

ONE DETERMINED VOICE





Who We Are

The Yellow Tulip Project (YTP) is a determined youth-driven nonprofit with a mission to smash the stigma surrounding mental illness and build a community of people who realize that hope happens when youth and community leaders work together

Our message is simple: change happens one conversation at a time





YTP's **Co-Founders: Suzanne and Julia**

How they started...







The Yellow Tulip Project (YTP): Our Story

- How We Started
- YTP's Programming and Implementation
- Student Mental Health Advocates
- YTP Youth Ambassadors
- My Story
- Albert D. Lawton School
- Easy Steps to Start
- Measuring Impact
- Next Steps
- YTP in the News





Hope Gardens

Bringing communities together one tulip at a time

How to start a garden:

- 1. Order the yellow tulip bulbs in the summer
- 2. Choose a location
- 3. Select a planting date
- 4. Plant the bulbs with your community
- 5. Celebrate the tulips blooming in the spring with a Hope Day





I Am More: Facing Stigma

This powerful black-and-white photography exhibit aims to erase the stigma that surrounds mental illness by expanding our perceptions and challenging expectations of what mental illness "looks like"

Featured at the Logan International Airport in Boston since 2019!





I am Huy.

I am Vietnamese.

I am curious.

I am slowly figuring out my identity.

I am open-minded.

I am battling depression and anxiety.

I am a music lover.

I am proud of myself and my journey.

I AM MORE.



I am Julia.

I am a Little Prince devotee.

I am an explorer.

I am dealing with depression.

I am a passionate bassist.

I am hopeful.

I AM MORE.

David's Climb

Upon seeing the "I Am More" exhibit in the Boston Logan Airport, YTP's message immediately resonated with a young man named David.

In December 2022, David planted YTP's flag at the top of the highest mountain in the Southern Hemisphere to remind everyone (and himself) that there is always hope.



"No matter how sad or how terrible a condition I'm in, whenever I'm in the woods, walking a trail, or climbing a mountain, I feel alive again."

Programming and Implementation



Smashing the stigma. One bulb at a time.

While it all began with a Hope Garden, our robust and innovative programming has expanded to include so much more! For starters, YTP fosters an engaged nationwide network of Youth Ambassadors who are empowered to take action and smash the stigma in their schools, communities and beyond. We also provide impactful programming for youth, educators and communities that leverages inventive uses of art, photography and storytelling to reduce stigma.

Our programming, initiatives and events are scalable and accessible, making them ideal for the school or community level.



Program Packages for Schools

Choose Your Year–Long Roadmap to Mental Well–Being for Your Educational Community

This document outlines how The Yellow Tulip Project (YTP) can work with your school to introduce a year-long roadmap aimed at increasing the overall mental wellness of the student body and school community, aligned with SEL goals. We offer simple, proactive, positive, and accessible activities that can be easily integrated into any school programming to create hopeful, safe spaces to address mental wellness. We know that approaching this topic as educators can feel overwhelming-that's why YTP's goal is to work with schools that are willing to take on this initiative in any capacity and to help them do it right through a long-term, sustainable program that will foster a healthier school environment for all.

In the following pages, you will find descriptions of and prices for Package Options 1, 2 + 3, as well as a la carte programming options.

Month by Month, Bulb by Bulb

Tackling mental health stigma head-on is a year-long process. To discover ways that your programming selections can be easily incorporated in the classroom every month, check out this comprehensive guide: MiddleSchoolRoadmapKit

Pro tip: it can be incorporated at any grade level, not just middle school!

SPEAKER'S BUREAU



Our approach to smashing the stigma begins with sharing a story. Do you have a story to tell? Join YTP's league of Storytellers-and join an impactful legacy of activism, empowerment and mental health stigma smashing.



