

ANDRE FLUELLEN

8-YEAR NFL VETERAN / SCHOOL SPEAKER / AUTHOR

TACKLING MENTAL HEALTH IN STUDENTS

NFL credibility. Human connection.
A RICH life beyond the scoreboard.



THE MESSAGE STUDENTS CAN CARRY FORWARD



EIGHT NFL SEASONS

8

NFL SEASONS

10+

YEARS IN SCHOOLS

3

PUBLISHED BOOKS

Student assemblies | Educators | Families
Colleges & universities | Mentorship | Districts

ANDRE FLUELLEN ENTERPRISES

704-300-9340 | andreflu.com

THE SIGNATURE STUDENT EXPERIENCE

A RICH life starts with what you believe is possible.

Tackling Mental Health in Students brings NFL experience, humor, honest storytelling, and audience participation into a conversation about the future students can build.

R**RESILIENCE**

Find a next step when life changes.

I**IDENTITY**

See your worth beyond labels and circumstances.

C**CONFIDENCE**

Notice the voices shaping your thinking.

H**HOPE**

Picture a future worth moving toward.

**You might not come from a RICH family,
but a RICH family must come from you!**

WHAT SCHOOLS CAN PLAN FOR

Middle & high school audiences

45-minute keynote + 10-15 minutes of Q&A

Humor, storytelling, participation, and t-shirt giveaways

Students are invited to identify a message shaping their thinking, name a trusted source of support, and take one practical step toward a meaningful goal.

PROGRAMS FOR YOUR SCHOOL COMMUNITY

Choose the experience. Build the right scope.

Student assemblies

The signature RICH experience for middle and high school audiences.

Teacher & staff sessions

Automatic keynotes and workshops on the habits, inputs, and relationships behind human performance.

Parents & families

The Crisis We Created: conversations about pressure, expectations, comparison, and connection.

Student athletes

Identity beyond sport, performance pressure, setbacks, and the next chapter.

Colleges & universities

A distinct keynote or workshop on pressure, purpose, identity, and transition. Scope is tailored to the campus.

Live virtual elementary

An interactive, age-adapted experience with live questions for younger students.

District engagements

Coordinated programming across multiple schools, audiences, or dates.

Student mentorship

A school-coordinated adaptation of the Seven Laws Behind Human Performance.

NEW EXPERIENCE IN DEVELOPMENT

MVP Day: Mindset. Vision. Power.

A proposed full-school format connecting students, staff, and optional family programming. Schedule, resources, and inclusions are tailored in consultation.

BOOKS & LEARNING THAT CONTINUE THE CONVERSATION

Automatic for the adults. Possibility for the next generation.



FOR FACULTY & STAFF

Knowing isn't the problem. Doing it consistently is.

Automatic: The Seven Laws Behind Human Performance gives educators a shared language for the thoughts, habits, goals, and relationships shaping how they show up.

[Explore Automatic for your staff](#)

THE SEVEN LAWS

- | | |
|---------------------------------|---------------------------------------|
| 01 Hearing & Thinking | 05 Business & Entrepreneurship |
| 02 The Algorithm of Life | 06 Health & Fitness |
| 03 The Target | 07 Love & Relationships |
| 04 Money | |

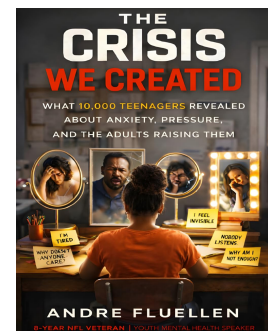
Educator keynotes and workshops are available. A book-supported staff learning sequence can be developed around the school's goals, with discussion, application, and reflection.

THE CRISIS WE CREATED

Bring the adults into the conversation.

A book for the adults raising, teaching, and supporting young people. Parent events, staff discussions, and bulk-book options can be part of a tailored engagement.

Also by Andre: The Mind Grind.



MOMENTS THAT MAKE THE MESSAGE PERSONAL

Celebrate perseverance. Make learning feel alive.



