

Glenbrook North High School 2300 Shermer Road
Northbrook, IL 60062



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A DECA Integrated Marketing Campaign -
Service



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Executive Summary



Description of Service

The Josselyn Center is a non-profit organization working to provide subsidized low-cost or no-cost mental health services to individuals residing in the northern suburbs of Chicago. With mental health crises occurring at record high numbers, the role The Josselyn Center plays in the communities it serves is critical. The **A Haven for Healing Campaign** specifically markets The Josselyn Center's therapy service. This service is the first step for many towards improving mental health and participating can help clients develop an individualized plan to begin their journey to improve their mental health.

Campaign Objectives

Increase social media following

Benchmark goal: triple following

Increase therapy registration

Benchmark goal: increase by 300 people

Raise marketing efficiency

Benchmark goal: raise by 20%

Target Markets

Primary Market

Teenagers (13-18 y/o)
High school students
Individuals coping with stress and/or other mental health concerns
Northern suburbs of Chicago

Secondary Market

Parents (40-65 y/o)
Parents of teenagers
Emotionally invested in children
Northern suburbs of Chicago
Varied economic statuses

Campaign Activities

Using the themes of **Trust** and **Safety** to create **A Haven for Healing**

Social Media Advertising

Revitalizing existing social media accounts and targeted ads on Facebook and Instagram. Using hashtags such as **#TrustJosselyn** and promoting **trust**, **safety**, and other mental health tips, encouraging reposts

Informational Parent Webinars

Run free-of-charge informational webinars in partner with local parent organizations to spread awareness of mental health issues and how The Josselyn Center can help

"In This Together" Rivalry Football Games

T-shirts toss along with other informational materials handed out at local high school rivalry football games to promote a sense of unity through aiding mental health and sharing The Josselyn Center's options

High School Outreach

Go into high school health classes to speak directly to teens (primary market) sharing the benefits of visiting The Josselyn Center

Open House:

Parents and teens are both welcome to see The Josselyn Center's facilities and meet the therapists to start developing their path to good mental health and meet which therapist works best for them for free

Category	Budget	Categorial Total
Social Media Advertising		\$1900
Promotional Handouts		\$400
Human Labor Costs		\$2625
"In This Together" Logo Gear		\$3600
Informational Webinar Costs		\$0
Open House Supplies		\$1000
Miscellaneous Costs		\$200
Budget Total		\$9725
Total Expected Reach		~12,000 people

Key Metrics

Number of Followers-

Tracks the effectiveness of the campaign's outreach to specific target markets

Engagement-

Tracks the likes, comments, and shares of each post, demonstrating effective outreach

Number of Registrations-

Tracks the number of new clients

Digital Traffic-

Tracks the exposure of prospective clients with The Josselyn Center's website and social media

Cost Per Acquisition-

Tracks the campaign funding compared to new clients



Description of Service

The current mental health crisis in our world is a dire problem. With 1 in 4 Americans suffering from a diagnosable mental disorder, mental health struggles are extremely prevalent in the everyday lives of all Americans. One of the groups suffering the most from this crisis is teenagers. 1 in 5 youth (ages 13-18) currently have or have had a serious debilitating mental illness and 2.5 million youth cope with major depression. These conditions can have lasting effects on youth's future. High school students with depression are considered to be 2 times more likely to drop out of school and 3 times more likely to repeat a grade. However, 60.3% of youths with major depression do not receive any mental health treatment. Our **A Haven for Healing Campaign** aims to combat these issues by marketing the partially or fully subsidized therapy services provided by The Josselyn Center.

Josselyn is a 501(c)3 non-profit organization with 8 locations throughout the northern suburbs of Chicago. While The Josselyn Center offers many mental health services (such as psychiatry, therapy, group counseling, etc.), our **A Haven for Healing Campaign** is specifically marketing Josselyn's affordable therapy services. This therapy service is an important first step for people combatting various types of mental health issues such as depression, behavioral issues, developmental issues, and substance abuse. Josselyn's therapy service provides a great initial step towards achieving a positive change in one's mental health. After beginning therapy, one may continue sessions or be recommended to one of Josselyn's many other mental health services to find what truly works best for each individual's needs. This works well with the **A Haven for Healing Campaign** because the campaign can easily reach out to people combating a large array of issues as it strives to meet Josselyn's values of helping the community while keeping a high customer retention. Meetings may entail individual, partner, or group sessions with a licensed therapist. Each person will have an individualized long-term program to help them improve their mental health.