Storytelling



"I share my story to create a ripple effect. Every story matters; holding infinite power, stories have enough strength to change the world. When I share my truth, I hope to inspire others to share theirs." -Danielle





YOUNG MEN MOVING MOUNTAINS



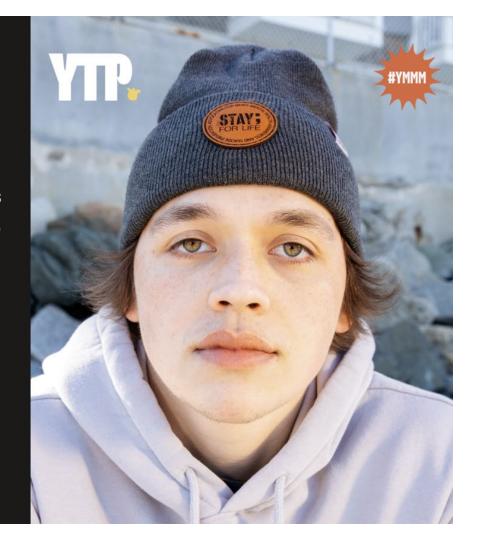
An interactive photography and storytelling initiative from The Yellow Tulip Project showcasing the faces and stories of young men and non-binary folks who are impacted by mental health struggles.

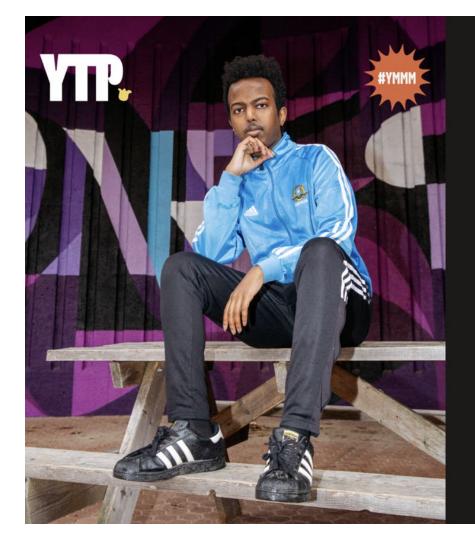


"You won't be any less of a man if you express your emotions. Society wants me to be silent, but it's good to normalize talking about our feelings. It's okay to talk. Don't be afraid."

My Outlet: "Skateboarding gives me something to better myself at."

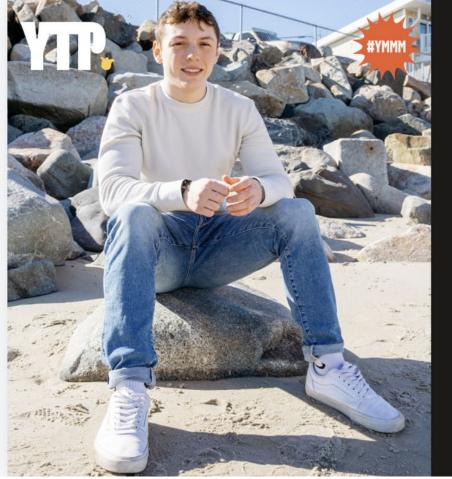






"We see in today's age that when men speak on their mental health issues it's seen as a weakness. But we need vulnerability. We need to make these conversations happen more often."





"Many people are not aware that men die by suicide at higher rates than women do. Checking in on friends and family and raising awareness can save our loved one's lives"



YTP IN COMMUNITIES

Community Call to Action: It Takes a Vital Village

Any of YTP's programs or exhibits can be incorporated at the community level. Libraries, community centers and other local spaces across the country (and world!) have held meaningful Hope Days, offered YTP's courses and showcased exhibits for everyone in the community to experience. Hope truly happens when youth and adults work together to spark change in their own backyards.





YTP IN SCHOOLS



Your Daily Creative Practice

Your Daily Creative Practice is a SEL-informed nature-based arts program designed to be adopted in any capacity in middle school classrooms, but can also be used by people of any age. Each activity is designed to bring participants into the 'here and now', centering mindfulness as well as creative expression around the life cycle of a tulip.

