
FOR IMMEDIATE RELEASE
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**Johns Hopkins University Undergraduates Create Emotional Wellness
Tool for Department of Homeland Security's Invent2Prevent Program**

Baltimore, MD—For the 2023 Spring semester, students in the Johns Hopkins University Advertising & Integrated Marketing Communication class have joined The Department of Homeland Security's (DHS) Invent2Prevent (I2P) program and formed Homewood Strategies, an in-class marketing agency. With the goal of preventing targeted violence, Homewood Strategies is developing an emotional wellness tool called My Vibe Check to help high school counselors tune in to the wellbeing of their students. Through this program, run in conjunction with 32 universities, I2P is building a nationwide community of students who are passionate about making a difference and building a better world.

Based on primary research Homewood Strategies designed My Vibe Check, providing counselors with a tool to help them make informed decisions on how to best allocate their resources and ensure their student body's physical and emotional safety. The agency is confident that with My Vibe Check, they will be able to fulfill both the mission of the I2P program and client objectives: preventing targeted violence and terrorism while building social awareness, responsibility, and connectivity.

Homewood Strategies has begun work on developing My Vibe Check's integrated marketing campaign to spread awareness about the tool. At the end of the semester, the campaign's effectiveness will be measured through social media metrics and post-campaign research. A final portfolio will be submitted reflecting the work done by the agency—from planning through implementation. The top three finalists, as determined by the client, will be invited to give a formal presentation in Washington, D.C.

In addition to engagement on social media platforms, blog posts, and promotional materials, Homewood Strategies will host three exciting events to familiarize counselors with their tool!

Creating Better Vibes 1: Friday, March 31st, 2023, Virtual, 4:00-5:00pm EST

High school counselors will have the opportunity to learn about My Vibe Check and its resources at a free virtual launch event. The event will showcase the website and tool, followed by a Q&A session. Zoom links will be provided upon registration.

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Creating Better Vibes 2: Tuesday, April 4th, 2023, Virtual, 1:30-2:30pm EST

Missed the first webinar? Counselors will have a further opportunity to learn about My Vibe Check's platform and resources at this virtual event and discover how the tool could benefit their curriculum and school community. Zoom links will be provided upon registration.

Creating Better Vibes: A Conversation with Nichole Miller: Tuesday, April 11th, 2023, Virtual, 7:30-8:30pm EST

An evening of learning for school counselors, featuring school counselor and Ohio School Safety Center (OSSC) Liaison Nichole Miller! Join us for a free talk and moderated Q&A on preventing targeted violence and how it intersects with the counselor community. Zoom links will be provided upon registration.

About Invent2Prevent: Invent2Prevent, a Department of Homeland Security Center for Prevention Programs and Partnerships (CP3) funded initiative, is an experiential learning program that challenges students at the high school and collegiate levels to create and implement peer-developed initiatives, products, or tools to address targeted violence and acts of hate or terrorism in their specific communities. Since Invent2Prevent's inception in Spring 2021, more than 700 students in 111 collegiate programs across 32 states and Washington D.C. and 54 high school programs across 20 states have participated.

About the Center for Prevention Programs and Partnerships: CP3 works with communities to prevent acts of targeted violence and terrorism, including attacks on schools, workplaces, public gatherings, and other settings. CP3 seeks to ensure that the leaders of tomorrow play an active role in designing innovative solutions to build more resilient communities today through programs such as Invent2Prevent.

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FAQ

What is My Vibe Check? How does it work?

My Vibe Check is a tool that provides counselors insight into their students' emotional wellness. With My Vibe Check, counselors can make informed decisions on how to best allocate their resources and ensure the physical and emotional safety of their student body. Students anonymously report their daily feelings through a secure questionnaire on our website. Their responses are then consolidated and presented to the counselors as easily digestible graphics. Counselors can see in real time what the overarching emotional wellness trends of their student bodies are and can therefore tailor their curriculum and outreach accordingly.

How does My Vibe Check help not only counselors but also students?

My Vibe Check helps school counselors notice if students are at risk or if there is a general negative trend in the mental wellness of their overall student body. Access to this information will allow counselors to provide students with further support. Furthermore, the tool provides optional private journaling prompts for student reflection.

How does My Vibe Check provide daily insights into students' mental health?

The platform provides counselors with charts consolidating student responses which are updated in real time.

What kind of data is collected to provide students' mental health insights?

Students answer questions such as "How's it going?" and "How are you really?" to gauge their mood. In addition to these anonymous responses, students identify their counselor and school.

How accurate is My Vibe Check in identifying potential mental health issues in students?

Counselors should not use My Vibe Check as the only tool to identify at risk-students. Instead, the website can be used to gauge the overall mood of a student body so that counselors can be alerted if the general trend is negative.

Is the data collected from students' use of My Vibe Check secure and confidential?

There is no identifying information regarding the name or image of the student when they're submitting their Vibe Check. When a student fills out the form, they only select their school, grade, and the name of their assigned school counselor (if applicable).

How does My Vibe Check ensure that the data collected does not violate students' privacy?

My Vibe Check only tracks the school, grade level, and counselor of the student submitting the response, but there is no way of tying a specific entry back to a specific student.

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FAQ

Can My Vibe Check be used by teachers, administrators, and/or other school staff?

My Vibe Check is designed primarily for school counselors since it handles sensitive student information. However, schools can decide if they'd like to extend access to other administrators.

How does My Vibe Check support guidance counselors in addressing the mental health concerns of students?