Currently, one of the largest struggles with combating mental health issues is the large costs that often come with treatment plans. For publicly funded mental health outpatient centers, the average cost for treatment for youth per mental health episode is nearly \$3000. For families whose insurance doesn't adequately subsidize mental health treatment, these costs can run high and often lead to the avoidance of treatment. The Josselyn Center raises millions of dollars each year, so they can provide accessible and affordable treatment to all. Our **A Haven for Healing Campaign** aims to help The Josselyn Center achieve its goal of helping the mental health of teens throughout the North Shore of Chicago. Since The Josselyn Center already has well-developed financials, our **A Haven for Healing Campaign**, which will run **from August 29, 2024, to October 12, 2024**, will work to promote Josselyn's services and increase mental health awareness to help combat the prominent mental health crisis.



Campaign Objectives

Grow The Josselyn Center's Social Media Following

Benchmark Goal: Triple Following Across All Platforms



To encourage The Josselyn Center's sustainable growth, our campaign will triple The Josselyn Center's social media following. We will achieve this by using a targeted advertisement campaign and launching the **#TrustJosselyn** social media hashtag. Hashtags will help our **A Haven for Healing Campaign** increase The Josselyn Center's social media following by allowing for an increased social media presence, which in turn will help us gain followers. Gaining followers is crucial to increasing The Josselyn Center's community presence, which helps build **trust**, a crucial aspect of therapy. A larger base of followers will also help The Josselyn Center continue to run different marketing campaigns to a wider base of supporters, helping the nonprofit's growth over time. The strong social media presence and following that **A Haven for Healing** will cultivate provides a great network for The Josselyn Center's supporters and clients.



Increase Therapy Registration

Benchmark Goal: 300 New Clients



To jumpstart The Josselyn Center's sustainable growth, our campaign will increase therapy registration by 300 people throughout its 45 days. Increasing registration will help us achieve The Josselyn Center's core mission of expanding the reach of quality mental health care. Achieving this goal will help The Josselyn Center achieve its long-term goal of having 10,000 clients by 2026. Since The Josselyn Center already has 3,600 clients, gaining 7-8 clients per day is a reasonable goal that will help track the success of our **A Haven for Healing Campaign**. Increasing registration for The Josselyn Center's therapy services will ultimately help The Josselyn Center grow as a therapy provider, benefitting those in need throughout the local community.

Increase Marketing Efficiency

Benchmark Goal: 20% Increase



Our third campaign objective is to increase marketing efficiency by 20%. The Josselyn Center uses funds for marketing to help expand its clientele. **A Haven for Healing** will optimize the marketing efficiency of The Josselyn Center by using a unifying theme with clearly established objectives. Increasing marketing efficiency is an important way to reduce the cost of acquisition of a new client. Reducing this expense will help The Josselyn Center continue to grow sustainably without inducing high costs. This allows for the diversion of funds towards patient care, which helps The Josselyn Center ensure that it provides the highest-quality therapy to its clients. Ultimately, increasing marketing efficiency will help The Josselyn Center grow its registrations, while improving upon its already-high standard.



Target Markets



Primary Market: Adolescents

Demographic

Teenagers (aged 13-18)
High School Students
Varied incomes

Psychographic

Combatting stress and
anxiety

Geographic

North Shore suburban
towns of Chicago
Close proximity to the
Josselyn Center

Our primary market for our **A Haven for Healing** campaign is teens, aged 13-18. Studies conducted by the National Library of Medicine show that rates of depressive episodes in teens have risen from 8% in 2009 to over 20% in 2021, but less than half of these teens received treatment. The Josselyn Center specializes in mental health services for teens, so this primary market allows The Josselyn Center to focus on helping an underrepresented part of its clientele. Targeting teens will allow The Josselyn Center to expand its registration by finding new clients who would benefit from their therapy services. The teens targeted by the **A Haven for Healing** campaign live in the North Shore suburbs of Chicago, which have close access to The Josselyn Center locations. This ensures our marketing services will target only prospective clients who can access The Josselyn Center, helping maximize our marketing efficiency. The psychographic of these targeted teens are those who are often faced with social and educational stresses and anxiety. This target market is tailored to reach teens who most need therapy services. Since studies show that teenagers have the highest rates of depression among any demographic, targeting the **A Haven for Healing** campaign to this market ensures the greatest success.

