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Mental Health Awareness Beyond Messaging

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Mental Health Awareness Beyond Messaging

Kylee Tidwell // Utah State University
Sydney O'Shay // Utah State University

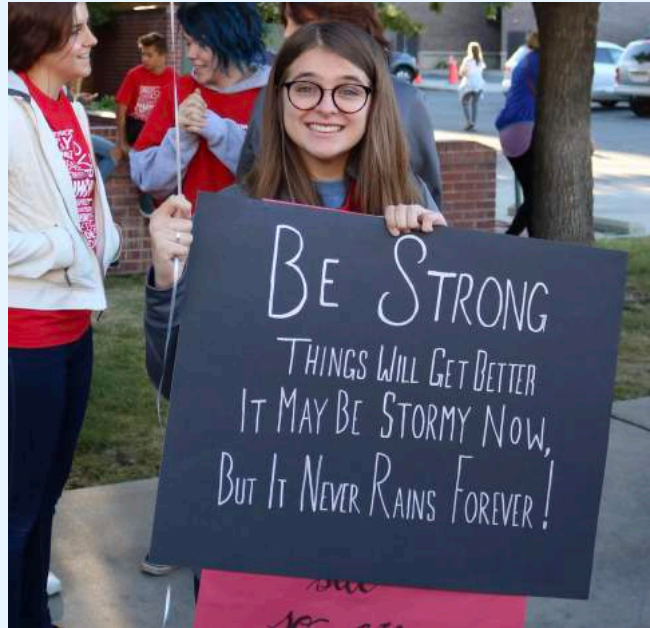
The Story of Hope Squad



The Programs of Hope Squad



My Story with Hope Squad





A Narrative Analysis

Organizational Communication Through Narratives

Narratives can communicate information important to an organization.



There are three parts to this narrative analysis:

Values



Assumptions



Norms



Values of Hope Squad

Hope Squad has a value to eradicate suicide.



Assumptions of Hope Squad



Hope Squad has an expectation for every person to be responsible in mental health awareness.

Norms of Hope Squad

Hope Squad has a culture of mental health awareness in every aspect of their organization.



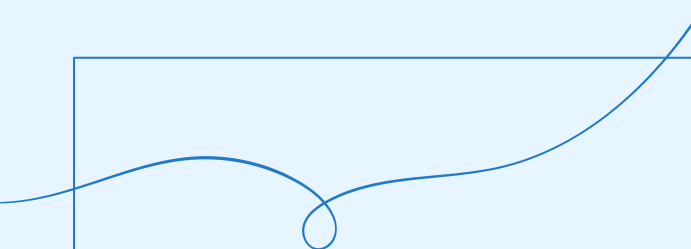


Conclusions from the Narrative Analysis

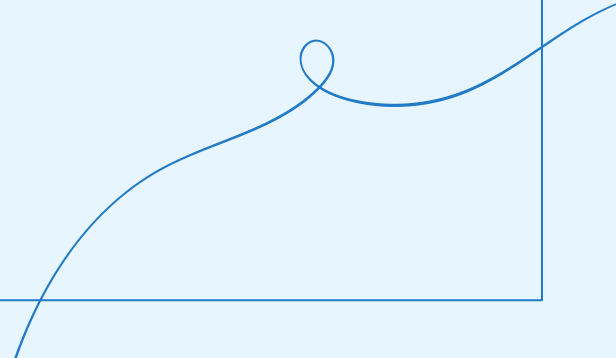
Why is Hope Squad's story significant?

Hope Squad has something many other organizations are trying to achieve.





**This story is more than just
words,
it is the core of Hope Squad.**



Contact Information

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