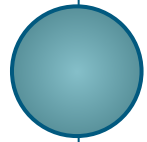


LUMOHACKS 2017

—

AskingForAFriend





PROBLEM

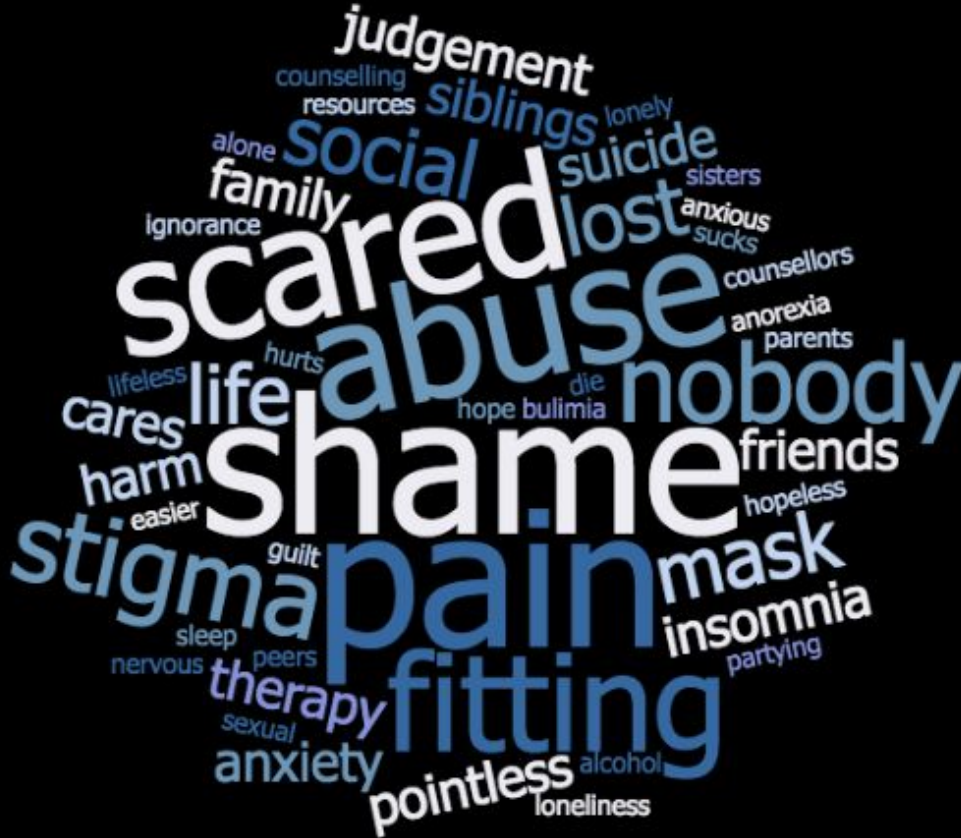


Youth depression is on the rise and suicide rates are climbing in North America and youth continue to be **AT RISK.**

A black and white photograph of a person sitting on the floor, hunched over with their head buried in their arms, suggesting a state of despair or exhaustion. The person is wearing dark trousers and light-colored sneakers. The background is dark, and the image is framed by a decorative border of white squares on the left and right sides.

WHY IS THIS HAPPENING?

BARRIERS



- Absence of a confidante
- Shame/Fear of stigma
- Lack of awareness of available resources

A CASE FOR SOCIAL NETWORKS

- Strong social networks = correlated with better mental health outcomes
 - Connections characterized by #, type and depth



DEEP CONNECTIONS

- Trust
- Vulnerability
- Shared experience

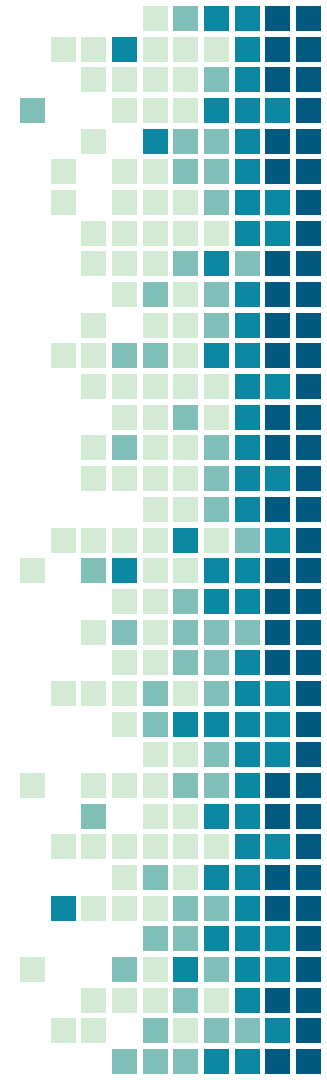


BARRIERS → SOCIAL ISOLATION

Lack of social connection = a **MODIFIABLE RISK FACTOR** for depression



HOW DO **WE** FIT IN?



HOW DO WE FIT IN?