Secondary Market: Parents of Adolescents

Demographic

Parents of high
schoolers
Varied incomes

Psychographic

Caring
Emotionally invested

Geographic

North Shore suburban
towns of Chicago
Close proximity to the
Josselyn Center

Our secondary market for our **A Haven for Healing Campaign** is parents with high-school-aged children. Since our primary market, teens, have the highest rate of depression among any demographic, responsibility for treatment often falls on parents. Parents are a strong secondary market due to their emotional investment in helping their children. The psychographics of the targeted parents are those who are concerned with aiding their children through hardship. These parents are emotionally invested in their children but may have difficulty in finding a clear path to best help them or knowing when to help. Our **A Haven for Healing Campaign** can help guide parents to the resources needed to help their children. The geographic target for the parents targeted by our **A Haven for Healing Campaign** is within the North Shore suburbs of Chicago, which is also the geographic target for the primary market of this campaign. This will allow our marketing campaign to be united with a sense of community, through both our primary and secondary markets.



Campaign Activities



Weeks 1-6

Social Media Awareness



Our **A Haven for Healing Campaign** will begin with promotions via social media platforms. Specifically, we will be utilizing Instagram and Facebook to reach our target markets using 3 specific activities. These platforms and activities were selected to optimize the reach of the **A Haven for Healing Campaign**, as our target markets have been found to be most frequently using these social media platforms, according to Pew Research Center.

Social Media Revitalization:



To begin our **A Haven for Healing Campaign** on August 29, we will revitalize The Josselyn Center's existing social media pages to reflect our campaign goals objectives and target markets. We will post different mental health tips, allowing existing followers of the social media page to repost our content. Beginning to use The Josselyn Center's social media actively allows for word-of-mouth marketing, as those who follow the account will be reminded to recommend The Josselyn Center to those in need. This is also an extremely low-cost way to increase exposure in the local community. We will ensure to include a unifying color scheme and theme with the campaign which the current platforms currently lack.

Targeted Advertisements:

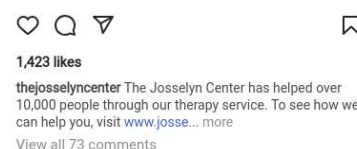
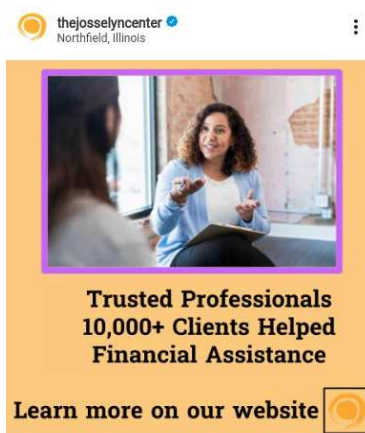


Our **A Haven for Healing Campaign** will also use target advertisements on social media. Using software on Instagram and Facebook will allow us to specifically target teens and parents while promoting our therapy services. These advertisements will provide information about our affordable therapy services with testimonials about how The Josselyn Center has helped teenagers overcome mental health struggles. Targeted advertisements will also be used later in the campaign to promote the Open House at The Josselyn Center. This form of inbound marketing will allow for our social media campaign to show how The Josselyn Center fits the needs of all teenagers. Targeted advertisements will also help us increase our marketing efficiency, as the advertisement will specifically reach the demographics of our target markets. This directed form of marketing will help The Josselyn Center reach new clients who would be receptive to therapy.

