



WHENEVER UP BECOMES DOWN, I WILL ALWAYS BE HERE HOLDING YOUR CROWN

founded by 

GET HELP HERE: KINGYOUNGBLOOD.COM/GET-HELP

CURRICULUM

Hold Your Crown (HYC) see HoldYourCrown.org is a nonprofit devoted to dismantling the stigma of mental illness for middle school youth through high school, college and into young adulthood.

HYC was founded by the Seattle based, Black, indigenous People of Color (“BIPOC”) fronted rock band King Youngblood see KingYoungblood.com who through video, film, social media, live speaking engagements as well as live musical performances nationwide work to abolish the stigmatized cultural biases young people face when they experience depression, anxiety, suicidal thoughts, addiction, and in certain cases more extreme mental illnesses such as schizophrenia and bi-polar disorders. The average age of King Youngblood band members is 22 and their voice speaks loudly with young people from middle school to young adults demographics with strong emphasis on marginalized youth (BIPOC, LGBTQ). They provide the core of peer to peer communication to stomp out stigma for youth mental illness. They are highly effective and are building an army of fellow musicians to encourage young people to talk about mental illness and the path to mental wellness.

The Ideal Set Up for a Hold Your Crown Presentation is an ALL School Assembly and then volunteer break out discussion group post assembly. Youth should be prepared to sign up for the post assembly discussion group after assembly. Teachers and administration should allocate time for students to miss class to attend on a volunteer basis the post assembly discussion group, often these groups are ground breaking for youth struggling with mental health issues either their own or a friend’s.

There are 6 components to the Hold Your Crown Presentation in Schools, Youth Centers and Youth Gatherings:

Live Music Presentation by King Youngblood and/or Approved Other HYC Artist Advisory Members:

- a. Unplugged acoustic — More Intimate
- b. Full Band — Full-Stage
- c. Multi-Media Backdrop w/ Videos Screen On-Stage — w/ testimonials from HYC inspired youth

2. Oral Presentation by King Youngblood Band Members (led by Cameron Lavi-Jones, President & Official Youth Spokesperson of HYC & other Youth Advisory Board Members)

- a. Personal Journey w/ Mental Illness & the Path to Mental Wellness: (“My Therapist Is Dope!”)
- b. Statistics on Youth Mental Illness — sharing reality of the epidemic
- c. When Applicable – Presentation by a Judge from the Mental Health Court (if in King County)
- d. Tools for Getting Well — peer-to-peer communication, therapy, medication, personal choices
- e. Discussion About Mental Illness Stigma, NAMI Inspired messaging including You Are Not Alone, Break The Stigma, Resources To Get Help, Bullying — its own special kind of stigmatization.
- f. Where Applicable: Break Out Into smaller Youth Discussion Group for those willing on a volunteer, led by Cameron Lavi-Jones

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The thing about mental illness is it really is so uncomfortable to talk about it. Cameron and his band were so approachable and matter of fact about depression & suicidal thoughts — I really felt like I wasn't alone as much.

I am going to look into finding a therapist with my counselor. I am not ready to talk about this with my parents or my friends, but my counselor is cool, and she wants to help me. When Cameron said in his speech YOU ARE NOT ALONE, I believed him.

Lacey - 14

- Nathan Hale High School
- Pronouns: She/Her

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WE WOULD BE HONORED TO PRESENT TO YOUR SCHOOL/ORGANIZATION

CONTACT:

Lara Lavi, Hold Your Crown

Info@HoldYourCrown.org | 206.551.9847 | HoldYourCrown.org | KingYoungblood.com



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3. **Post Presentation Action Steps:**

- a. Providing Resource Materials
- b. Advice on Setting up Hold Your Crown Youth Clubs at School
- c. Keeping Information Confidential
- d. Coordination w/ School Counselors and Teachers
- e. Updating Help Resources by Sharing Info w/ School Counselors
- f. Schedule Next Presentation

4. **Resources Needed From School or Youth Organization:**

- a. Performance Space, Assembly Hall, Auditorium
- b. Projector & Screen (on-stage where applicable)
- c. PA if in School Auditorium (see additional stage plot)
- d. Hold Your Crown Can Provide a Small PA for Non-Traditional Spaces & Stages
- e. Access to a Smaller Break-Out Room for More Intimate Group Discussions

5. **Time Allocation:**

- a. Live Performance: 20 — 30 min
- b. Lavi-Jones Testimonial: 15-20 min
- c. King County Judge from Mental Health Court: 15-20 min
- d. Presentation of Tools for Mental Wellness & NAMI Inspired Info: 15 min
- e. Break Out Sessions Post-Assembly (for schools, where applicable): 60 min.

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As a person of color, my family doesn't believe in therapy, so I have been kind of stuck.

King Youngblood is different than most bands. They are trying to do something.

**I SEE THEM.
THEY SEE ME.**

My depression is real, and it is treatable — I hear that from them.

Madhu

- Ingraham High School
- Pronouns: She/Her

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**HOLD YOUR CROWN IS
BUILDING A MOVEMENT THROUGH MUSIC,
SOCIAL MEDIA MESSAGING & PEER-TO-PEER COMMUNICATION
TO DISMANTLE THE STIGMA OF MENTAL ILLNESS FOR YOUTH
& PROVIDE YOUTH WITH A PATH TO MENTAL WELLNESS**

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