



# Mental Well-Being

# WHY NINE PBS?

## HISTORY

Since our founding in 1954, Nine PBS has been a community-owned public media station, starting with more than 6,000 mothers and PTA members who played an influential role in our station's inception, raising \$100,000 in only one evening. Schools were so eager to have televised programs in their classrooms that 25 school districts offered to pay the station for its services at \$1 per student. Today, community partners continue to imagine increased, varied, and more complex ways Nine PBS can join in the work to advance outcomes for our most underserved community members.

## COMMUNITY ENGAGEMENT MODEL

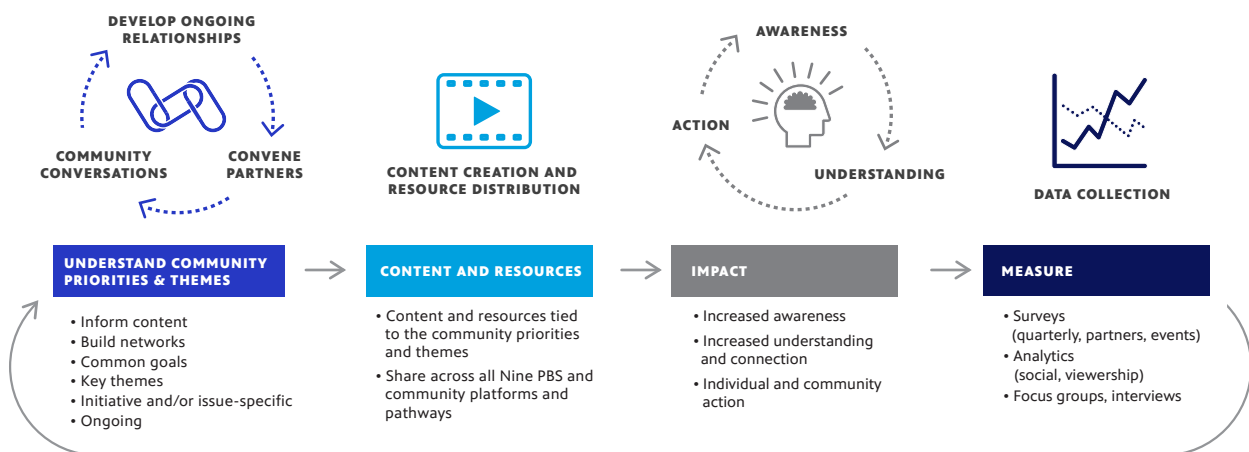
Nine PBS promotes understanding of what is holding our community back and what will propel us forward. We do this through our nationally recognized Model for Community Engagement, ensuring our community engagement and our stories reflect our community's needs. Essential steps include:

- **Conversations and Listening Sessions:** Convenings with community partners, viewers, and community members aid in understanding local needs and efforts in making sure our community can flourish.
- **Creating Content and Resources:** Amplifying diverse perspectives, deepening understanding of mental well-being, and highlighting regional resources.
- **Increasing Awareness and Understanding:** By working closely with partners, this initiative ensures on-air, online, and on-the-ground engagement informs our neighbors on important topics, moving them to action.
- **Evaluating Impact:** We utilize data from a variety of feedback channels to understand the ways Nine PBS deepens understanding in our community. This informs our next steps, helping us adjust our work to remain an effective and relevant community partner.



## Model for Engagement

Nine PBS facilitates at scale a community conversation that creates change.



## OUR VALUES

For nearly 70 years, our work has been rooted in early education, community impact, and telling stories that strengthen our region, ensuring support for all community members. At Nine PBS, we approach our work through a lens focused on addressing the most critical needs for the most significant impact, aiming to make long-term, durable change in the lives of our region's most underserved communities. This dedication is reflected in our organizational values of community, trust, equity, and learning.

### COMMUNITY

There is a great joy in being an essential part of our community and this propels our work in the region and beyond.

### TRUST

Our community relies on us to act with integrity, to be transparent, and tell authentic stories.

### EQUITY

For our community to thrive, everyone must thrive. We bring people together to amplify voices and work toward solutions that identify and eliminate barriers for all.

### LEARNING

We believe in the transformative power of learning for everyone.



## MENTAL WELL-BEING

Over the last two years, Nine PBS has consistently received requests from partners, caregivers, educators, and school districts to support children in our region in their day-to-day social, emotional, and cognitive needs through a focus on trauma-informed content and resources—especially to address the aftermath of the COVID-19 pandemic. Mental health data in our region emphasizes the importance of our partners' requests.



Rates of childhood depression and anxiety **doubled** during 2020-2021.

