

# 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 events titled:

## “Plant & Learn Mental Health” and “Flower Pots”

### EVENT DESCRIPTION.

The focus of the event is to educate on and provide the means for plant therapy, a coping mechanism for mental health symptoms to promote general mental health and wellness.

The evidence backing reasons for hosting the event:

- Plant, or horticultural therapy, includes gardening and maintaining plants to help those living with mental health issues, such as depression and anxiety (DuBois-Maahs, 2019).
- [Common goals of plant therapy are to help build self-confidence, increase compassion and empathy, and improve connections and other interactions with nature; through teaching people the value of plant life and offering a sense of control and responsibility over the health of another life form.](#) A healthy plant can bring about a sense of accomplishment and productivity, especially when experiencing the growth process and other multi-sensory characteristics (e.g., touch, smell, taste if edible, etc.) of said plant. Other emotional benefits may include: supporting mindfulness, reducing stress, stabilizing mood, reducing fatigue, improving attention, increasing self-efficacy, self-esteem, quality of life, etc (DuBois-Maahs, 2019).
- [Studies have demonstrated that plants can have therapeutic effects on the overall mental health and wellness of people who \(1\) care for and nurture plants and or \(2\) appreciate plant life wherever it may occur.](#) Even taking care of a small house plant that requires little maintenance can serve as a highly affordable and accessible way to improve mental and emotional health (Siu et al., 2020).

Those who attended the event were offered to do an activity that consisted of either: (1) filling a miniature pot with soil and flower seeds then writing a quick message of inspiration on the plant pot or a small plant tag to be inserted into the plant pot; or (2) adding a fake succulent into a pot and then writing a quick message of inspiration on the plant pot or small plant tag to be inserted into the plant pot. Event attendees could then leave the event with their new potted plant and a hot card explaining the benefits of plant therapy as self-care.

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:	Plant & Learn Mental Health				
Expected number of event attendees:	~75				
Items on-hand that did <u>not</u> need to be purchased:	Glue, hot glue, gel pens, brown bags, hot glue gun, scissors, water bottle filled with water, small soil scoop, wet wipes or paper towels (for cleanup)				
Event Itemized Budget					
Item	Quantity	Price per unit	Total	Store	Web Link
Mini clay pot (46 count)	1	\$20.29	\$20.29	Amazon prime	<a href="#">Click here to view link</a>
Floral Dry Foam (6 count)	2	\$8.97	\$17.94	Amazon prime	<a href="#">Click here to view link</a>
Lasimonne 16 Pcs Mini Artificial Succulent Flocking Plants	1	\$13.17	\$13.17	Amazon prime	<a href="#">Click here to view link</a>
Artificial Succulent Plants Faux Assorted – 16 PCS Unpotted Succulent Plants Arrangement	1	\$14.99	\$14.99	Amazon prime	<a href="#">Click here to view link</a>
Augshy 16 Pack Artificial Succulent Flocking Plants Unpotted Mini Fake Succulents	1	\$15.55	\$15.55	Amazon prime	<a href="#">Click here to view link</a>
MAXZONE Fake Succulents 16pcs Artificial Succulents	1	\$13.99	\$13.99	Amazon prime	<a href="#">Click here to view link</a>
Miltonson Artificial Succulent Plants - 18 Pack - Premium Fake Plants	1	\$16.99	\$16.99	Amazon prime	<a href="#">Click here to view link</a>
TinaWood Florist Professional Cutting Knife for Flower Foam Block Knives	1	\$10.86	\$10.86	Amazon prime	<a href="#">Click here to view link</a>
Organic Potting Soil, Cactus and Succulent Soil Mix, Professional Grower Mix Soil, Fast Draining Pre-Mixed Coarse Blend (8 Quarts)	1	\$19.99	\$19.99	Amazon prime	<a href="#">Click here to view link</a>
Big Pack - (1,000+) Hen & Chicks Cactus Mixed Seeds - Sempervivum - Hardy Perennial in Zones 5-9	1	\$19.95	\$19.95	Amazon prime	<a href="#">Click here to view link</a>
KINGLAKE 100 Pcs 6 x10cm Plastic Plant T-Type Tags Nursery Garden Labels	1	\$5.99	\$5.99	Amazon prime	<a href="#">Click here to view link</a>
TOTAL	12	-	\$169.71	-	-

\*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 a campus-wide sustainability week and tabled alongside other student groups and organizations; during morning and afternoon hours when the campus is most busy. The event occurred on March 16, 2020.

## EVENT ADVERTISING.

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

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. Printed event-specific hot cards were created for attendees to refer to during the event and take home after the event.

See hot card below. \*Not to scale

See photo for reference on event flyer.



## 2018 Plant & Learn Mental Health Photo



## References

DuBois-Maahs, J. (2019, December 28). *What Even Is Plant Therapy?* Talkspace.com.

<https://www.talkspace.com/blog/plant-therapy/>

Siu, A. M. H., Kam, M., & Mok, I. (2020). Horticultural Therapy Program for People with Mental Illness: A Mixed-Method Evaluation. *International journal of environmental research and public health*, 17(3), 711. <https://doi.org/10.3390/ijerph17030711>