

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-You-tiful”

EVENT DESCRIPTION.

The focus of the event is to promote body positivity and reduce stigmas surrounding eating disorders and mental illness.

The evidence backing reasons for hosting the event:

- According to the Mayo Clinic (2023), “Most eating disorders involve focusing too much on weight, body shape and food. This can lead to dangerous eating behaviors”(p. 1).
- According to the Mayo Clinic (2023), “Eating disorders can harm the heart, digestive system, bones, teeth and mouth. They can lead to other diseases. They're also linked with depression, anxiety, self-harm, and suicidal thoughts and behaviors”(p.1).

The anticipated event attendees were Kent State University students.

The event entailed students entering the event space, doing one or multiple of the activities listed above, and then receiving information on eating disorders. Those who attended the event were offered to do an activity that consisted of either: (1) crafting a blanket for patients undergoing mental health treatment for eating disorders; (2) writing letters of hope for patients undergoing mental health treatment for eating disorders; (3) decorating succulents and positivity mirrors to be given to patients undergoing mental health treatment for eating disorders; or (4) purchasing t-shirts, succulents, and or positivity mirrors for the proceeds to be donated to a local charity or organization focused on treating eating disorders.

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 ~15 minutes to participate. At least ten volunteers were needed to table the event given the multitude of activities being offered.

EVENT BUDGET.

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

Event title:	Be-YOU-tiful				
Expected number of event attendees:	~100-150				
Items on-hand that did <u>not</u> need to be purchased:	Glue, hot glue, gel pens, brown bags, hot glue gun, scissors, wet wipes or paper towels (for cleanup), tables and chairs (provided by university)				
Event Itemized Budget					
Item	Quantity	Price per unit	Total	Store	Web Link
14 Pack Premium Disposable White Plastic Tablecloth - 54 x 108 in. Rectangle Plastic Tablecloths - White	1	\$17.99	\$17.99	Amazon prime	Click here to view link
Altman Plants - Live Succulent Plants (64 Pack) Assorted Potted Succulents Plants Live	2	\$75.55	\$151.10	Amazon prime	Click here to view link
Sharpie 1983255 Permanent Markers Ultimate Collection, Fine and Ultra Fine Points, Assorted Colors (115 Count)	1	\$83.88	\$83.88	Amazon prime	Click here to view link
Melissa & Doug Created by Me! Striped Fleece Quilt No-Sew Craft Kit (48 Squares, 4 feet x 5 feet)	10	\$17.99	\$179.99	Amazon prime	Click here to view link
Melissa & Doug Created by Me! Flower Fleece Quilt No-Sew Craft Kit (48 squares, 4 feet x 5 feet)	10	\$27.99	\$279.90	Amazon prime	Click here to view link
Inspirational Greeting Note Cards Motivational Chalkboard Note Cards Quote Cards with Envelopes and Seal Stickers for Birthday Graduation, 24 Cards	5	\$9.99	\$49.95	Amazon prime	Click here to view link
Beat It Eating Disorder Recovery T-Shirt	75	\$16.99	\$1274.25	Amazon prime	Click here to view link
YEAKE Adjustable Flexible Gooseneck Makeup Mirror,360°Rotation Folding Portable Desk Vanity Mirror with Stand Shower Shaving Cosmetic Mirror Square	25	\$9.99	\$249.75	Amazon prime	Click here to view link
100 Pcs Inspirational Words Stickers for Motivational Quote Stickers for Teens and Adults Trendy Vinyl Positive Sticker for Water Bottles Book Laptop	1	\$5.99	\$5.99	Amazon prime	Click here to view link
[100 Pcs No Repeat] inspirational stickers, affirmation stickers, mental health stickers, positivity stickers, inspirational stickers for water bottles, encouraging stickers for adults, inspirational quote stickers, motivational stickers for adults	1	\$7.99	\$7.99	Amazon prime	Click here to view link
TOTAL	131	-	\$ 2300.79	-	-

*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.

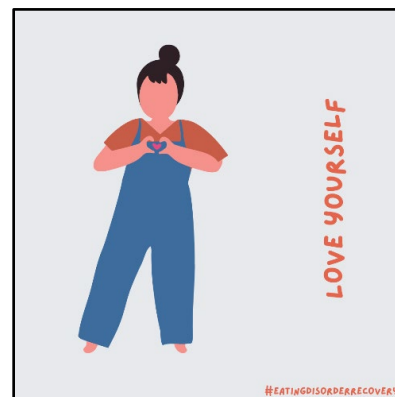
EVENT SCHEDULING.

Event was hosted during afternoon and evening hours in a large on-campus venue space. The event occurred on April 22, 2019.

EVENT ADVERTISING.

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

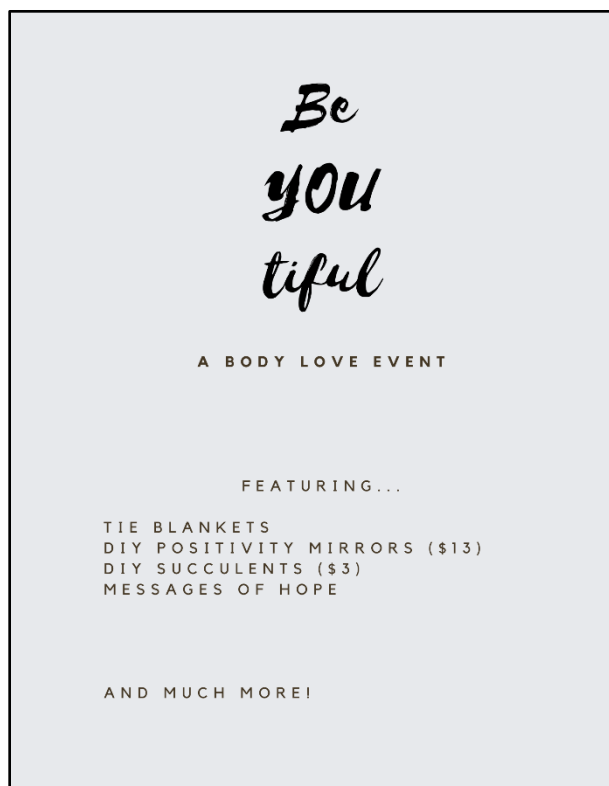
See examples of social media post graphics below. Graphics below were used to spread awareness. 2020 social media posts *Not to scale



EVENT PREPARATION.

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

See photo for reference on event flyer.



See photos below of the Be-YOU-tiful event hosted in real-time.

2019 Be-YOU-tiful:



References

Mayo Clinic. (2023, March 28). Eating Disorders. Mayoclinic.org.

[https://www.mayoclinic.org/diseases-conditions/eating-disorders/symptoms-causes/syc-](https://www.mayoclinic.org/diseases-conditions/eating-disorders/symptoms-causes/syc-20353603#:~:text=Eating%20disorders%20are%20serious%20conditions,nervosa%20and%20binge%20eating%20disorder.)

20353603#:~:text=Eating%20disorders%20are%20serious%20conditions,nervosa%20and%20binge%20eating%20disorder.