**SOURCE:** *JAMA Pediatrics, 2021*



In Missouri, **35%** of adults living in households with children reported those **children feeling nervous, anxious, or on edge most of the time.**

**SOURCE:** *Annie E. Casey Foundation, 2023*

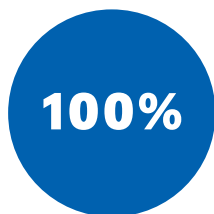


Missouri ranks **41st in access to mental health care.**

**SOURCE:** *Mental Health America, 2023*

## COMMUNITY PARTNER CONVENINGS

In 2023, Nine PBS convened 33 partner organizations and families from across the St. Louis region through four community meetings and various one-on-one conversations. Over the course of these meetings, Nine PBS gained greater understanding of barriers to mental well-being, key priorities of our community partners, and perceptions of families in our region.



**100%** of community partners felt their input was **respected and heard** during the partner convenings

**SOURCE:** *Mental Well-Being Community Convening Survey, 2023*

In partnership with community leaders, Nine PBS developed a Mental Well-Being Initiative webpage that includes resources from local service providers and trusted national sources, like the 988 Lifeline, to share clear, supportive, action-based messages regarding mental health in our regional community.

## 988 SUICIDE & CRISIS LIFELINE

In July 2022, the 988 Suicide & Crisis Lifeline launched as a reliable source of support available 24/7 for any individuals experiencing crises around mental health, suicide, or substance abuse. Modeled off the success of the 911 emergency response line, the lifeline is meant to be an easily remembered, easily accessed source of help.



Each mental well-being resource created by Nine PBS names the lifeline as a freely available resource for all, encouraging our neighbors to call the line as needed. Through our partnership with Behavioral Health Response, we are working to ensure all in our region know about the lifeline.

Between November 2022 and November 2023, calls to the Missouri 988 line increased **67%**

“ **BY COLLABORATING WITH NINE PBS, WE AIM TO CONTINUE FOSTERING A CULTURE OF RESOURCE CONNECTION AND COURAGEOUS CONVERSATIONS AROUND MENTAL WELL-BEING IN OUR REGION.**

—DR. BART ANDREWS, CHIEF CLINICAL OFFICER, BEHAVIORAL HEALTH RESPONSE

## ON-AIR AND ONLINE CONTENT

Nine PBS's Mental Well-Being content is a core part of engaging community members in this initiative. We strive to connect with our region's citizens in a variety of ways and meet individuals on the platform where they actively engage. Content can be found on broadcast and digital platforms through specific programs such as *Living St. Louis* and *Listen, St. Louis with Carol Daniel*.

**IN 2023, WE CREATED MORE THAN 30 STORIES THAT ALIGN WITH OUR MENTAL WELL-BEING INITIATIVE.**

STORIES AIRED MORE THAN

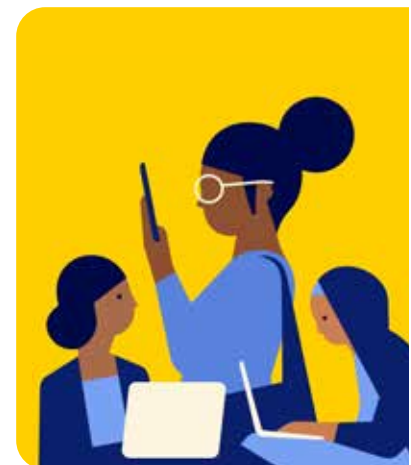
**3000** TIMES ON-AIR

STORIES VIEWED ON-AIR

**11.4+** MILLION TIMES

**86%** OF VIEWERS AGREED THEY GAINED A BETTER UNDERSTANDING OF WHAT MENTAL WELL-BEING MEANS THROUGH OUR CONTENT

SOURCE: 2023 Community Survey



## COMMUNITY EVENTS

In June, Nine PBS hosted a screening and panel discussion for *Hiding in Plain Sight: Youth Mental Illness*. There were 98 community members in attendance. Panelists included local experts Claire Webster, Mental Health Coordinator at Urban League of Metropolitan St. Louis, Inc.; Tom Duff, CEO at CHADS Coalition for Mental Health; and Kee Dunning, therapist and educator featured in the film. Co-moderators included Traci Berry-McGhee, CEO of I DEFINE ME, and Kennedy Crisp, a teenage I DEFINE ME Ambassador.

In partnership with local libraries, Nine PBS has participated in the following community events.

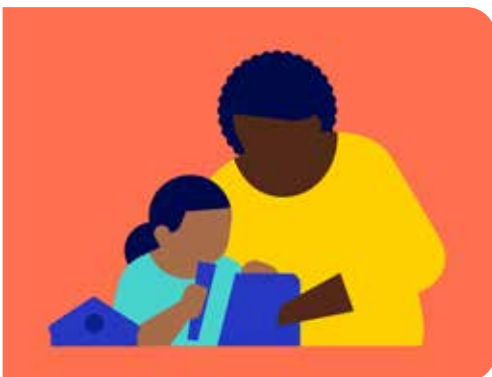
### ST. LOUIS COUNTY LIBRARY'S ANNUAL LITTLE READERS FESTIVAL AT THE FLORISSANT VALLEY BRANCH

Nearly 800 people attended this community event, featuring activities, free books, special guests, and storytelling. At the festival, Nine PBS continued to magnify and deepen understanding around Mental Well-Being and the available resources in our region, promoting courageous conversation among kids, families, and educators.



