



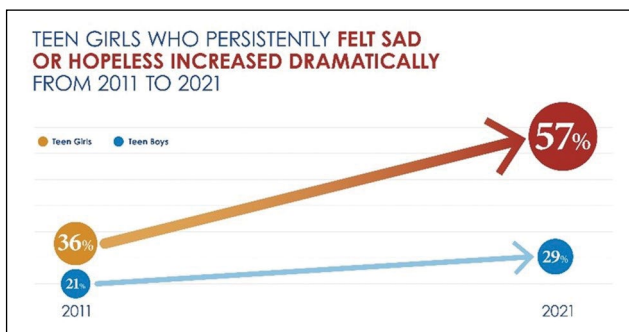
TEEN MENTAL HEALTH AWARENESS

In the health club industry, the summer months are usually the time for slower member attendance due to vacations, time for fresh coats of paint or time for staff team-building events. However, at Planet Fitness®, the summer months can be overwhelming with an influx of teens in our clubs for the High School Summer Pass program.

Many of our clubs can be just as busy in the summer as in the first three months of the year with the large surge of teens. This is great news! We have a golden opportunity to integrate the next generation into our clubs, help them engage in healthy, active lifestyle choices and help them connect with one another as well as our entire staff. Plus, our HSSP teens may need us in their lives now more than ever before. Here's why:

DID YOU KNOW?

- According to the National Institute of Mental Health (NIMH), approximately 1 in 5 teenagers, ages 13-18, in the U.S. experience a mental disorder each year.
- Anxiety disorders are the most common mental health issue among teenagers, affecting approximately 32% of teens.
- Approximately 14.3% of teens experience symptoms of depression.
- Suicide is the second leading cause of death among teenagers. In 2020, suicide was responsible for 6,846 deaths amongst those 15-24 years old.
- Approximately 8% of teenagers aged 12-17 have a substance abuse disorder.
- Eating disorders, such as anorexia nervosa and bulimia, affect approximately 10% of teenage girls and 3% of teenage boys.
- ADHD is a common mental health condition that can affect teens. Symptoms include difficulty focusing, hyperactivity and impulsivity.
- According to the CDC, nearly 3 in 5 U.S. teen girls felt persistently sad or hopeless in 2021, doubling that of boys, representing a nearly 60% increase over the past decade.



• Also, according to the CDC, LGBTQ+ teens continue to face extremely high levels of violence and mental health challenges.

• Additionally, findings by race and ethnicity also show high and worsening levels of persistent sadness or hopelessness across all racial and ethnic groups and reported suicide attempts increased among black and white youth.

• Approximately 65% of all teens have experienced some form of trauma, such as neglect, abuse, traumatic loss, accidents, experiencing a natural disaster, terrorism, enduring a medical trauma, interpersonal victimization or violence.

• Signs of emotional or psychological trauma include agitation, fatigue, nightmares, muscle tension, pain/aches, feeling hopeless or sad, social withdrawal, shame and guilt, mood swings and irritability, declining academic performance, denial or shock.

The more we help teens to move their body in their youth, the more they can help to heal their mind, remove negative self-talk, and eventually, prevent debilitating diseases such as dementia as they age.

The bottom line is that teenage mental health issues can be underdiagnosed and undertreated, which highlights the need for increased awareness, resources and support for teenagers struggling with mental health issues.

Here's where we can help teens who come into our clubs for HSSP:

1. Connect teens to other teens and teens to staff. Many teens are still feeling the negative effects of COVID's isolation. The more we can connect teens to other teens and teens to our staff, we can reduce their feelings of isolation and loneliness. Besides, connecting with teens helps them know how much you care.

2. Create conversations with a purpose. Your MSRs should greet each teen with a welcoming hello and a smile. Your GMs and AGMs should stand in front of your service desk and welcome teens into your club and ask what their exercise plan is for the day, and your fitness trainers should ask how they are feeling as well as ask more powerful, open-ended questions to help them with their wellness journey.

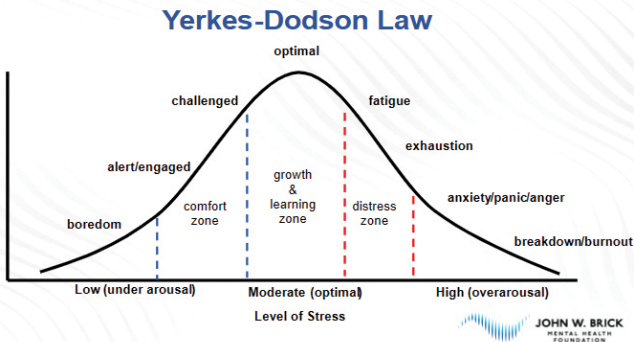
3. Remember that actions speak louder than words. Take note when you see a teen become lethargic, less engaged or not coming into your club as frequently. If the missing teen had been previously coming into your club with a group of friends, ask the friends if they know how their friend is doing.



by Lynne & Victor Brick

4. According to the John W. Brick Mental Health Foundation's Move Your Mental Health report, moderate intensity exercise, performed 3-5 times per week for 30-45 minutes can help with depression. Conversely, mindful moves such as yoga, tai chi or deep breathing can help with anxiety by activating the parasympathetic or rest and digest response.

5. Remember that positive stress yields positive results for mental health. The Yerkes-Dodson Law of Positive Stress shows that intensity that is too easy or too hard does not yield the mental health benefits as moving at a moderate intensity. Moderate intensity is the sweet spot to move mental health toward flourishing.



6. Support groups can be a valuable resource for teens.

Discover where they exist in your community. Perhaps this can be a topic to discuss when you have conversations with any HSSP teens. Support groups can provide a safe and supportive environment where teens can share their experiences, learn coping skills and connect with others who are going through similar challenges.

7. Remember crisis hotlines, such as the National Suicide Prevention Lifeline (1-800-273-TALK) and the Crisis Text Line (text "HOME" to 741741), can provide immediate support and guidance for teens who are in crisis.

8. Share best practices amongst your staff and other franchisees. The GMs who experienced HSSP in 2022 can communicate their experiences and share their best practices to help this year's new GMs in preparation for HSSP in 2023.

9. Everyone on your staff should refer to and utilize the resources in the Mental Health Resource Guide prepared by PFIFC's Human Capital Management Committee.

10. Focus on mental well-being for your staff, your members and the HSSP teens every month, especially in the month of May for Mental Health Awareness Month.

Let us continue to focus on communication, connections and the caring attitude for our teens and our communities as one of our core purposes for each Planet Fitness club, which can also help contribute to improving the mental health and well-being of our entire planet.

Franchisees **Victor and Lynne Brick** are the founders, CEO and president, respectively, of Ohana Growth Partners. They are also the founders of the John W. Brick Mental Health Foundation. They can be reached at victor@ohanagp.com or lynne@ohanagp.com. To view the full Move Your Mental Health report or for more information on self-care approaches to treating mental illness and promoting mental well-being, visit www.JohnWBrickFoundation.org.

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