

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.

This Microsoft Word Document details the U Good event titled:

“A Stress Less You & Me Webinar”

EVENT DESCRIPTION

The focus of this event is to understand stress and its consequences.

This event was hosted to discuss stress and the consequences that can arise from having a heightened amount of stress. During the event, we also discussed ways to reduce stress, along with many tips to help yourself and others.

The evidence backing reasons for hosting the event:

- College students are undeniably stressed, especially during finals week. The effects of stress can leave negative impacts on both the mind and body: [Stress symptoms: Effects on your body and behavior - Mayo Clinic](#). The research on stress was used as a focus of the event to help students have ‘tips in their toolbox’ to help manage their stress along with able to help others if need be. (Mayo Clinic, 2023).

The anticipated event attendees were Kent State University students.

30 event attendees would be ideal. Approximately 15 individuals attended this event. [OBJ]

The event entailed individuals attending the university subscription to a virtual meeting platform session. Attendees were encouraged to participate through group discussion questions, or with any questions they may have. Individuals at this event attended an open discussion and safe space to be educated on stress and its consequences. Along with attending to learn ways to reduce stress and take care of yourself. There were no collaborators for this event.

This was a free event located in an event space at the University’s campus that is accessible, convenient, comfortable, and easy to navigate for on-campus students. It took an attendee approximately ~5-10 minutes to participate. At least one volunteer was needed to table the event.

EVENT BUDGET.

There were costs associated with hosting this event. See event itemized budget below.

Event title:	A Stress Less You & Me Webinar				
Expected number of event attendees:	~15				
Items on-hand that did <u>not</u> need to be purchased:	A university subscription to a virtual meeting platform				
Event Itemized Budget					
Item	Quantity	Price per unit	Total	Store	Web Link
Amazon Gift Card	2	\$25.00	\$50.00	Amazon	https://www.amazon.com/A-mazon-1 US Email-eGift-Card/dp/B004LLIKVU/ref=sr_1_1?dchild=1&keywords=virtual+%2425+amazon+gift+card&qid=1630357957&sr=8-1
TOTAL	2	-	\$50.00	-	

*Please note that links to items are subject to change. Some items may no longer be available or have fluctuated in price. In those cases, our recommendation is to browse for items to serve as substitutes for items listed above.

EVENT SCHEDULING

Event was hosted on the university subscription to a virtual meeting platform. The event occurred in the evening during finals week to help students find ways to manage stress during this especially stressful time. The event occurred on April 20, 2021

EVENT ADVERTISING

Event was promoted on various social media channels along with various University Listservs.

See examples of social media post graphics below. Graphics below were used to spread awareness.

EVENT PREPARATION

Materials and supplies were built out and organized for the event. To access the event, log into the university subscription to a virtual meeting platform a few minutes before the event begins to ensure that the audio is working along with the PowerPoint.

See signage below. *Not to scale.



STRESS LESS EVENT :)

 **Chance to win a \$25 Amazon gift card!**

KENT STATE UNIVERSITY | CENTER FOR PUBLIC POLICY AND HEALTH | DIVISION OF MENTAL HEALTH AND SUBSTANCE USE

APRIL 20TH

1:00 - 1:30pm | 5:00 - 5:30pm

Join us on Blackboard
Collaborate to learn tips and
strategies for coping with
stress and anxiety.

Let's talk
about stress



FOR MORE INFORMATION AND REGISTRATION:

www.kent.edu/mhsu/ugood

References

Mayo Clinic (2023, August 10). *Healthy Lifestyle: Stress Management*. Mayoclinic.org.

<https://www.mayoclinic.org/healthy-lifestyle/stress-management/in-depth/stress-symptoms/art-20050987>