### ST. LOUIS COUNTY STORYTIME

In November 2023, librarians in North St. Louis County read Nine PBS's *Drawn In* comics, produced in partnership with Lion Forge Entertainment, and books featuring *Daniel Tiger's Neighborhood*. These stories offered insight into how kids can cope with their emotions in day-to-day interactions. We offered mental well-being resource kits to more than 70 community members who attended these gatherings. Kits included items like *Daniel Tiger's Neighborhood* coloring sheets discussing emotions and feelings, *Drawn In* social-emotional learning activities and comics, and magnets encouraging the use of the 988 Lifeline.



“**EMPOWERING FAMILIES TO TALK ABOUT FEELINGS WITH THEIR CHILDREN IS SO IMPORTANT, AND THIS PROGRAM WAS A FUN WAY TO DO SO.**

—ST. LOUIS COUNTY LIBRARIAN

## ORGANIZATIONAL WELL-BEING STRATEGIES

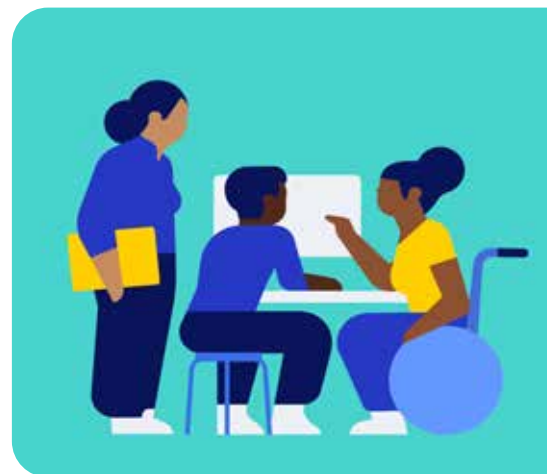
Nine PBS's organizational values of community, trust, equity, and learning guide us to support our own team in their mental well-being journeys. In 2019, Nine PBS intentionally transitioned to a human-centered organization. Throughout COVID-19, it became even more evident that we must support the “whole” person, given that our staff's personal lives have a direct impact on their work lives. This was especially true in the area of mental well-being.

Our efforts to integrate well-being into our organizational culture have increased throughout this initiative, resulting in a substantial impact on our team's professional well-being. Policies and practices that have been reinforced include the following:

- Offering a hybrid workplace to support work/life balance;
- Providing each team member with access to professional mental health support, both on-site and through our Employee Assistance Program;
- Emphasizing the importance of a healthy balance between personal and professional identities, that include Employee Resource Groups and restorative healing circles;
- Offering “bonus” time off so that staff have more opportunity for mental well-being days;
- Encouraging staff to use at least one consecutive week of PTO each year to support work/life balance; and
- Reinforcing our commitment to creating a culture of belonging built on community, trust, equity, and learning.

This dedication has made a tangible difference in the experience of the Nine PBS team.

- 23% increase in the **sense of belonging** among the Nine PBS team from 2019-2023.
- 95% retention rate
- 93% of staff reported satisfaction with their employment
- 98% of staff reported **satisfaction with Nine PBS policies**, including those that support our team's mental well-being.



**SOURCE:** *Nine PBS Staff Survey, 2023*



**THANK YOU TO OUR MENTAL WELL-BEING PARTNERS**

Affinia Health Center  
 Behavioral Health Network of Greater St. Louis  
 Behavioral Health Response  
 Beyond Housing  
 Big Brothers Big Sisters of Eastern Missouri  
 BJC HealthCare  
 CHADS Coalition  
 City of Cahokia Heights  
 Comprehensive Behavioral Health Center  
 Deaconess Foundation  
 East Side Aligned  
 East STL District 189  
 I Define ME Movement  
 Jennings School District  
 Lessie Bates Davis Family Development Center  
 Lutheran Family and Children Services  
 Mental Health America of Eastern Missouri

Missouri Association for Infant and Early Childhood Mental Health  
 Missouri Foundation for Health  
 Normandy Schools Collaborative  
 North County Incorporated  
 Provident  
 Saint Louis County Department of Public Health  
 Saint Louis Counseling  
 Saint Louis Public School District  
 Saint Louis Story Stitchers  
 St. Louis County Library  
 The School District of University City  
 Urban League Headstart  
 Vision for Children at Risk  
 Vivian Adams Early Childhood Center  
 Wesley House  
 Youth in Need

Support provided by:



Additional community engagement support from:



In partnership with:

