

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:

“Scare Away Stigma”

EVENT DESCRIPTION.

The main purpose of this event is to raise awareness of stigma.

This event was hosted to raise awareness of stigma and the corresponding consequences of stigma, especially when stigma is potentially heightened during the Halloween season (e.g., stigmatizing costumes, etc.) hence the name ‘Scare Away Stigma’.

The evidence backing reasons for hosting the event:

- The National Alliance on Mental Illness published two pieces called “You Can be Scary This Halloween Without Perpetuating Stigma and Should We Get Worked Up Over Halloween Costumes?”

At this event, individuals gathered for an open discussion in a safe space to learn about the consequences of stigma. Additionally, since it was Halloween, there were treats such as candy and cookies available. Individuals also received an information handout on ways to combat stigma, and mental health resources in the Kent State and local communities.

The anticipated event attendees were Kent State University community members (including students, faculty, staff, and others).

30 event attendees would be ideal. Approximately 40 individuals attended this event as it was a more popular event.

Individuals walked in and signed a sheet, allowing us to document the number of attendees and collect their email addresses. They were informed that by visiting all three stations in the back and engaging with the questions presented, they would receive a stamp. Upon completing all three stations, they could claim a Halloween goodie bag. These three stations addressed potential stigmatization issues related to Halloween, such as stigmatizing movies, costumes, and potential triggers like startling pranks. In the background, there was Halloween music, pumpkin painting, and cookie decorating. Upon leaving, attendees received a resource handout.

The main collaborator for this U Good event was the Active Minds @ Kent State Active Minds chapter. Active Minds @ KSU hosted the event, retrieved all the material with U Good funds and set up the event.

EVENT BUDGET

There are costs associated with this event. See itemized budget below.

Event title:	Scare Away Stigma				
Expected number of event attendees:	~30				
Items on-hand that did <i>not</i> need to be purchased:	Tape				
Event Itemized Budget					
Item	Quantity	Price per unit	Total Cost Web Link	Store	Web Link
Halloween Candy Bags	2	\$- Varies	\$- Varies	Walmart	
Total		\$ -	\$ -	-	-

*****Pumpkins for our event were donated*****

*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-person during the week of Halloween in Bowman Hall on Tuesday, October 29th, 2019.

EVENT ADVERTISING.

This event was advertised through Active Minds @ KSU social media, various listservs through the University, and flyers around campus.

EVENT PREPARATION.

Arrive early to set up the event and sent a reminder email to participants if a sign-up sheet had been created."

EVENT PROMOTIONAL MATERIALS



PHOTOS OF THE EVENT



References:

Should we get worked up over Halloween costumes?. NAMI. (n.d.). <https://www.nami.org/Blogs/NAMI-Blog/October-2014/Should-We-Get-Worked-Up-Over-Halloween-Costumes>

Giliberti, M. (2017, October 28). *You can be scary this Halloween without perpetuating stigma*. HuffPost. https://www.huffpost.com/entry/you-can-be-scary-without-stigma_b_59f36596e4b06acda25f4972