

Media Contact:

Tamarah Strauss/DKC for Hilinski's Hope Tamarah_Strauss@dkcnews.com

HILINSKI'S HOPE PARTNERS WITH RESEARCH INSTITUTE TO DEVELOP ADDITIONAL MENTAL HEALTH RESOURCES FOR STUDENT ATHLETES DURING COLLEGE FOOTBALL MENTAL HEALTH WEEK

OCTOBER 6, 2021 -- Hilinski's Hope, Prevention Strategies and the Institute to Promote Athlete Health at UNC Greensboro have partnered to educate, advocate, and remove the stigma associated with mental illness in collegiate athletics through the empowerment of student-athletes. Together, the organizations are producing an athlete-centered, mental health skills development series that will give student-athletes confidence when communicating to teammates and coaches about mental health, actively listening to others who need support, seeking help from a licensed mental health professional and taking an active role in mental health destigmatization. The series will include brief lessons accessible online by computer, tablet, or phone and will feature skill instruction, modeling, and dynamic opportunities to experiment with new skills.

"Student-athletes crave more resources that help them build mental health skills, common language, and active listening techniques to further eliminate stigma and help themselves and their teammates," said Mark Hilinski, co-founder of Hilinski's Hope. "Prevention Strategies helped us build the Hilinski's Hope Game Plan - a package of mental health resources for student athletes and college campuses - and we are excited to deepen this partnership with the development of a new series of programs."

"We are thrilled to take this next step in our partnership with Hilinski's Hope" stated Dr. David Wyrick, founder of the Institute to Promote Athlete Health and Wellness and President of Prevention Strategies. "There is a lot of energy and emphasis on the mental well-being of collegiate student-athletes right now, but more needs to be done. We believe these modules can provide schools and student-athletes with important tools and resources."

To learn more and/or get involved with Hilinski's Hope Foundation please visit <https://www.hilinskishope.org/cfb-mental-health-week>.

About Hilinski's Hope:

H3H helps colleges and universities save lives, eliminate stigma, and scale mental wellness programs for student athletes. H3H does this by sharing Tyler's story, connecting students with mental health resources, and assisting universities to institutionalize best practices. To learn more about H3H please visit www.hilinskishope.org

About the Institute for the Promotion of Athlete Health and Wellness:

Founded in 2007, The Institute to Promote Athlete Health & Wellness at the University of North Carolina Greensboro mission is to improve the health and wellness of athletes by translating prevention research into effective programs, policies and practices.

About Prevention Strategies:

Prevention Strategies, LLC, the commercialization partner of The Institute to Promote Athlete Health and Wellness at UNC Greensboro, focuses on community-engaged scholarship by translating science into practical tools and programs to improve the overall health and wellness of adolescents and young adults.

