

# 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:

## **“Be Your Own Mental Health Superhero”**

## EVENT DESCRIPTION.

The focus of the event is to increase awareness of self-help strategies for stress, anxiety, and depression.

The evidence backing reasons for hosting the event:

- The student mental health crisis is rampant in the United States. Over 90% of psychological counseling center directors of American colleges and universities have reported substantial increases in the number of college students with mental health problems in recent years. According to NAMI, less than half of all college students with mental disorders receive professional diagnosis and treatment. Thus, many students do not receive needed help provided by mental health services; due to barriers such as: stigma-related attitudes, limited mental health education, lack of perceived need for professional help, cost of services, etc.
- Among the largest barriers to receiving mental health services among college students is accessibility. Most college counseling services provide free, short-term care for students. However, the demand for services is dramatically outpacing the capacity and rate of growth of on-campus mental health care systems. Students willing to seek help are often put on months-long waiting lists to receive an appointment with a campus counselor or psychologist. Without timely intervention, the mental health status of someone who may need professional help is at risk of decline; and poor mental health can affect lower grade point averages, school dropout, and unemployment.
- Self-help consists of doing things that help you live well and improve both your physical health and mental health. Though self-help cannot replicate the effects of professional help, it can provide some relief from mental health problems and prevent future ones from developing. Incorporating self-help into daily care routines should not deter any current help-seeking behaviors, but more so looked at as another tool to help manage mental health or as another layer of protection against mental illness. Self-help strategies offer hope to those in mental health recovery as well as those working towards good health maintenance.
- Much of self-help is grounded in what can help you manage stress and mental health symptoms. Self-help grants an individual the ability to personalize care plans themselves and choose strategies that fit their specific needs like affordability, accessibility, timeliness, fulfillment, fun, etc. Typical self-help strategies for stress, anxiety, and depression include: (1) Getting regular

exercise; (2) Eating healthy; (3) Staying hydrated; (4) Sleeping enough; (5) Practicing relaxation and self-care; (6) Setting goals and priorities; (7) Framing a positive mindset and attitudes; (8) Seeking peer support; (9) Utilizing support system; and (10) Reading or watching self-help content.

Those who attended the event were offered to do an activity that consisted of (1) identifying a self-help “super power” strategy that they either currently do, will do in the future, or want to do; and (2) earning a chance to win a random prize from dropping a token into a game of Plinko. Event attendees could then leave the event with their prize (from participating in the activity) and a hot card identifying mental health self-help tips.

The anticipated event attendees were Kent State University students.

The event entailed students approaching the event table, creating a take-home potted plant (live or fake), and then receiving a hot card explaining the benefits of plant therapy as self-care. This was a free walk-up tabling event located in a common 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. Two volunteers were needed to table the event.

## EVENT BUDGET.

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

Event title:	Be Your Own Mental Health Superhero				
Expected number of event attendees:	~35				
Items on-hand that did <i>not</i> need to be purchased:	Glue, hot glue, clear paper display, scissors, extension cord, painter tape				
Event Itemized Budget					
Item	Quantity	Price per unit	Total	Store	Web Link
Airheads candy	1	\$10.98	\$10.98	Amazon prime	<a href="#">Click here to view link</a>
Googly eyes	1	\$10.99	\$10.99	Amazon prime	<a href="#">Click here to view link</a>
Plastic bowls	1	\$9.99	\$9.99	Amazon prime	<a href="#">Click here to view link</a>
Construction paper - pink	1	\$3.49	\$3.49	Amazon prime	<a href="#">Click here to view link</a>
Construction paper - black	1	\$3.69	\$3.69	Amazon prime	<a href="#">Click here to view link</a>
Clear tape	1	\$3.88	\$3.88	Amazon prime	<a href="#">Click here to view link</a>
Display board	1	\$12.81	\$12.81	Amazon prime	<a href="#">Click here to view link</a>

Scented markers	3	\$4.95	\$14.85	Amazon prime	<a href="#">Click here to view link</a>
Comic book stickers	1	\$8.99	\$8.99	Amazon prime	<a href="#">Click here to view link</a>
Comic book temporary tattoos	1	\$7.99	\$7.99	Amazon prime	<a href="#">Click here to view link</a>
Table cloth decoration	1	\$9.98	\$9.98	Amazon prime	<a href="#">Click here to view link</a>
Sticky hands	1	\$8.95	\$8.95	Amazon prime	<a href="#">Click here to view link</a>
<b>TOTAL</b>	<b>15</b>	<b>-</b>	<b>\$132.58</b>	<b>-</b>	<b>-</b>

\*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 the university's annual hunger and homelessness awareness week alongside other student groups and organizations in a central location on-campus.

### **EVENT ADVERTISING.**

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

### **EVENT PREPARATION.**

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

### **EVENT PROMOTIONAL MATERIALS**

See examples of event flyers, social media post graphics, hot card and live event photos below of the 2019 superhero event.

**Upcoming event**

Did you know that the top three mental health concerns faced by college students are stress, anxiety, and depression?

