

U GOOD EVENT GUIDE

Visit 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:

“Nurturing Relationships and Positivity Webinar”

EVENT DESCRIPTION.

The focus of the event is to encourage having positive, healthy, and nurturing relationships with others. The event is being hosted to bring awareness to the importance of having a positive and nurturing relationship.

The evidence backing reasons for hosting the event:

There is ample research that has shown that having an increased amount of positive, healthy, and nurturing relationships can help to lead to better, and more stable mental health.

- Study by Biglan et al, (2012) proposed framework emphasizes the importance of nurturing environments in promoting psychological well-being and preventing mental and behavioral disorders, reinforcing the value of these relationships in public health initiatives.

The anticipated event attendees were Kent State University students.

The event entailed a brief workshop presentation with different modules (lessons), that show the steps to have a nurturing relationship. There was also a crafting session where individuals were encouraged to make positive Valentine’s Day cards.

EVENT BUDGET.

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

Event title:	Nurturing Relationships and Positivity Virtual Webinar				
Expected number of event attendees:	~15				
Items on-hand that did <i>not</i> need to be purchased:	University subscription to a virtual meeting platform				
Event Itemized Budget					
Item	Quantity	Price per unit	Total Cost Web Link	Store	Web Link
Amazon Gift Card	2	\$25.00	\$50.00	Amazon	link to store
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.

The event was scheduled in the evening around the time of Valentine's Day.

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 along with instructions for individuals to review and prepare before the crafting session. Have the event presenter enter the online hosting space (Zoom, Teams) early to set up Presentation and ensure the online meeting hosting software is working correctly.

EVENT PROMOTIONAL MATERIALS

See examples of social media posts below.



NURTURING RELATIONSHIPS & POSITIVITY EVENT

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

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

FEBRUARY 10TH

5:00pm-5:45pm

Join us to learn more about creating **healthy relationships** and bringing **positivity to others**, and craft homemade paper gifts for Valentine's Day!



FOR MORE INFORMATION AND REGISTRATION:

www.kent.edu/mhsu/ugood

References:

Biglan, A., Flay, B. R., Embry, D. D., & Sandler, I. N. (2012). The critical role of nurturing environments for promoting human well-being. *The American psychologist*, 67(4), 257–271.

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