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**​​[Division/Facility Logo]**

**FOR IMMEDIATE RELEASE**

**[DIVISION NAME/FACILITY NAME] CREATES EXCEPTIONAL GROWTH IN THEIR DIGITAL MENTAL HEALTH AND WELLNESS COURSE IN [CITY, STATE]**

**CITY, STATE, Month Date, 2024 –** The 2023-2024 academic year saw [Division Name/Facility Name], an affiliate of [HCA Healthcare](https://hcahealthcare.com/), one of the nation’s leading healthcare providers, expand on their innovative mental health and wellness initiative in collaboration with EVERFI, an international technology company driving social change through education. The interactive digital course, *Understanding* *Mental Wellness*, was made available to all middle and high schools across [Insert Geographies (Counties)].

*Understanding* *Mental Wellness* is designed to equip students in grades eight to 10 with the knowledge and skills necessary to build, maintain and promote positive mental health in themselves and their peers. According to [Choose Stat].

* the [Centers for Disease Control and Prevention](https://www.cdc.gov/media/releases/2022/p0331-youth-mental-health-covid-19.html#:~:text=According%20to%20the%20new%20data,hopeless%20during%20the%20past%20year.) (CDC), more than a third (37 percent) of high school students reported they experienced poor mental health during the COVID-19 pandemic.
* the [Centers for Disease Control and Prevention](https://www.cdc.gov/media/releases/2022/p0331-youth-mental-health-covid-19.html#:~:text=According%20to%20the%20new%20data,hopeless%20during%20the%20past%20year.) (CDC), youth with poor mental health may struggle with [school and grades](https://www.cdc.gov/healthyyouth/health_and_academics/index.htm), decision making, and their health, and schools are crucial partners in supporting the health and well-being of students.
* [National Alliance on Mental Illness](https://www.nami.org/mhstats), 1 in 6 U.S. youth age 6-7 experience a mental health disorder each year.
* [Mental Health America,](https://www.mhanational.org/issues/2022/mental-health-america-youth-data#:~:text=15.08%25%20of%20youth%20(age%2012,%25)%20from%20last%20year's%20dataset.) 15 percent of youth (age 12-17) report suffering from at least one major depressive episode (MDE) in 2022.

[Custom quote from Company Executive]

*Understanding Mental Wellness* educates students on mental health issues by exposing them to the experiences of others in order to develop awareness and empathy, reduce stigma, and provide facts on the prevalence and symptoms of mental health conditions. The course uses a population-level approach to what is often viewed as an individual issue. Through a public health lens, *Understanding Mental Wellness* provides students with opportunities to explore their own mental health, identify challenges they may face, and develop concrete strategies for managing those challenges while increasing their awareness of resources and empowering them with the knowledge, skills, and language necessary to identify and support a peer in need or at risk.

“It is critical to approach the challenge of mental health with awareness from all perspectives,” said Tom Davidson, CEO and founder, EVERFI from Blackbaud. “We wanted to design a program that benefits those who are impacted by mental health challenges, those who want to build and maintain positive mental health, and those who have the opportunity to positively impact the mental health of a friend or peer.”

Stigma about mental illness can result in misunderstandings, discrimination, and treatment avoidance. EVERFI data indicates that students are most likely to reach out to a friend (45 percent) or parent (24 percent) when experiencing stress or emotional challenges. Only three percent indicated that they would reach out to a counselor, while five percent would not reach out to anyone at all. The course provides learners with accurate information about mental health disorders, the sharing of peer experiences with mental illness, and messaging that treatment is effective and available.

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**About [ Company]**

[Insert boilerplate]

**About EVERFI from Blackbaud**

EVERFI® from Blackbaud® (NASDAQ: BLKB) is an international technology company driving social impact through education to address the most challenging issues affecting society ranging from financial wellness to mental health to workplace conduct and other critical topics. Founded in 2008, EVERFI’s Impact-as-a-ServiceTM solution and digital educational content have reached more than 45 million learners globally. In 2020, the company was recognized as one of the World’s Most Innovative Companies by *Fast Company* and was featured on *Fortune Magazine’s* Impact 20 List. The company was also named to the 2021 GSV EdTech 150, a list of the most transformative growth companies in digital learning. [Blackbaud](https://www.blackbaud.com/), the leading provider of software for powering social impact, acquired EVERFI in December 2021. To learn more about EVERFI, please visit [everfi.com](http://everfi.com/) or follow us on [Facebook](https://www.facebook.com/everfi), [Instagram](https://www.instagram.com/everfi/),[LinkedIn](https://www.linkedin.com/company/everfi/), or [X/Twitter](https://twitter.com/EVERFI) @EVERFI.