Roadmap for Educators

We offer proactive, positive, and accessible social and emotional learning (SEL) informed activities that address mental wellness and can be easily integrated into any school programming to create hopeful, safe spaces. All of our programs are meant to complement the activities and programming that schools already offer, and include:

- Year-long programming suggestions and activities to foster dialogue, and promote wellness
- Access to our Your Daily Creative Practice &
 Nature Based Arts Program
- Step-by-step guide for program implementation
- Access to YTP's impactful and innovative teaching curricula
- Access to YTP's photography and storytelling exhibits "I Am More" and "Young Men Moving Mountains" & more!



Option 1: YTP Basics

Access to YTP Educator Hub including:

- Getting Started Welcome Guide
- Downloadable Hope Garden Sign
- Downloadable Crisis Helpline Magnet
- Downloadable Mental Health & Community Resources DEI Toolkit
- Downloadable Mental Health Activist Toolkit for students
- Downloadable Eating Disorder Myth-buster Guide
- 64 Self Care Tips Kit
- YTP Event and Tabling Guide
- Access to trained <u>Student Speakers</u> for student assemblies, special events, etc.

Option 2: The YTP Essentials



- Everything included in Option 1, plus:
- Access to <u>Your Daily Creative Practice & Nature-Based Arts Program</u>, ongoing consultation, and participation in nationwide professional cohort
- Access to digital version of <u>I Am More: Facing Stigma</u> photo exhibit, facilitation guide and discussion materials
- Access to digital version of <u>Young Men Moving Mountains</u> photo exhibit, facilitation guide and discussion materials
- (1) trained <u>Student Speaker</u> for student assemblies, special events, etc. (travel expenses not included for in-person event)
- Exclusive <u>Storytelling Alchemy</u> speaker training course offered to students
- Invitation to join YTP Educator Collaborative
- <u>(1) Exclusive Workshop</u> by YTP's Director of Youth Engagement
- (5) Hours of general consultation per year

Option 3: The Complete YTP Mental Health School Roadmap

- Everything included in Option 2, plus:
- YTP Materials
 - o (1) crate of 500 Yellow Tulip Bulbs
 - o (1) weatherproof Hope Garden Sign
 - o (1) weatherproof YTP Interactive Resource Sign
 - (50) Crisis Helpline magnets for school bathroom stalls/ public spaces
 - (25) YTP journals for activities/courses
 - Misc YTP merch (i.e. phone wallets, stickers, buttons, etc.)
- (3) Exclusive Workshops by YTP's Director of Youth Engagement
 - "It Starts With You: A Self-Care Toolkit"
 - "Let's Talk: Mental Health & Smashing the Stigma"
 - o "The Intersections of Identity & Mental Health"
 - *Customized workshop to meet needs of the school
- Adult Ed Program for educators, parents, and community members
- Traveling Photo Exhibits (shipping costs not included):
 - I Am More: Facing Stigma
 - o Young Men Moving Mountains
- (8) hours of general consultation per year



Middle School Roadmap

A supplemental kit for middle school educators.



Here's What You'll Find Inside:



- YTP Materials for Educators, pg. 2.
- A Year-at-a-Glance Roadmap, pg. 3-8.
- Suggested Year-Round Activities, pg. 9.
- Sample Middle School YTP Ambassador Application, pg. 10.
- Sample Parent/Guardian Consent Form, pg. 10.
- Photos of Various Engagement Activities, pg. 11.
- Surveys and Evaluations, pg. 12.

YTP Materials for Educators:

- YTP's Education Hub
- Intro to YTP Powerpoint Presentation
- YTP's Photo & Video Gallery





HOPE GARDEN PLANTING GUIDE

Everything you need to plant a Hope Garden and plan a Hope Day celebration!