#TrustJosselyn:



Using a hashtag is an effective social media initiative that can spread The Josselyn Center's message at a low cost. To begin this initiative, we will reach out to encourage many of The Josselyn Center's young adult clients to provide us with a testimonial as to how The Josselyn Center helped improve their lives. The Josselyn Center will repost these on their revitalized Instagram account and encourage others to post why they **#TrustJosselyn**. This initiative helps our campaign, **A Haven for Healing**, build trust in the local communities. Since this promotion will target teenagers who may be weary of therapy, we will run this hashtag on Instagram, the most commonly used social media among 13-to-18-year-olds. This will also be a low-cost initiative to run, and help The Josselyn Center by encouraging people to share about their experiences with The Josselyn Center's therapy services. This word-of-mouth marketing will help increase registration by breaking the stigma associated with therapy. It will also help The Josselyn Center's social media following grow, as the hashtag will bring attention to The Josselyn Center and its revitalized social media accounts.



This is a sample
#TrustJosselyn post



Weeks 3-5

High School Outreach



Our **A Haven for Healing Campaign** will build on The Josselyn Center's existing partnerships with local high schools in the geographic region of our target markets. The **A Haven for Healing Campaign** will involve bringing our guest speakers (such as The Josselyn Center's employees, licensed therapists, and experts) into various high-school health education classes and extracurricular groups working towards improving mental health resources and information. This is a great opportunity for direct-to-consumer marketing where we can directly interact with our target market and truly reach those who may need mental health assistance. High school outreach will allow The Josselyn Center to present to over 10,000 teenagers, considering high school scheduling. Giving these speeches can help with achieving many of our campaign goals (increasing social media following and registrations), raising overall brand awareness, and assisting The Josselyn Center's overall mission of increasing awareness around mental health issues. The speeches will emphasize the benefits of caring for one's mental health, signs that one may need to receive mental health treatment, and the specific options available at The Josselyn Center to help the teens. The overarching point of this campaign activity is to directly reach out to our primary market in a way that makes signing up very seamless and accessible in a **safe and trusting** environment. This campaign activity will work in conjunction with the **"In This Together"** rivalry games (described below) so students at each school are experiencing consistent interactions with the **A Haven for Healing Campaign** representatives and understand what options are available to them. Each week leading up to the game, the rival schools will both have The Josselyn Center representatives presenting in health education classes and mental health-related extracurricular clubs.

Weeks 3-5

"In This Together" Rivalry Football Games



Our **A Haven for Healing** campaign will continue with our **"In This Together"** rivalry games, which will run across 3 weeks of high school rivalry sports. These games will immediately follow our High School Outreach weeks for each rivalry. This means that the **"In This Together"** rivalry games will run in conjunction with our High School Outreach, by presenting at two schools, and then running our rivalry promotion at rivalry games during weeks 3, 4, and 5. This allows The Josselyn Center to capitalize on the exposure of presenting at high schools within the same week. The **"In This Together"** Rivalry Game Series will be staffed by a psychologist from The Josselyn Center, as well as a member of our marketing team. In conjunction with the hosting schools, The Josselyn Center will sponsor special shirts for each of the competing teams, showing The Josselyn Center's logo, accompanied by the slogan, **"In This Together."** T-shirts will be given out at The Josselyn Center's information stand and thrown into the stands in a T-shirt toss during half-time to spread awareness of the campaign. In conjunction with the affiliated high schools, the game will begin by emphasizing that, despite the two schools being rivals, they are ultimately united as one community to help each other. Using emotional language and appealing to a sense of community will help The Josselyn Center gain **trust** throughout local communities. High school sports are an effective way to target both teenagers and their parents, who make up the majority of the attendance at these sporting events. This aspect of our **A Haven for Healing** campaign will help The Josselyn Center increase their registration by cementing themselves as a **trusted** local community organization, based in care.

Front



Week 3



Week 4



Week 5



Back



This is the schedule for the various high school rivalry games and a sample t-shirt for the first game.



