



What is a group's mission statement?

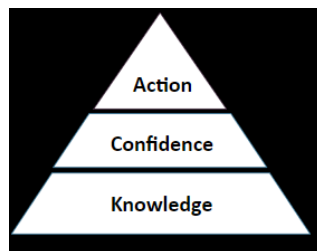
- A mission statement briefly describes a group's purpose, goals and philosophy. Your mission statement provides a snapshot of your group that is helpful to members and the public. Often people seeking to learn about your group first read your mission statement.

What is a **be nice.** mission statement?

- Your "Elevator Speech" - you have 2 minutes to tell someone what **be nice.** is.
- With a mission statement, you are always prepared to respond and get someone ON BOARD

What is **be nice.**?

- **be nice.** is a mental health and suicide prevention education program. It is an Action Plan to **notice, invite, challenge,** and **empower** – with knowledge comes confidence to take action.
- Our mission: We equip individuals with knowledge to recognize, understand, accept and take action when it comes to mental health.



Key statements in a **be nice.** mission statement:

- Mental health
- Suicide prevention
- Positive action
- The action plan: notice, invite, challenge, empower
- Extras: Call to Action to take the pledge at benice.org
- Remember: Always include 1-800-273-8255 or text 741-741 as a 24/7 resource



be nice. – Carry out the mission!

- Macro-level (BIG PICTURE)
 - “Baked in” to your school community
 - Changing the culture to have a better understanding that how we treat each other has an effect on how we think, act and feel.
 - Being “connected” to school is one of the greatest protective factors for mental health!
- Micro-level (INDIVIDUALS)
 - **be nice.** Action Plan for mental health awareness/suicide prevention – who doesn’t know the action plan? Find these groups and teach them:
 - Parents
 - Support staff
 - Other student groups

Here is an example of a mission statement from Zeeland HS be nice. leadership group:

As the **be nice.** leadership chapter students at Zeeland HS, our goal is to increase positive action around mental health and establish a suicide-safe school and community by implementing the **be nice.** Action Plan: notice, invite, challenge and empower.

Where we are going to continue to work to impact our school community and work towards continued improvement.... we need your help:

Please join us in our mission by taking the **be nice.** Action Plan pledge (benice.org) and continue to watch ZPS **be nice.** in action. If you need a listening ear, any time, please call 1-800-273-8255 or text 741-741.