PLANTING YOUR BULBS

- Traditional Method: Tulips are often planted about 4-5 inches apart so the bulbs have ample space to grow roots. Planted in this way, one will typically have about 5-6 bulbs per square foot.
- Close Together: For a dramatic impact, many people place the bulbs closer together for a beautiful garden with 'wow factor'. To do this, plant the bulbs so they are almost touching, but not guite.
- Bulb in Planters: You can also plant bulbs in planters, just remember to ensure they don't touch!
- Digging: Many gardening experts suggest planting at a depth about 2-3 times
 the height of the bulb, for a hole approximately 5-8 inches deep. For areas
 with severe frost, plant 8 inches deep. The most important part is planting the
 bulb pointy-side up!
- Water: After your bulbs are planted and covered with soil, water the the flower bed once throughly. If you get significant snow or rainfall, you can leave them alone! If you live in a hot, dry area, water them throughout the winter.

OUICK TIPS & TRICKS

Here are some quick tips from us - you can always consult with your local nursery for additional tricks!



Plant bulbs deeper (7-8 inches) if your zone is prone to deep frost.



If you live in a hot climate, plant the tulips in a shadier spot or where there is only morning sun, they don't like excessive heat!



Keep your bulbs cool before you plant them. Only plant them when the temperature is mild.



If you want to give your tulips a head-start, you can mix in compost and fertilizer with your soil.



You can protect newly planted bulbs from critters by spreading chili flakes over the area or laying chicken wire on top of the soil. Check the area for a few days after planting to make sure said critters haven't dug up the bulbs!



Where are we now?

After planting the first Hope Garden in Portland ME in 2016, YTP's message has spread far and wide



2023 BY THE NUMBERS

In 2023, YTP's message of hope and mental health awareness reached over 19,500 youth, educators + community members in 38 states and 9 countries – and counting!

20,000+ yellow tulip bulbs planted

85 new Youth Ambassadors, totaling 623

17 virtual workshops + events offered to our network

speaking events, including 2 national conferences

schools + communities reached by YTP programming, exhibits and events

Youth Ambassadors stepped up to join
Our Team, helping to design + facilitate trainings and enrichment spaces



In the News: New York Times Article

When the Biggest Student Mental Health Advocates Are the Students

With the number of adolescents struggling with mental health rising, student-led clubs have come to provide support amid a dearth of resources.



Youth Ambassadors

YTP Ambassadors are the glue to our movement and the ones enacting change by tirelessly engaging with their schools and communities to smash the stigma









YOUR DAILY CREATIVE PRACTICE & NATURE-BASED ARTS PROGRAM



This program was lovingly developed and designed by YTP's Creative Team, along with a dedicated group of educators and students who guided us every step of the way.

THEYELLOWTULIPPROJECT.ORG

Just like every plant needs water, sunshine, and a little love to grow, our goal is to offer every person the opportunity to learn how to nurture themselves in the same way so they have the tools to grow stronger and healthier. And just like tulip bulbs—who thrive and become long-lasting companions when planted close together—we can all be more resilient as a community when we take care of ourselves and each other.

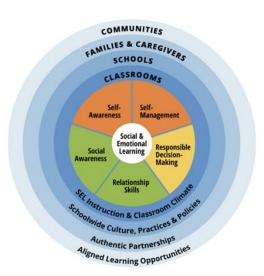
YTP collaborates with schools as an informed community partner in promoting SEL using creative practices to build healthy identities and relationships for mental wellness-both now and in the future.

The CASEL Framework

Interactive CASEL Wheel

↑ Back to top

Engage with our interactive wheel by selecting a competency or setting to learn more.



Social & Emotional Learning

Social and emotional learning (SEL) is an integral part of education and human development. SEL is the process through which all young people and adults acquire and apply the knowledge, skills, and attitudes to develop healthy identities, manage emotions and achieve personal and collective goals, feel and show empathy for others, establish and maintain supportive relationships, and make responsible and caring decisions.

SEL advances educational equity and excellence through authentic school-family-community partnerships to establish learning environments and experiences that feature trusting and collaborative relationships, rigorous and meaningful curriculum and instruction, and ongoing evaluation. SEL can help address various forms of inequity and empower young people and adults to co-create thriving schools and contribute to safe, healthy, and just communities.

