

# U GOOD EVENT GUIDE

Visit [www.kent.edu/mhsu/ugood](http://www.kent.edu/mhsu/ugood) to learn about awareness events

## 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 Beginners Guide to Gratitude”

### EVENT DESCRIPTION.

The event is hosted to increase feelings of thankfulness towards oneself and others and to increase awareness of the positive effect the act of gratitude has on the mind and body.

The evidence backing reasons for hosting the event:

- The expression of gratitude has been shown to include many health and mental health benefits (Elosúa,, 2015)
- One way to express gratitude is through a gratitude journal, which was taught in the workshop. This article explains the benefits of keeping a gratitude journal: [The Benefits of a Gratitude Journal and How to Maintain One | HuffPost Life](#).

The anticipated event attendees were Kent State University students.

The event entailed encouraging individuals to attend the event to learn about the positive effects of gratitude, an open and safe space to talk about mental health, and a chance to win a gift card. The event was held virtually where students were encouraged to participate to the extent, they felt comfortable. Whether that be asking questions or participating in the chat box questions within meeting. The workshop began with an explanation of the difference between gratitude and appreciation and ways to show gratitude, such as smiling and opening the door for others. The event concluded with how to begin your own gratitude journal and with local mental health resources. Two volunteers were needed for this event. There were no sponsors or collaborators for this event.

## EVENT BUDGET

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

Event title:	A Beginners Guide to Gratitude Virtual Workshop				
Expected number of event attendees:	~30				
Items on-hand that did <i>not</i> need to be purchased:	Virtual meeting platform				
Event Itemized Budget					
Item	Quant ity	Price per unit	Total Cost Web Link	Store	Web Link
Amazon Gift Card	2	\$25.00	\$50.00	Amazon	<a href="#">link to store</a>
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.

Due to the nature of the event (e.g., gratitude), the event was scheduled around Thanksgiving. The event was held at two different times (afternoon and evening) to accommodate students' schedules.

## EVENT ADVERTISING.

The event was promoted on Center social media and through student organization email listservs.

## EVENT PREPARATION.

Reminder emails were sent out on the day of the event to participants, and the team also joined the meeting session early to set up the PowerPoint.

## EVENT PROMOTIONAL MATERIALS

See examples of the social media posts below.



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

## A BEGINNER'S GUIDE TO GRATITUDE VIRTUAL WORKSHOP

Learn how to show appreciation and start a gratitude journal.  
Participate for a chance to win one of two \$25 Amazon gift cards!

**NOV. 10, 2020**  
**6 PM - 6:45 PM EST**  
**BLACKBOARD COLLABORATE ULTRA**

Scan here to register  
or register at  
[www.kent.edu/mhsu/UGood](http://www.kent.edu/mhsu/UGood)

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

## A BEGINNER'S GUIDE TO GRATITUDE VIRTUAL WORKSHOP

Learn how to show appreciation and start a gratitude journal.  
\*Participate for a chance to win one of two \$25 Amazon gift cards!

**DEC. 3, 2020**  
**1 PM - 1:45 PM EST**  
**BLACKBOARD COLLABORATE ULTRA**

Scan here to register  
or register at  
[www.kent.edu/mhsu/UGood](http://www.kent.edu/mhsu/UGood)




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

## A BEGINNER'S GUIDE TO GRATITUDE VIRTUAL WORKSHOP



### MY SINCERE THANKS TO YOU!

Learn about appreciation and gratitude  
journals on Dec. 3rd 1-1:45pm EST

\*Participate for a chance to win one of  
two \$25 Amazon gift cards!

Register at  
[www.kent.edu/mhsu/UGood](http://www.kent.edu/mhsu/UGood)

Scan here  
to register

## References:

Elosúa, M. R. (2015). The influence of gratitude in physical, psychological, and spiritual well-being. *Journal of Spirituality in Mental Health*, 17(2), 110–118.

<https://doi.org/10.1080/19349637.2015.957610>

Jessen, L. (2015, July 8). The Benefits of a Gratitude Journal and How to Maintain One. *HuffPost*.

[https://www.huffpost.com/entry/gratitude-](https://www.huffpost.com/entry/gratitude-journal_b_7745854#:~:text=Benefits%20of%20a%20Gratitude%20Journal%20%20Lower%20stress,focus%20on%20what%20really%20matters.%20More%20items...%20)

[journal\\_b\\_7745854#:~:text=Benefits%20of%20a%20Gratitude%20Journal%20%20Lower%20stress,focus%20on%20what%20really%20matters.%20More%20items...%20](https://www.huffpost.com/entry/gratitude-journal_b_7745854#:~:text=Benefits%20of%20a%20Gratitude%20Journal%20%20Lower%20stress,focus%20on%20what%20really%20matters.%20More%20items...%20)