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PRESS RELEASE

PARTNERSHIP WITH ACTIVE MINDS LAUNCHES NEW MENTAL HEALTH CAMPAIGN

FOR IMMEDIATE RELEASE

INDIANAPOLIS, September 10, 2019 – Active Minds, through a partnership with Alpha Chi Omega, Pi Kappa Phi, Sigma Nu and Zeta Tau Alpha, has released a new nationwide mental health campaign. The first of its kind, the campaign includes resources that are designed to teach fraternity and sorority collegiate members how to support a friend or loved one who may be struggling.

Many are surprised to learn that 39% of students in college experience a significant mental health issue. The importance of peer networks in supporting mental health is underlined by the fact that 76% of young adults turn to a friend first when they are struggling with their mental health – but an astonishing 61% of students do not feel prepared to help a friend who is struggling.

“Hearing the need for additional mental health programming from our members, we are excited to be a part of Active Minds’ campaign” said Alpha Chi Omega CEO Katie Lampinen Gaffin. “Supporting students through mental health challenges continues to be a conversation on college campuses and we are excited this resource will be available for members to help a friend in need.”

Active Minds collaborated with Alpha Chi Omega, Pi Kappa Phi, Sigma Nu and Zeta Tau Alpha to introduce students to Active Minds’ active listening tool: *Validate, Appreciate, Refer*, or V-A-R, through a combination of posters, discussion guides, social media interaction and an animated video. V-A-R is an easy way to show up for a friend, helping them cope when they may be having more than a bad day.

Active Minds’ V-A-R guide will help fraternity and sorority chapters facilitate an engaging and informative conversation about mental health with their fellow chapter members.

“With V-A-R, we hope to make clear that someone doesn’t need to be in a crisis to seek help, you don’t have to be an expert to provide help, and help can come in many different forms,” says Alison Malmon, executive director and founder of Active Minds. “Being there for someone in a moment of need is what it’s all about.”

Alpha Chi Omega, Pi Kappa Phi, Sigma Nu and Zeta Tau Alpha, together with Active Minds, are committed to changing the conversation about mental health.

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About Alpha Chi Omega

Founded more than 130 years ago on the campus of DePauw University, Alpha Chi Omega has been a leader in redefining what it means to be a sorority. Through strength in sisterhood and a commitment to the values we share, generations of real, strong Alpha Chi Omega women have become leaders who effect change on our campuses, in our communities and around the world. Visit alphachiomega.org to learn more.

About Pi Kappa Phi

Pi Kappa Phi seeks to create an uncommon and lifelong brotherhood that develops leaders and encourages service to others for the betterment of our communities. Dating back to the fraternity's founding on December 10, 1904, at the College of Charleston in Charleston, S.C., Pi Kappa Phi has exemplified a commitment to leadership, service before self, and building a better world. Today, on more than 180 campuses across America, Pi Kappa Phi continues to broaden its commitment to building exceptional leaders through uncommon opportunities.

About Sigma Nu Fraternity

Headquartered in Lexington, Va., Sigma Nu Fraternity was founded in 1869 at Virginia Military Institute.

About Zeta Tau Alpha

Zeta Tau Alpha was founded in 1898 at the State Female Normal School (now Longwood University) in Farmville, Virginia, and has initiated more than 260,000 members worldwide. One of the nation's largest fraternal women's groups, ZTA develops members' leadership, academic and service skills, and supports breast cancer education and awareness.

About Active Minds

Active Minds is the nation's leading nonprofit organization supporting mental health awareness and education for young adults. Powered by a network of more than 800 high school and college campuses, in workplaces and communities, and through a vast public audience, Active Minds is creating communities of support and saving lives.

Our signature programs include a college and high school chapter program, the acclaimed Send Silence Packing® exhibit, our compelling Active Minds Speakers, and the newly launched Active Minds @ Work initiative. A recent landmark study by the RAND Corporation confirms that Active Minds has a significant, positive impact on student health and well-being by creating a supportive climate for mental health on college campuses.