

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:

“Trivia- Spooktacular”

EVENT DESCRIPTION.

The focus of the event is to raise awareness of stigma and general mental health facts along with random trivia and Halloween trivia.

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 ‘Trivia-Spooktacular’. Individuals at this event attended an open discussion and safe space to be educated on stigma and its consequences. Furthermore, at this event there was an opportunity to win an Amazon gift card.

The evidence backing reasons for hosting the event:

- Many aspects of the holiday known as Halloween are problematic due to the impact they have on mental health. According to Reed (2016), “Likewise, besides the attractions being problematic themselves, costumes and other products relating to negative stereotypes of mental health have to be evaluated. As Halloween approaches, society has the ability to reflect on past interpretations mental health, along with cultural appropriation, in designing costumes and celebrating the holiday.” (p. 1).

The anticipated event attendees were Kent State University students.

30 event attendees would be ideal. Approximately 20 individuals attended this event as it was a more popular event.

The event entailed an introduction to a university subscription to a virtual meeting platform along with a free account of a game-based learning platform. Next, we played a game of trivia that was livestreamed through the university subscription to a virtual meeting platform. Questions involved Halloween facts, Halloween sales, education on stigma, random facts, and Halloween history. The event ended with local and virtual mental health resources. There were no collaborators for this event.

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 ~5-10 minutes to participate. At least one volunteer was needed to table the event.

EVENT BUDGET.

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

Event title:	“Trivia- Spooktacular”				
Expected number of event attendees:	~20				
Items on-hand that did <u>not</u> need to be purchased:	A university subscription to a virtual meeting platform and free account to a game-based learning platform				
Event Itemized Budget					
Item	Quantity	Price per unit	Total	Store	Web Link
Amazon Gift cards	2	\$25.00	\$50.00	Amazon	https://www.amazon.com/Amazon-1_US_Email-eGift-Card/dp/B004LLIKVU/ref=sr_1_1?dchild=1&keywords=virtual+%2425+amazon+gift+card&qid=1630357957&sr=8-1
TOTAL	2	-	\$50.00	-	-

*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 on the university subscription to a virtual meeting platform during the week leading up to Halloween in October. The event occurred on October 27, 2020, from 6 to 7 pm.

EVENT ADVERTISING.

Event was promoted on various campus email listservs, along with being posted on various social media.

See examples of social media post graphics below. Graphics below were used to spread awareness.

EVENT PREPARATION.

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

Before the event, ensure the free account of a game-based learning platform is working properly along with the audio. Make sure the right answers to the questions are selected and there are no typos. Set up the university subscription to a virtual meeting platform before individuals begin to arrive. Send a reminder email to participants the day of.

See hot card below. *Not to scale.

See signage below. *Not to scale.



KAHOOT TRIVIA SPOOKTACULAR

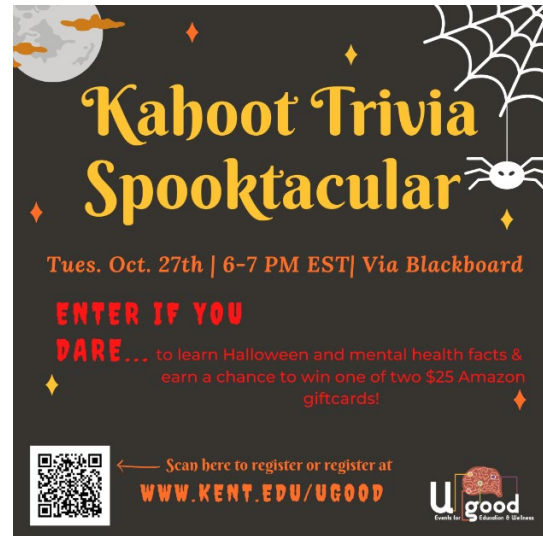
Tues. Oct. 27th / 6pm-7pm EST / Via Blackboard

ENTER IF YOU DARE... to test your knowledge of Halloween & mental health at this virtual event!

DON'T BE SCARED... there is a chance to win one of two \$25 Amazon gift cards!

← Scan here to register or register at WWW.KENT.EDU/UGOOD







Kahoot Trivia Spooktacular

Tues. Oct. 27th | 6-7 PM EST| Via Blackboard

ENTER IF YOU DARE... to learn Halloween and mental health facts & earn a chance to win one of two \$25 Amazon giftcards!

← Scan here to register or register at WWW.KENT.EDU/UGOOD

References

Reed, N. (2016, October 31). *Depicting Mental Health on Halloween*. Prindleinstitute.org.

<https://www.prindleinstitute.org/2016/10/halloweens-mental-health-stigma/>