LEVERAGE

TECHNOLOGY &
SOCIAL MEDIA

EXISTING RESOURCES
AVAILABLE

ERADICATE

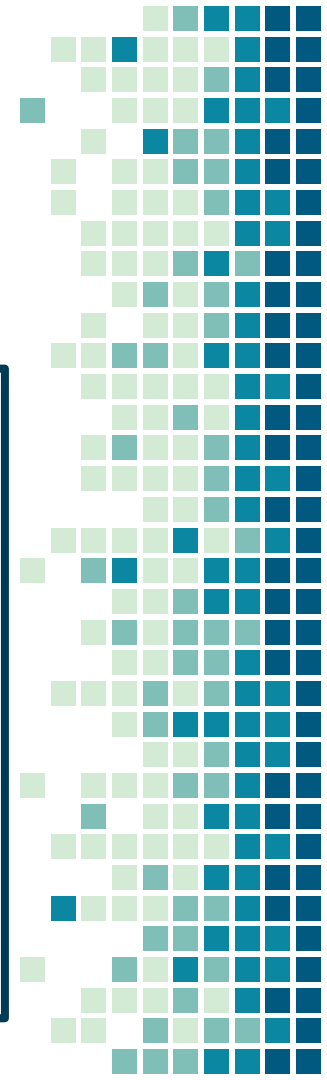
FEAR OF INITIAL
IN-PERSON INTERACTION

LACK OF ACCESSIBILITY
TO RESOURCES

HELP

THE LIVES OF YOUTH

ORGANIZATIONS
FULFILL MANDATE



AskingForAFriend offers...

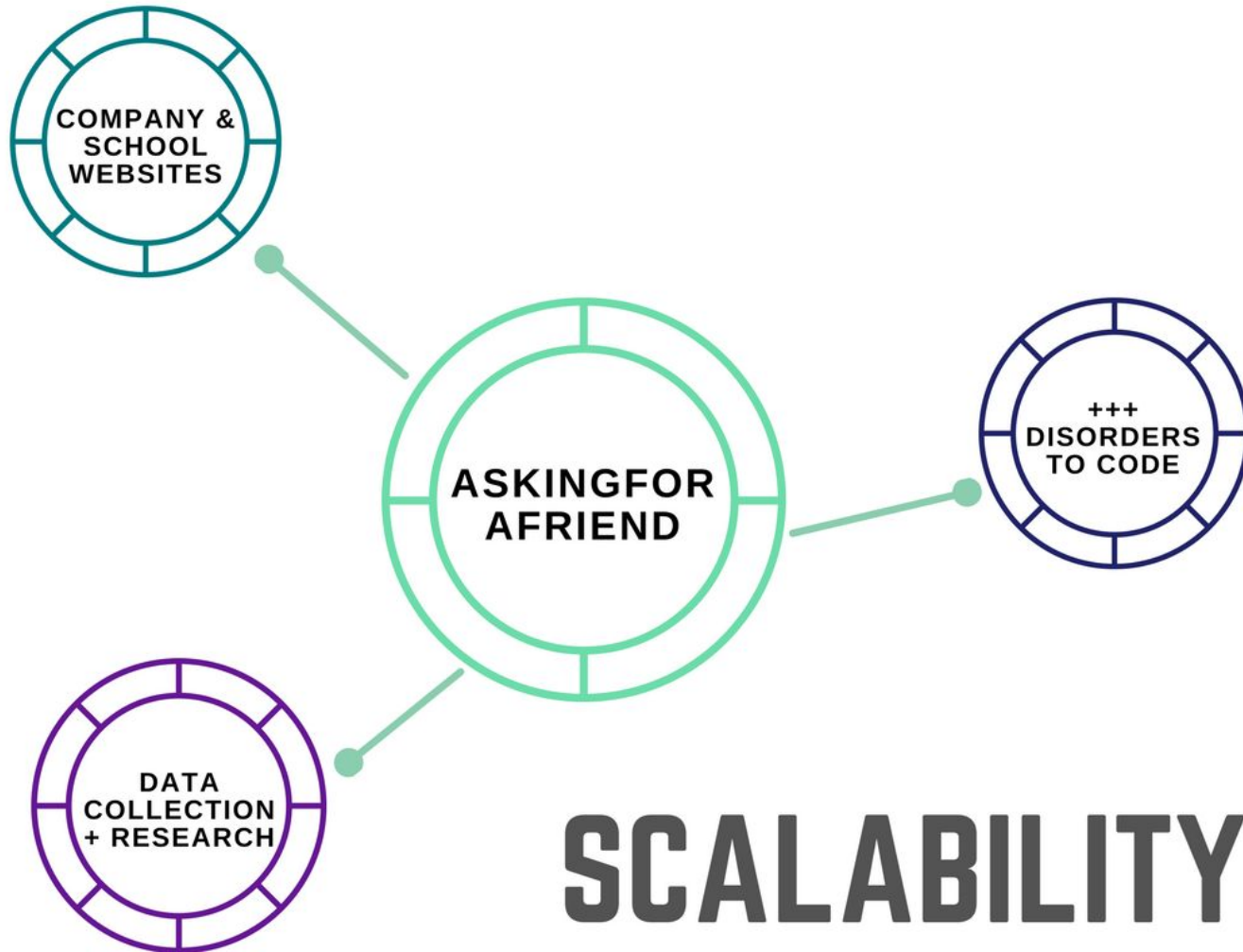
- ✓ Information
- ✓ Resources
 - In-person
 - Online
 - Phone





SCALABILITY

What is the scope of impact? Is this project scalable?



End the stigma.

