

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:

“Elfie Selfie” and “Elf Yourself”

EVENT DESCRIPTION.

The focus of the event is to promote stress and anxiety reduction during finals week and upcoming winter holidays.

The evidence backing reasons for hosting the event:

- According to the American Addiction Centers, one in three students report that midterms and final examinations are their most significant cause of stress.
- Anxiety and stress have major implications for the mental well-being of college students, thus it is important to focus on providing support (i.e., attention and assistance) to those students experiencing anxiety and stress during examination periods (Pascoe et al., 2019).
- Finals week during fall semester often takes place in December, which is a popular month for holiday festivities, bringing joy to some but causing stress in others. American Psychological Association Health reports the negative impacts of holiday stress and with many experiencing extreme stress during this time.

Those who attended the event were offered a complimentary candy cane and an opportunity to have their photo taken with a festive holiday-themed cut-out board prop. Event attendees could then leave the event with their snack, digital copy of photo on their mobile device, and a mental health hot card.

The anticipated event attendees were Kent State University students.

The event entailed students approaching the event table, taking a festive holiday photo, and then receiving a hot card with quick tips for stress relief. 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 ~3-5 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:	Elfie Selfie				
Expected number of event attendees:	~50				
Items on-hand that did <u>not</u> need to be purchased:	Glue, hot glue, hot glue gun, scissors, box cutter, construction paper, stapler, staples, tape				
Event Itemized Budget					
Item	Quantity	Price per unit	Total	Store	Web Link
Pacon Presentation Board (4 count)	1	\$18.78	\$18.78	Amazon prime	Click here to view link
Hallmark Holiday Wrapping Paper with DIY Bow Templates on Reverse (3 count)	1	\$14.99	\$14.99	Amazon prime	Click here to view link
20 Foot Tinsel Garland for Christmas Decorations	1	\$11.97	\$11.97	Amazon prime	Click here to view link
Brachs Mini Peppermint Individually wrapped Candy Canes (100 count)	1	\$10.99	\$10.99	Amazon prime	Click here to view link
TOTAL	4	-	\$56.731	-	-

*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 in the university library the week before finals week in December; during morning and afternoon hours when the campus is most busy.

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.

The most important item to have at the event was the homemade festive holiday-themed cut-out board prop. This board prop can be adapted or changed to fit other holiday-themes as well.

See examples of social media post graphics, hot card, real-time event photos and reference on how to construct the prop below.

HELLO THERE!
JOIN US FOR AN ELFIE SELFIE

Find us at
 "Destress this Hot Mess"

Be yourself.
 Take a picture
 as an elf!

**WED. DEC. 4TH
 10AM-1:30PM
 KSC 2ND FLOOR**

MORE AWARE

JOIN US FOR AN ELFIE SELFIE
WED. DEC. 4TH 10AM-1:30PM KSC 2ND FLOOR

69% of people
 report feeling
 stressed during the
 holiday season.

MORE AWARE

Graphic Source: AllOne Health

JOIN US FOR AN ELFIE SELFIE
TODAY!

**WED. DEC. 4TH
 10AM-1:30PM
 KSC 2ND FLOOR**

Take a study break.
 A great elf, you would make:
 And but a minute, it would take
 for a photo keepsake.

MORE AWARE

How to Survive Finals Week
www.kent.edu/mhsu

don't cram

eat

schedule

sleep

me time

shut off

rewrite

Build a stress-free finals week with the tips from our snowman.

1. Schedule time for studying.
2. Sleep and stay well rested.
3. Eat healthy foods, and try not to over-indulge or skip meals.
4. Shut off social media.
5. Rewrite notes and other course material to help you remember what you learned.
6. Keep "me time" to rejuvenate.
7. Try not to cram but instead study in advance.

How to Survive Fall Semester
www.kent.edu/mhsu

DON'T CRAM

HEALTHY EATING

SLEEP

ME TIME

LIMIT

SCHEDULE

TAKE CARE

BUILD A STRESS-FREE SEMESTER WITH TIPS FROM OUR SNOWMAN.

1. Schedule time for studying.
2. Sleep and stay well rested.
3. Eat healthy foods and stay hydrated.
4. Limit social media use.
5. Take care of your mental and physical health.
6. Use "me time" to rejuvenate.
7. Study in advance instead of trying to cram for exams



References:

Mental health on college campuses. MentalHelp.net. (2018, June 26).
<https://www.mentalhelp.net/aware/mental-health-on-campus/>

Pascoe, M. C., Hetrick, S. E., & Parker, A. G. (2019). The impact of stress on students in Secondary School and Higher Education. *International Journal of Adolescence and Youth*, 25(1), 104–112.
<https://doi.org/10.1080/02673843.2019.1596823>

Money issues leading cause of holiday stress for Americans. (2004). APA.
<https://www.apa.org/news/press/releases/2004/12/holiday-stress>