Week 2

Informational Parent Webinars



To ensure that our **A Haven For Healing Campaign** also targets our secondary market, The Josselyn Center will be partnering with local non-profit parent organizations to lead informational webinars. Each school/community within our geographical target region already has a respective parent organization that helps lead initiatives with objectives similar to that of the **A Haven for Healing Campaign**. We will run informational webinars describing the current mental health problem, reasons and indicators a teen may need The Josselyn Center's services, and the details of The Josselyn Center's therapy service. These webinars will be completely free and include a panel of some of The Josselyn Center's therapists and parents of existing or former clients. Our partnering parent organizations will send informational emails to advertise these webinars to encourage parents to attend. We will also reach out to our existing clients and potential client database through social media and email to further encourage any parents to attend. This will yield a high turnout and large campaign reach. Having parents be informed of the need to visit a mental health center is a critical part of our campaign. Many parents misinformed about mental health are often reluctant to bring their teens to The Josselyn Center. This segment of the **A Haven for Healing Campaign** ensures that parents are well-informed and open to bringing their teens, due to The Josselyn Center's positioning as "**A Haven.**" This is an effective way to ease parents into the campaign activities as we begin to increase their exposure to the campaign on social media and at the football games. Making parents aware of the issues their teens may be facing is a great way to spark conversation about therapy among families and increase registration while developing an initial sense of **trust** with our therapists and the organization as a whole. Taking place in the second week of our campaign, these webinars will be crucial in developing a relationship with our secondary market to meet our objectives of increasing registration and the number of followers on social media.

Week 6

Open House

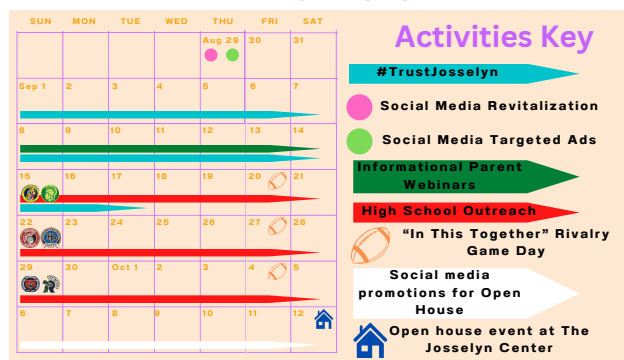


At the end of our **A Haven For Healing Campaign**, we will run an open house at The Josselyn Center's Northfield location, to allow those interested in The Josselyn Center's therapy services to find a **trusted** therapist. In accordance with our theme, "**A Haven for Healing,**" this open house will serve to help The Josselyn Center's positioning in the local communities by allowing for clear and direct communication. An open house allows for those who have an interest but may be hesitant to start therapy to build **trust** with our organization. To staff our open house, we will staff 10 employees to work the 2-hour-long open house, which will take place on Sunday, October 12. Running from 2-4 pm, this event will provide an opportunity for teens considering therapy to meet and have individual conversations with multiple of The Josselyn Center's licensed psychologists. Allowing those interested in The Josselyn Center's therapy services to meet a therapist that they connect with will ensure The Josselyn Center's sustainable growth by converting those interested in therapy into satisfied clients. The promotion for this event will stem from the previous 6 weeks of high school outreach, which will allow The Josselyn Center Open House to turn leads into clients. This also helps us reach our campaign goal of increasing marketing efficiency by 20%, by ensuring that our marketing dollars help lower The Josselyn Center's cost per acquisition of each client. Overall, The Josselyn Center Open House will work as an effective way to end the campaign, by capitalizing on our **A Haven for Healing Campaign** by turning our marketing dollars into increased registration and marketing efficiency, ultimately satisfying our campaign objectives.



The Josselyn Center will be opening its doors to its facilities to directly inform the public and the **A Haven for Healing** target markets about the services offered. People can understand the atmosphere of the **trusting** and **safe** space at the Josselyn Center and directly some of the facilities used such as the one shown above.