Come learn mental health self-help tips

This Friday from 9am-1pm in the CUE lounge

FLASH-UP

**BE YOUR OWN MENTAL HEALTH SUPERHERO**

11.22.19

Source: Center for Collegiate Mental Health 2017 Annual Report

**Upcoming Event**

FLASH-UP

**BE YOUR OWN MENTAL HEALTH SUPERHERO**

11.22.19

Harness your self-help superpowers to defeat mental health villains of stress, anxiety, and depression.

**What?** Harness your self-help superpowers to defeat mental health villains of stress, anxiety, and depression.

**Where?** Center for Undergraduate Excellence (CUE) Lounge

**When?** Friday, November 22nd from 9am-1pm

**Why?** Self-help strategies can help overcome mental health challenges. (Plus, if you participate in this event, you'll win a free prize!)

**TODAY!**

**BE YOUR OWN MENTAL HEALTH SUPERHERO**

Flash-up event today in the Center for Undergraduate Excellence (CUE) from 9am-1pm.

Come learn how to harness your self-help superpowers to defeat mental health villains of stress, anxiety, and depression!

Join us this Friday, Nov. 22nd from 9am-1pm in the CUE Lounge.

FLASH-UP

**BE YOUR OWN MENTAL HEALTH SUPERHERO**

11.22.19

More Aware

All participating superheroes will earn a chance at Plinko to win a free prize!

FLASH-UP

**BE YOUR OWN MENTAL HEALTH SUPERHERO**

11.22.19

Kent State University  
Center for Public Policy and Health  
Division of Mental Health and Substance Use (MHSU)

**MENTAL HEALTH SELF-HELP TIPS:**

- Eat healthy, nutritious meals
- Exercise regularly
- Avoid alcohol, tobacco, or illicit drugs
- Write down your thoughts
- Practice relaxation techniques
- Set realistic goals for yourself
- Know your support system
- Adopt a consistent sleep schedule
- Hang out with supportive people
- Make a body care routine
- Do something fun
- Become a positive thinker
- Try aromatherapy
- Take a resilience training
- Download mental health apps
- Make time for rest and rejuvenation
- Take a break from technology
- Reach out to mental health resources

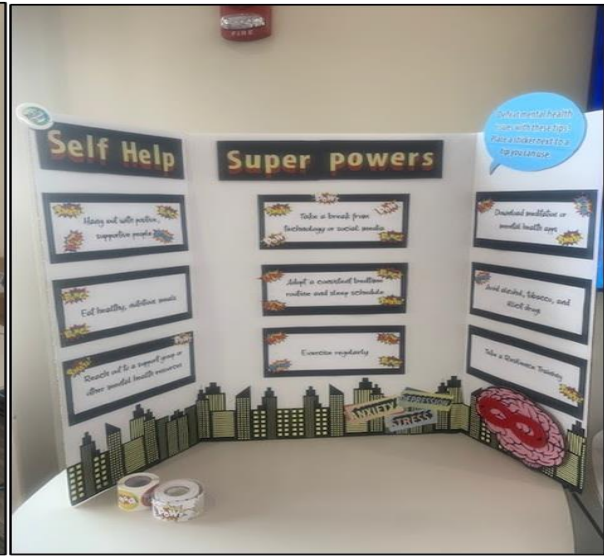
**KENT STATE MENTAL HEALTH INITIATIVE...**

Step Up, Speak Out (SUSO)  
Helps students assist individuals in emotional distress  
Check out: [www.kent.edu/stepupsspeakout](http://www.kent.edu/stepupsspeakout)  
Download the SUSO app on Google play or App store

**FOR MORE INFORMATION ON MENTAL HEALTH...**

Check out the MHSU website: [www.kent.edu/MHAT](http://www.kent.edu/MHAT)  
Follow MHSU on social media @KentMHSU

National Suicide Prevention Lifeline: 800-273-TALK [8255]



#### References:

Czyz, E. K., Horwitz, A. G., Eisenberg, D., Kramer, A., & King, C. A. (2013). Self-reported barriers to professional help seeking among college students at elevated risk for suicide. *Journal of American college health : J of ACH*, 61(7), 398–406. <https://doi.org/10.1080/07448481.2013.820731>

Fact: The vast majority of people with mental health problems are no more likely to be violent than anyone else. NAMI Queens / Nassau. (2022, January 25). <https://namiqn.org/fact-vast-majority-people-mental-health-problems-no-likely-violent-anyone-else/#:~:text=Only%2044%25%20of%20adults%20with,you%20are%20available%20to%20help>

Vidourek, R. A., King, K. A., Nabors, L. A., & Merianos, A. L. (2014). Students' benefits and barriers to mental health help-seeking. *Health psychology and behavioral medicine*, 2(1), 1009–1022. <https://doi.org/10.1080/21642850.2014.963586>

U.S. Department of Health and Human Services. (n.d.). Caring for your mental health. National Institute of Mental Health. <https://www.nimh.nih.gov/health/topics/caring-for-your-mental-health>