"At the Collaborative for Academic, Social, and **Emotional Learning (CASEL)**, we envision all children and adults as self-aware, caring, responsible, engaged, and lifelong learners who work together to achieve their goals and create a more inclusive, just world."

- (CASEL, 2024)



"The yellow tulips remind me of the sun and how bright my grandmother's smile was."

—8th grade student

"I like writing my thoughts down on paper. [The tulips] make me happy!"

—7th grade student

CIRCLE OF HOPE

STEP BY STEP • SHARING & DISCUSSION =



To identify emotions, foster a positive mindset, and promote relationship building.



- Log book
- Pens
- Pencils
- Colored pencils
- Marker
- Glue sticks
- Bointo
- Brushes

TIME: 15-20 MIN. ()

PREPARATION (

- Collect and provide magazines, catalogs and materials for collage
- Provide cups or other resources for participants to make circles



- Draw a circle of any size in the center of your log book page, freehand or use a cup/round object.
- Color in the circle using yellow markers, colored pencils, watercolor paints or any combination thereoff
 - At YTP. Julia chose the color yellow because it symbolizes hope. Using your art supplies, collage materials and creativity, figure out ways in which you would support your yellow circle of hope. How would you hold it up? Protect it? Care for it? (see examples on page 22).







- What color (other than yellow) or image stands out in your artwork?
 How does it represent hope to you?
- What else in your artwork shows what supports your hope?
- How would you share hope with friends and family using your artwork?

Circle

Circle of Hope

Circle of F

"I liked that we could express how we were going to be our best selves that day." —7th grade student "I like how this [practice] made me understand myself even more."

—8th grade student

The Cam Busch NOAH ARTS IN HEALTH AWARDS

- Arts Advancing Social Justice
- Arts Building Resilience
- Arts for Innovation
- Arts Transforming Environments





This piece of art is made out of real pressed yellow tulips, symbolizing hope and love in our community. To us hope means always staying positive even when times are tough, and love illustrates compassion and empathy towards others in our community.

_Tessa

- Kanchan



Albert D. Lawton Middle School (ADL)

Essex Junction, VT
YTP started in 2021
Collaborated with YTP members,
the art teacher, and SEL coach

All of the students planted tulips in the fall of 2021 (one each), and the teachers explained YTP. They put yellow flags with the tulips, each with a note of hope, kindness, or remembrance.





YTP has helped normalize the mental health conversation - a component of SEL

Targets self and social awareness

Empathy and gratitude

An adult-youth led partnership and initiative.

Get One, Give One

...smashing the stigma of mental health one tulip at a time.



Albert D. Lawton Intermediate School is participating in the Yellow Tulip Project a studentled program for the second year. Our school-wide theme this year is

You Matter, We All Belong.

The Yellow Tulip Project is a national and international youth-driven non-profit organization founded by Julia Hanson. Julia wanted to create a safe space where everyone is welcome and belongs and where people can have conversations to help combat the rising rates of suicide. Julia wants to smash the stigms of mental health while promoting the themes that are inherent in the mission of the Yellow Tulip Project including community, positivity, kindness, confidence, creativity, self-awareness, and hope.

Last year, every student at ADL planted a yellow tulip. This year, we would like to move our work beyond the school with our **Get One**, **Give One** project. For each tulip bulb you buy (\$1.00°), one will be donated to ADL to be planted in our school's Hope Garden. Included with your tulip bulbs will be Hope Rocks and a Hope Garden sign to help spread the messages of this work throughout the EJ community.

NAME:
ADDRESS:
PHONE NUMBER:
EMAIL:
THE NUMBER OF BULBS TO GET FOR YOURSELF?
PLEASE CIRCLE EITHER CASH OR CHECK (PAYABLE TO: ALBERT D. LAWTON INTERMEDIATE SCHOOL)

WILL YOU PICK THESE UP AT ADL OR WOULD YOU LIKE US TO SEND THEM HOME WITH YOUR STUDENT?