A Haven For Healing Campaign Schedule



See page 10 for enlarged calendar with additional details



Budget

Category	Individual Expenditures	Total budget
Social Media Promotions	The Josselyn Center Instagram business account (current account): \$0 4000 Instagram Targeted Advertisements (\$0.25 CPC): \$1000 The Josselyn Center Facebook business account (current account): \$0 3000 Facebook targeted advertisements (\$0.30 CPC): \$900	\$1900
Promotional Handouts	1000 standard tri-fold informational brochures (used at all in-person campaign activities) (\$0.40 per brochure): \$400	\$400
Human Labor Costs*	30 total hours (5 hrs per school) for High School Outreach (\$30/hr): \$900 27 total overtime hours (3 people for 3 hours for 3 games) Rivalry games (\$45/hr): \$1215 2 overtime hours (1 hour preparation 1 hour presenting) informational webinar (\$45/hr): \$90 14 total hours (7 staff members for 2 hours) open house event (\$30/hr): \$420	\$2625
“In This Together” Logo Gear	450 T-Shirts (150 per game) with 3-color designs (\$8 bulk-pricing): \$3600	\$3600
Informational Webinar Costs	Zoom webinar digital platform: \$0** Email promotions using internal list of clients: \$0 Partnering parent organizations’ promotions: \$0	\$0
Open House Supplies	Food and drink hors d’oeuvres : \$850 Materials and additional supply rental: \$150 Space rental: \$0 (in-house event)	\$1000
Miscellaneous Costs	\$200 (this cost is an extra buffer in the budget in case unexpected costs are incurred. It can also be used to extend additional funds to particularly successful aspects/initiatives of our A Haven for Healing campaign .)	\$200
Total Cost		\$9725

Total Cost: \$9725
Total Expected Reach: ~16,000

CPC = cost per click (a standard measurement of social media advertising costs)

*Hourly rates are determined by average rates for therapist or administrative job positions, but some of these costs may be subsidized by The Josselyn Center’s volunteers.

**Zoom premium webinar account provided by partnering parent organizations

Expected reach was calculated based on the number of students in the target market region and the number of activities and posts we are running in the **A Haven for Healing Campaign** while considering the overlap of impressions



Key Metrics

The success of our marketing campaign will be determined by completing our previously mentioned campaign objectives. We will be able to use key metrics comprised of quantitative data to measure the success of our specific campaign goals and the success of the overall **A Haven for Healing Campaign**.

Triple The Josselyn Center's social media following

Number of Followers:

Using The Josselyn Center's number of followers as a key metric is an extremely efficient tool to analyze how the **A Haven for Healing Campaign** has helped triple The Josselyn Center's social media following.

Monitoring the number of followers on the official social media accounts will also ensure that The Josselyn Center is set up for long-term growth and will retain its spot in the community. Since The Josselyn Center's account is a registered business account, the number of followers will include data about the demographics of The Josselyn Center's followers. This will help ensure that our target markets were receptive to the campaign. Increasing the number of followers is a free and efficient way to ensure the success of The Josselyn Center's future marketing campaigns.

Engagement

Engagement is an important key metric that will help us analyze how our **A Haven for Healing Campaign** leads consumers to interact with The Josselyn Center's social media posts and ensures the campaign is resonating with our target markets. Engagement measures the number of likes, comments, and shares on each of The Josselyn Center's social media posts. Higher engagement leads to favorable promotion by the social media platforms' algorithms. This means that engagement works both as a form of word-of-mouth marketing through direct sharing of social media posts to friends, and as a way to increase the following of The Josselyn Center's social media through high exposure. Overall, high engagement denotes that our campaign's themes of **trust** and **safety** resonate with potential clients.

Increase therapy registration by 300 people

Number of Registrations:

Measuring the number of new clients registered will help us analyze how our campaign brought new clients to The Josselyn Center to promote sustainable growth. Tracking the number of new registrations is free and will contain useful marketing data that will allow The Josselyn Center to view the demographics that make up their clientele. This statistic ensures that the **A Haven for Healing** campaign encouraged teens, the primary market, to register for therapy to meet the overall mission of the Josselyn Center to improve the community's mental health.

Increase marketing efficiency by 20%

Digital Traffic:

Digital traffic is an integral part of measuring marketing efficiency. Digital traffic shows how our different online promotions lead potential clients to learn more about the Josselyn Center on its website. Digital traffic is a strong indicator of the direct result of each marketing expenditure which helps us evaluate how we have met the goal of improving our marketing efficiency by 20%. Monitoring how many potential clients interact with our different online platforms through digital traffic is a key indicator as to how efficient our online marketing efforts are.

