best offer support in a way that keeps someone motivated through a help-seeking process.
3. Learn how to most effectively & efficiently guide people on their next steps.

STRONG365<sup>LAB</sup>



## What is the role of the LEAP?

The Lived Experience Advisory Panel (LEAP) will serve as a guiding body for strategy and content throughout the project. The LEAP will include 5-8 people with personal experience as well as family members/loved ones. LEAP members will provide feedback as needed and attend occasional virtual meetings with the research and creative teams as we iterate and create fresh content throughout the campaign. No specific expertise is required; we are seeking your point of view and wisdom gained through your own experiences so that we can better connect with and support others.



## What is the time commitment? Will I be compensated?

On average, we estimate ~1 hour per month over 12 months (ideally starting in November 2023). Participation is remote, largely via Zoom. We will do our best to ensure meeting times accommodate your schedule. LEAP members will be paid a \$200 stipend at the end of the 12 month project.

*Optional:* We would love to showcase LEAP member quotes, stories, short videos and/or bios in campaign content to increase relatability, but this is totally optional.

## What are the next steps?

The LEAP's primary contacts will be Mili Mehta and Chantel Garrett, co-founders of Strong365 Lab. If you are interested or have any questions about the project or the role of LEAP, the next step is to let us know a little bit about you and schedule a call with the team at [info@strong365.org](mailto:info@strong365.org). Thank you for your interest!

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