My Vibe Check helps high school counselors to better understand their students' mental health through daily insights. My Vibe Check aims to compensate for the low counselor-to-student ratio in high schools by identifying high-risk students in a timely manner.

What kind of training or support is required for guidance counselors to effectively use My Vibe Check?

We will be holding instructional Zoom webinars for counselors interested in learning how to use the tool. You can contact us at homewoodstrategies@gmail.com for more information regarding these free webinars.

What do I do if I want to introduce my school to My Vibe Check?

You can reach out to the team at homewoodstrategies@gmail.com and we can discuss a plan of implementation, or fill out the [interest form](#) on our website's homepage.

Who sponsors the Invent2Prevent Program, and how does it work?

Invent2Prevent, a Department of Homeland Security Center for Prevention Programs and Partnerships (CP3) funded initiative, is an experiential learning program that challenges students at the high school and collegiate levels to create and implement peer-developed initiatives, products, or tools to address targeted violence and acts of hate or terrorism in their specific communities. Since Invent2Prevent's inception in Spring 2021, more than 700 students in 111 collegiate programs across 32 states and Washington D.C. and 54 high school programs across 20 states have participated. In spring semester 2023, there are 32 colleges competing. Through this program, I2P is building a nationwide community of students who are passionate about making a difference and building a better world. Participating universities are competing to present to the client in Washington D.C in June and for monetary awards totaling \$18,000; top college placers will also have the opportunity to enter a year long sustainment program.

Who is EdVenture Partners and how is the firm connected to the Department of Homeland Security and Johns Hopkins University?

EdVenture Partners (EVP) connects academic institutions with their clients through experiential peer learning programs addressing social impact, sales, marketing communications, and other business-related challenges. One of these is the Invent2Prevent Program, funded by the Department of Homeland Security and run with the McCain Institute for International Leadership and Credence Management Solutions, LLC. EVP has connected a Johns Hopkins University undergraduate marketing class with the I2P program, in which they are now competing.

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Round Up

Targeted violence is a catastrophe that affects the United States daily and takes an immense toll on everyone involved. Defined as an incident of violence against a specific target, usually to intimidate a broader population, targeted violence differs from terrorism, which is any activity dangerous to human life and resources, usually by mass destruction, with the intent to intimidate a civilian population or influence a government. These instances challenge the US and are a growing threat to our country. In response, the Invent2Prevent program works to limit the occurrences of such targeted violence.

Invent2Prevent is a program that has taken a unique approach and allows the power of student innovation to take the reins. Housed within the Department of Homeland Security, I2P has built a community for students in the US who are interested in this topic. Hundreds of high school and college students across the country participate; in spring 2023, teams come from 32 participating universities, and 36 high schools. These student-run teams are asked to design, implement, and measure the success of a unique social or digital product, tool, or initiative. Subsequently, teams work to influence a target audience (I.E., uncommitted populations, inactive populations, at-risk populations, parents, peers, and mentors) to prevent acts of targeted violence and terrorism.

Through this campaign, the class is challenged to develop their product, tool, or initiative while keeping four objectives in mind. First their idea should motivate or empower a defined target audience to become more involved in preventing targeted violence and terrorism. Second, it should leverage social media or digital platforms to drive rich engagement with the target audience and catalyze a network to get involved in preventing targeted violence and terrorism. Third, it should have a strong call-to-action to prevent targeted violence and terrorism. And lastly, the sustainability and scalability of the project should be able to continue its progression and evolution beyond the academic semester.

To learn more about Invent2Prevent, please visit their Twitter page and help us continue the trend to stop targeted violence and terrorism and make the United States a safer place.

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Castalia Vidaurri Biography

Castalia Vidaurri is one of the Agency Coordinators of Homewood Strategies. A senior at the Johns Hopkins University, Castalia is completing her B.A. in Sociology and International Studies as part of the Global Social Change and Development Program. At Homewood Strategies, Castalia's role is to oversee the implementation of the I2P project that aims to reduce acts of targeted violence by mitigating risk factors and enhancing protective factors. She believes that her role is to facilitate the collaboration between departments to develop a tool that reaches counselors across the nation, with the goal of addressing the issue of targeted violence happening in high schools.

Outside of managing Homewood Strategies, Castalia strives to use her passion for education policy and sustainable development to make an impact. Currently, she is a tutor for the Teach For America Ignite Fellowship Program, where she fosters learning and belonging with students in Southern Texas. She is also a part of Taara Projects, a fashion-based social enterprise at JHU that seeks to make a positive social and environmental impact by making environmentally conscious and ethical decisions along the supply chain.

Working on this initiative, Castalia hopes to develop her leadership and marketing skills to communicate the importance of combating targeted violence to students and counselors across the nation.

Daivik Chawla Biography

Daivik Chawla is one of the Agency Coordinators of Homewood Strategies. He is a student at Johns Hopkins University studying Psychology with a minor in Marketing and Communications. Daivik's role as the Agency Coordinator is to oversee the implementation of Homewood Strategies' I2P project, which has goals of reducing acts of targeted violence in communities by providing high school guidance counselors with necessary tools that address problems with student-to-counselor ratios.

Daivik is also the current President of the Multicultural Leadership Council, which involves organizing campus-wide events like cultural festivals and monthly coalition-building sessions. Moreover, Daivik has accumulated invaluable experience in mentorship and leadership as a First-Year Mentor and Core Team Captain for the new student orientation at JHU.

As the Agency Coordinator, Daivik has had the opportunity to collaborate with students, and understand the mechanisms behind running an agency with various stakeholders. Daivik hopes to gain stronger leadership and communication skills through this experience and apply them to creative environments.