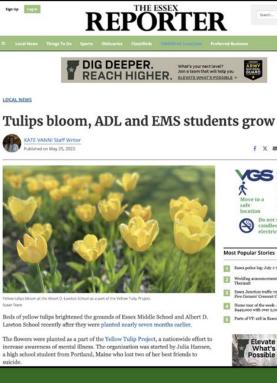
YTP Activities

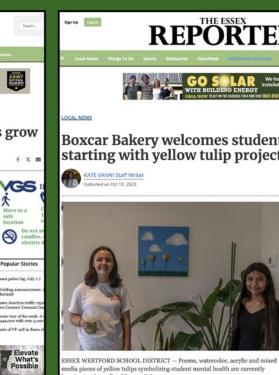
- Outreach in the community
- Parent Involvement
- Your Daily Creative Practice and Nature-Based Art Program
- Spoke at a school-wide assembly
- Newspaper coverage
- Chain of Hope

"I truly believe every student is a leader when we give them the chance to be a leader. And I think that certainly came from this [YTP]."

In The News









Parts of VT-128 in Es

Challenges in implementing SEL:

SCHEDULING AND TIME

"We're on year five [with SEL] and I feel like we're just getting there.
YTP has given students opportunities to shine and be leaders."



Albert D. Lawton Middle School Mural





Now What?



Step One

Start small Introduce YTP to your community





Step Two Plant a Hope Garden





Step Three Share our

resources







HOPE DAY

Join us for a morning of music, poetry, wellness activities and hopeful speeches – for the whole community!

PLUS: See the unveiling of YTP's brand-new exhibit, featuring powerful portraits from the Young Men Moving Mountains project by photographer George Annan

> May 20th 10:30-12pm Congress Square Park Portland, ME



HAPPENS

HOPE

HAPPENS.

HOPE

HOPE HAPPENS.











Measuring Impact

How did you grow and blossom this year like your yellow tulips?

Age Group	Answer to YTP Question
12-18 years	I feel like I can talk more about how I feel
12-18 years	I met new people and started therapy :)
12-18 years	Learning more about myself, my goals and my obstacles and how to overcome stress and struggles
Adult	I grew by connecting to my students and colleagues in a very special and caring way
12-18 years	Overcoming obstacles and getting back to the things I love
12-18 years	I figured out what I was going to do with my upcoming future
12-18 years	I have been more open
12-18 years	I started to talk to people and express my creativity in many different ways
12-18 years	I got better at sharing my feelings with others and expressing myself
12-18 years	I got cooler and more understanding
8-10 years	I made more friends and I got more nicer

Artist Statements

"My art resembles a safe place to go when you are feeling down and just a happy place overall. And that's what YTP is all about."

Henry M., PCIS

"I chose to paint yellow tulips with a blue background so it looked like the flowers were reaching the sky. The colors I chose for the yellow tulips are meant to symbolize looking on the bright side as well as to deepen the values for a more realistic-type acrylic painting."

Megan H., PNHS

"I am personally so grateful for YTP. It has been a 'not so scary way' to talk with staff and children about the need to build and use positive mental health skills... about hope when things feel hopeless. I have witnessed the change in childrens' behavior, outlook, school attendance, survival and classroom engagement after implementing this project. **THANK YOU!"**



Next Steps...

How will YTP continue to grow and bloom?



WBZ Spotlight News



Judy Duarte

- Pediatric nurse practitioner for over 30 years
- PCIS for 7 years as a school nurse
- Spoke at the 2023 Nurses Conference about YTP

Why? She had seen an increase in mental health problems as a nurse practitioner and school nurse, and then the isolation from the pandemic happened

Increase in social anxiety & school avoidance

How? Students were referred by teachers and guidance counselors and she recruited student ambassadors by talking to them at lunchtime

Please Stay in Touch!

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