Cost Per Acquisition (CPA)

Tracking the cost per acquisition of new clients is an important tool to measure the effectiveness of our **A Haven for Healing Campaign**. We can use this metric effectively by comparing our CPA of clients with the CPA of different campaigns run by The Josselyn Center in the past. This comparative metric will help us verify that our marketing dollars have lowered the cost of acquiring new clients. A lower cost per acquisition would verify the effectiveness of our **A Haven for Healing Campaign**. Since our budget is \$9725 and we want to obtain 300 new clients, a cost per acquisition of \$32.41 would ensure that our campaign efficiently gained new, long-term clients, who can also participate in word-of-mouth marketing. It's important to note that this is different from the estimated 16,000 reach which is the total number of people interacting with our campaign rather than the 300 new clients. Overall, this key metric will ensure that the campaign helped increase marketing efficiency through its deliberate united themes of **trust** and **safety** and numerous outreach initiatives.

Advertising Platform	Expected Reach
Revitalized Social Media Account	2,000
Instagram Targeted Advertisements (primary and secondary markets)	4,000
Facebook Targeted Advertisements (secondary market)	3,000
#TrustJosselyn Hashtag Initiative	750

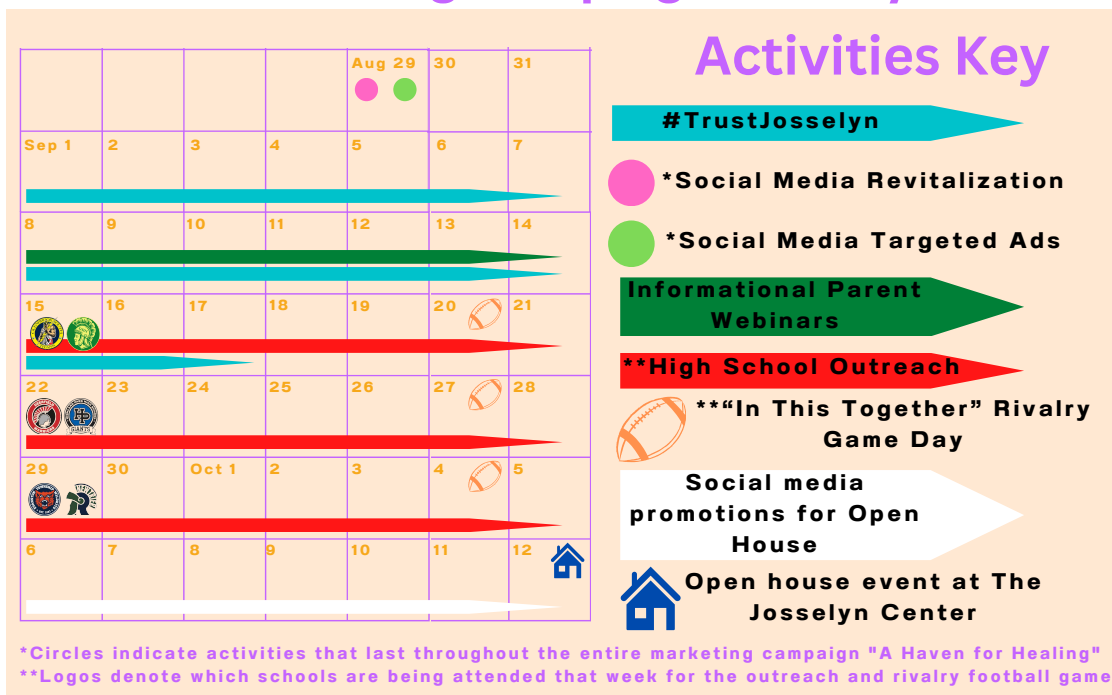


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Appendix

A Haven for Healing Campaign Activity Calendar



Week 3: Glenbrook North vs. Glenbrook South



Week 4: Deerfield vs. Highland Park



Week 5: Evanston vs. New Trier