U GOOD EVENT GUIDE

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START HERE.

U Good events raise awareness of mental health and substance misuse among college students. The objective of U Goods is to engage, educate, and encourage students to adopt healthful skills and behaviors that improve mental wellness. This event programming was created and implemented by Kent State University, Center for Public Policy and Health, Division of Mental Health and Substance Use.

This Microsoft Word document details the U Good event titled ***"Tea Time".***

EVENT DESCRIPTION.

The purpose of this event is to promote mental and physical health by educating college students on the health benefits that can result from drinking tea and honey and encouraging students to add tea drinking to their regular health routine by allowing them to try various types of teas and honey.

The evidence backing reasons for hosting the event:

- 75% of mental health conditions first manifest in the years a young adult attends college. The Healthy Minds Study from 2018-2019 revealed that 75% of students who had suicidal ideations, planned suicide, and attempted suicide in the last year had also been diagnosed with a mental illness at some point in their life and experienced moderate to severe anxiety and/or depression in the last two weeks prior to the survey (Casey et al., 2022).
- College students self-reported in the National College Health Assessment that their top concerns affecting their academic success are stress, anxiety, depression, and sleeping difficulties (American College Health Association, 2019; 2021). Stress disrupts homeostasis of the body and mind and impairs cognitive function, accelerates aging, causes cerebral atrophy, and leads to behavioral depression (Unno et al., 2020).
- College students' behavior intentions and health concerns are positively influenced by their knowledge of healthy food. Students use their knowledge to establish healthy behaviors in their lives and diets (Lee et. al., 2013).
- Theanine is the most abundant amino acid in tea leaves and is imperative in effectively reducing stress. Experiments have shown that consumption of theanine suppresses stress-induced brain atrophy, therefore regulating cognitive and social brain functions (Unno et al., 2020).
- Sleep deprivation results in memory impairment; epigallocatechin gallate (EGCG) is the most abundant component in green tea and reduces memory impairment caused by sleep deprivation (Forouzanfar et al., 2021). Green tea is known for its antioxidant effects and has also been shown to reduce inflammation (Blumberg, 2013) and anxiousness (Unno et al., 2017).
- Low-caffeine green tea provides significant stress and anxiety relief and improves sleep quality (Unno et al., 2017).
- White-leaf tea has a higher amount of amino acids than other teas, and has displayed significant depression-reducing capabilities (Unno et al., 2020; Rashid et al., 2013). White tea also reduces sleep time and has antibacterial qualities (Rashid et al., 2013).
- Chamomile tea helps regulate serotonin pathways, which regulate mood, energy, and memory (Jia et al., 2021). Studies show that chamomile consumption significantly improves sleep quality after four weeks and reduces symptoms of anxiety and depression after 2-4 weeks of regular use (Amsterdam et al., 2020; Hieu et al., 2019; Jia et al., 2021; Mao et al., 2016).
- Honey has been shown to protect the brain from memory deficit, improve memory functions, and decrease anxiety and stress levels. Studies reveal that honey has significant anti-inflammatory properties and is becoming increasingly popular to use as a safe alternative to drugs currently used to reduce brain inflammation, such as ibuprofen and other non-steroidal anti-inflammatory drugs. Reducing depression symptoms is also a key benefit that has been demonstrated in studies on honey consumption (Adeniyi et al., 2022; Azman et al., 2021).

EVENT DESCRIPTION

Disposable hot cups will be filled with unopened tea bags, honey packets, and an informational flyer. These "tea cups" were stationed at various tabling locations across campus for students to take, free of charge. Four different types of tea were involved in this event, with each cup containing one tea bag of each type and two honey packets. The tea varieties were as follows: jasmine green, low-caffeine green, white, and chamomile vanilla honey.

A total of 100 tea cups were stationed at the following five locations across campus: the Recreational Center, Library, Office of Global Education, Center for Student Involvement, and Flash Activities Board. Each location (or "tea station") had 20 tea cups placed on a counter or table in plain view where they were easily accessible and a poster promoting the event hung above or beside the cups. There were a total 400 tea bags - 100 of each of the four types of tea - and 200 honey packets.

EVENT BUDGET

There were costs associated with hosting this event. Due to bulk-pricing discounts on purchased items for this event, there will be 60 extra tea bags: 20 jasmine green, 20 low-caffeine green, and 20 chamomile vanilla honey. There will also be 20 extra cups. Kent State University will give away the extra tea bags and cups as they see fit; the extra supplies will not be included in the data analysis of the survey for this U good event. Below is the breakdown of the cost of the Tea Time U good event.

Tea Time Expenses

Grand Total

$120.65

Item	Cost per item	Quantity	Total Cost	Link
Disposable Hot Cups (120 pack)	$18.09	1	$18.09	https://a.co/d/0MDp0sf
Chamomile Vanilla Tea (6pack) 120 bags total	$17.63	1	$17.63	https://a.co/d/bsTNqgv
Low-caffeine Green Tea (6 pack) 120 bags total	$16.74	1	$16.74	https://a.co/d/7n1nFKH
Jasmine Green Tea (6 pack) 120 bags total	$22.74	1	$22.74	https://a.co/d/6ckn2vM
Honey (200 packets)	$20.08	1	$20.08	https://a.co/d/6KGE2Sn
White Tea (1 box) 20 bags total	$5.39	1	$5.39	https://a.co/d/in2pSYy
White Tea (2pack) 40 bags total	$9.99	2	$19.98	https://a.co/d/eLJk2b5

EVENT SCHEDULING.

Since the tea drinking that will take place in this event consisted mainly of hot tea, the schedule was set for a time of year when the weather is cold; therefore, November 1st and 2nd of 2022 were the days when the cups were available for students to take. Any leftover cups after the second day at a tea station were given away to staff and/or employees of Kent State University.

EVENT ADVERTISING.

Tea Time was advertised around campus for several weeks prior to the event. The following is a list of marketing materials created to advertise this U good event:

- TV Slide - (see Appendix A) on televisions in the Public Health buildings that display an ongoing slideshow of upcoming events and other campus news
- 3 Social Media Posts
- 2 Instagram posts - (see Appendix B, C) on the Kent State's Division of Mental Health and Substance Use Instagram account

- 1 Facebook post - (see Appendix D) on the Kent State Division of Mental Health and Substance Use Facebook account
- Flyer by each Tea Station - (see Appendix E)
- Informational Flyer inside each Tea Cup - (see Appendix F)

APPENDIX

A. TV Slide

B. Instagram Post

C. Instagram Post

D. Facebook Post

E. Flyer by each Tea Station

F. Flyer inside each Tea Cup

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