STILL HERE RECOGNITION

A different kind of championship.

At selected events, students recognized by their school and peers for overcoming adversity receive a Still Here championship ring. Recognition is coordinated with the school.

Ring design shown for illustration.

ENGLISH MAJOR EXPLAINS

Language. Culture. The power of words.

Music, television, and culture become a bridge into rhetoric, meaning, and critical thinking. Andre makes language feel relevant to the world students already know, with school-appropriate examples selected for the audience.

[Watch English Major Explains on Instagram](#)**HEART CARDS: THE HEARTBEAT OF OUR WORK****100,000+ cards read. Thousands connected with support.**

The assembly opens the conversation. Heart Cards help students put what is on their heart into words. After reading more than 100,000 cards, Andre and his team have helped thousands of students connect with school counselors and behavioral health experts. Participation and follow-up are planned with the school.

In the U.S., call or text 988: Suicide & Crisis Lifeline

THE HUMAN STORY & THE SCHOOL RESPONSE

The hardest rebuild came after football.

After the NFL, Andre faced the loss of money embezzled by a trusted family friend, depression, and anxiety. He lost 60 pounds while struggling with anxiety. Counseling, studying patterns behind successful lives, and new daily habits became part of rebuilding his life. Today, students hear both the achievement and the human being behind it.

"The kids talked about his speech ALL day!"

Jessica Hall | Marist School

"Andre has been mentoring our students for years...He really does want every student to become RICH!"

Dr. Stiles Simmons | Superintendent, Westwood Community School District

"Every time Andre speaks, his words literally change lives!"

Rachael Holloman | Georgia DBHDD

SEE THE EXPERIENCE

[HOSA student event >](#)

[15-school outreach overview >](#)

[Detroit mentorship experience >](#)

[Why Heart Cards are the heartbeat of our work >](#)

Andre also reports repeat bookings from Franklin City Schools.

PLAN AROUND YOUR SCHOOL YEAR

A message for the moments your school already plans.

FEBRUARY**Black History Month**

The Standard: identity, expectation, resilience, and generational possibility.

MAY**Mental Health Awareness Month**

Student connection, pressure, hope, and conversations with the adults supporting young people.

SEPTEMBER**Suicide Prevention Awareness Month**

Hope, trusted support, and school-coordinated opportunities for reflection and recognition.

OCTOBER**National Bullying Prevention Month**

Self-worth, respectful relationships, and the power of words and choices.

OCTOBER 23-31**Red Ribbon Week**

Healthy choices, pressure, purpose, and a future worth building.

OTHER SCHOOL PLANNING WINDOWS

Back-to-school | Testing season | Student leadership
Senior transition | Educator learning days

Recurring observances checked October 16, 2026. Dates and campaign themes for a specific year should be confirmed during planning.

FUNDING PATHWAYS & BOOKING

Start the right funding conversation.

A school assembly budget is one starting point. Ask your district or funding partner whether a proposed experience fits an approved program, grant, or sponsorship.

District program budgets	Student services, climate, prevention, family engagement, or approved staff learning. Start with the relevant budget lead.
Title IV, Part A	Explore eligible safe-and-healthy-student or well-rounded education activities with the federal-programs lead.
Title I, Part A	Discuss schoolwide-plan alignment or eligible family-engagement activities with the Title I coordinator.
Title II, Part A	Educator learning must meet applicable requirements; a stand-alone motivational talk is not automatically eligible.
Existing prevention grants	Ask an existing recipient, such as a Project AWARE partner, about approved awareness or engagement activities.
After-school / summer programs	Explore mentorship or enrichment within an approved 21st Century Community Learning Centers program.
Community underwriting	Education foundations, PTA/PTO partners, local employers, health systems, civic groups, and donors may explore sponsorship.

Potential pathways only. The school or recipient determines allowable use, eligibility, procurement, and availability. These are not confirmed awards, guaranteed funding, or a promise of clinical services.

Bring Andre to your school.

Andre Fluellen Enterprises | 704-300-9340

Check availability at andreflu.com