

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:

“Be a Friend. Share the Love”

EVENT DESCRIPTION.

The focus of the event is to promote self-love on Valentine’s Day.

The evidence backing reasons for hosting the event:

- Valentine’s Day is supposed to be about celebrating themes of romance, friendship, and admiration among partners, family, and friends. This is the case for some, those who bask in the idea of love and have people to share greetings and gifts with. However, for others, the annual Valentine’s Day is less than a pleasant experience. [This holiday can draw out feelings of loneliness, sadness, and worthlessness, leading to low self-esteem and exacerbating other mental struggles \(1, 2\).](#) The purpose of this event is to provide tips on being a friend to yourself and loving yourself on Valentine’s Day.

The anticipated event attendees were Kent State University students.

The event entailed students approaching a table and personalizing a pre-made Valentine's Day card addressed to themselves with messages of self-love. They then received tips on how to nurture self-love and practice self-compassion every day. This was a free walk up table event located in Student Center 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:	Be a Friend. Share the Love				
Expected number of event attendees:	~30				
Items on-hand that did <u>not</u> need to be purchased:	Tape, (*scented) markers, paper bags, scissors, tables and chairs (provided by university), table cloth				
Event Itemized Budget					
Item	Quantity	Price per unit	Total	Store	Web Link
Valentine Cards for Kids - Set of 32 Scratch-off Valentines - Funny Valentines day cards	1	\$7.99	\$7.99	Amazon prime	Click here to view link
Heart-Shaped Animal Valentine's Cards and Envelopes for Kids Classroom Exchange (36 Pack)	1	\$11.99	\$11.99	Amazon prime	Click here to view link
24 Colors Gel Pens, Coloring Gel Pen Art Markers for Journal Adult Coloring Books Drawing Note Taking, 40% More Ink for Kids	1	\$6.99	\$6.99	Amazon prime	Click here to view link
HORIECHALY 36 Sheets Scratch and Sniff Stickers, 9 Different Sweet Smells Have Fun with Your Teachers, Parent, Friends for Reward, Crafts, Motivation-Reward Stickers, Christmas Gifts.	1	\$9.99	\$9.99	Amazon prime	Click here to view link
TUPARKA 6 PCS Heart XOXO Hanging Garland Banner for Valentine's Day, Wedding Party Hanging Decoration	1	\$5.99	\$5.99	Amazon prime	Click here to view link
American Greetings exchange cards, small, Dinosaur Stickers (28 pack)	1	\$4.99	\$4.99	Amazon prime	Click here to view link
DUM DUMS Lollipops, Variety Flavor Mix, 200 Count Bag	1	\$14.49	\$14.49	Amazon prime	Click here to view link
TOTAL	7	-	\$62.43	-	-

*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 during morning and afternoon hours in an on-campus designated tabling space.

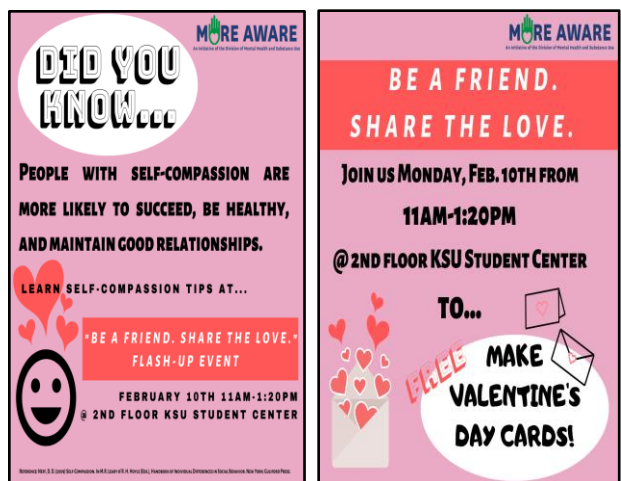
EVENT ADVERTISING.

Event was promoted on Center social media and through student organization email listservs. Posting was also made on the university event calendar and other community outreach sources.

EVENT PREPARATION.

Materials and supplies were built out and organized for the event.

See examples of event flyers, social media post graphics, signage and hot card below used to spread awareness.



Front of the card.

Back of the card.

References:

Messina, M. (n.d.). *Valentine's Day Self-Care*. Valentine's Day Self-Care: Dr. Messina & Associates: Clinical Psychologists. <https://www.drmessina.com/blog/valentines-day-self-care>

Close, A. G., & Zinkhan, G. M. (2009). Market-resistance and Valentine's day events. *Journal of Business Research*, 62(2), 200–207. <https://doi.org/10.1016/j.jbusres.2008.01.027>