Thrive 2018 Report

Description

The Thrive 2018 Report, describes the Thrive initiative in Fall 2018, at the University of Waterloo, the marketing and advertising tactics used and the post-event evaluation results.

What is Thrive?

Thrive 2018 was a week-long series of events focused on building positive mental health for University of Waterloo (UW) students, faculty and staff. Thrive 2018 built on the success of UW's previous annual Mental Health Wellness Day events and expanded on the foundations created by it. The Thrive week initiative was developed by the University of British Columbia in the spring of 2009 and has been adopted by more than 11 Canadian colleges and universities. The Mental Health Wellness Event Planning Committee (MHWEPC) at UW chose the Thrive brand for replacing the Mental Health Wellness Day events. The committee was also responsible for planning, marketing and implementing the Thrive 2018 events. The Thrive 2018 week, from October 22 – 26, featured **five main events**:

- *An Evening with Michael Landsberg* (October 22)
- *Yoga in CIF* (October 23)
- *Student Mental Health Forum* (October 24)
- *Walk for Mental Health* (October 25)
- *Mental Health Training* (October 26)

In addition to the above events, campus partners (UW faculties and departments, affiliated institutions), hosted their own **individual partner events**, while promoting or enhancing the UW goals of Thrive.

Goals of Thrive

The UW goals of Thrive with key messages were:

- *Mental Health Literacy*: Everyone has mental health to care for and there are lots places to go if you need help.
- *Build Healthy Habits and Self-Care Skills*: Building your healthy habits and self-care skills can help you stay mentally well.
- *Foster a Supportive and Inclusive Community*: Our community members have shared experiences and knowledge that can help you be well.

Marketing and Promotion

The Campus Wellness (CW) Communications Project Manager developed a *Partner Event and Communications Toolkit* and a *Marketing and Communications plan* which was used by campus partners, planning to host partner events during Thrive week and by campus communicators to help spread the word about Thrive.

The CW team developed print and digital media e.g. banners, posters, and signage to promote and advertise the event to Campus Partners. The event was also advertised through a Daily Bulletin, an all-staff email, web news story and power point slides. High visibility swag items, such as Thrive T-Shirts, 'Do You Need Help' posters and coffee cup sleeves were distributed throughout the campus. Some web resources used to advertise and execute the event were the UW and CW websites, the UW events listing page, the Partner Event form, Swag/resource request form, the Thrive week video, the Thrive Trailer video. A few of the digital resources used to promote the event were Thrive week event calendar slide, CW general slide and individual Thrive week slides, which were distributed to all partners for circulation within departments. Additionally, various social media tactics, such as Facebook, Twitter, Instagram etc. were used for promotion.

Thrive 2018 Participation and Engagement

The Thrive 2018 five main events from October 22 – 26 were successfully implemented. See below for a quick snapshot of participation and engagement in these events:

- *An Evening with Michael Landsberg* (October 22)–approximately 200 participants attended this event.

- *Yoga in CIF* (October 23)—Eight participants attended this event. This event had less participation because of bad weather.

- *Student Mental Health Forum* (October 24)—181 individuals attended this forum in-person, and 290 unique viewers livestreamed the event.

- *Walk for Mental Health* (October 25)—Approximately 250 individuals participated in the walk, with representation from all six faculties and a few affiliated institutions.

- *Mental Health Training* (October 26)—Thirty participants attended the mental health training session.

In the individual partner events category, **19 partners hosted a total of 23 events** across campus. These partners included UW affiliated institutions, several faculties and departments. Please see **Appendix A** for a list of campus partners and individual events. Please note that number of attendees in individual events are not included in this report.

Social media views and engagement of the main Thrive events was overwhelmingly positive. No major negative sentiments were expressed on hashtag or Reddit. Some general comments were expressed, such as, "Do you think it will make a difference?" or "One week

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is not enough." Overall, the social media metrics were positive. There were 210,111 views of Thrive posts and 5,173 counts of engagement.

Thrive 2018 Initiative Evaluation

The CW team conducted two surveys to evaluate the Thrive 2018 initiative.

First Survey

The CW team sent out the **Thrive Partner Feedback Survey** to all 19 campus partners who had organized individual events. The survey aimed to gather feedback from partners about the level and quality of participation and engagement in the events. The survey asked questions about the number of attendees, what worked well that contributed to the overall goals of Thrive, how the Thrive planning committee may provide additional support for partners needing it, and suggestions for improvement for next year.

Results

The overall **response rate** for the first survey was approximately **37%** (7/19 partners). Overall, partners were positive about the events. Partners who responded to the survey provided comments on nine out of the 23 total events that were organized. Participation numbers in each of these nine events ranged from 5-150 attendees. Some of the partners commented on positive student feedback from students about their events, especially the provision of a variety of events catered to different kinds of students, the opportunity for students to connect with social workers one-on-one etc. Some of the events geared towards developing mental health literacy, self-care skills, and healthy habits were also well received. Two of the 19 partners indicated they would appreciate more advertising support from CW next year, while one partner felt that advertising could begin sooner in the term. Another partner indicated they would appreciate CW providing evidence from literature to support their particular event. A partner expressed an interest in being involved in planning of the Thrive events. There was one comment stating the Walk for Mental Health is a great idea, but would be better to hold it outside of lunch hour.

Second survey

The CW team sent out the **Thrive Partnership Evaluation Survey** to the Thrive Planning Committee, aiming to evaluate the committee's experience in planning and implementation of the initiative. Please see **Appendix B** for the survey questions. The survey was sent to 21 committee members, including the committee Chair. The Chair refrained from participating in the survey to prevent bias in results. Therefore, results are calculated based on 20 recipients.

Results

The overall **response rate** for the second survey was **65%** (13/20). Please see below for a snapshot of results from the survey:

- 100% of the committee members who responded to the survey (13 members) rated the **effectiveness in coordinating communication** among members as excellent, very good or good.
- 92% (12/13) of the members rated **effectiveness in organizing committee activities**, including meetings and projects for the committee as excellent, very good or good.
- Although approximately 77% (10/13) of the members felt that the committee had **representation** from all or most of the areas across UW, approximately 23% (3/13) felt the committee only had some representation and needed more representation from faculty, students, satellite campuses and staff.
- **Mutual respect and trust** was rated high by approximately 77% (10/13) of the members, while 23% (3/13) rated it to be medium.
- **Member engagement** was rated medium by approximately 62% (8/13) of members, while only 38% (5/13) rated it was high.

The survey also recorded responses to two planning questions. The **first question** gathered member feedback on interest in organizing Thrive Days in the winter and spring semesters, in addition to the Thrive Week in the fall semester. An overwhelming majority (approximately 92%; 12/13 members) responded positively as being interested in Thrive days in the winter and spring terms. The **second question** was to find out the best time in the fall term for organizing the Thrive Week. Since the Thrive committee in their Thrive 2018 week de-brief meeting, had received feedback about challenges in implementing the initiative in the last week of October (e.g. Convocation, approaching mid-term exams etc.), the second planning question sought input from members about alternate weeks in the fall semester for hosting the Thrive Week. Out of the two options provided, approximately 46% (6/13) of members voted for September 30th week and 54% (7/13) voted for the November 4th week. Please see **Appendix C** for the comprehensive survey results.

Recommendations for future events

- Early communication to help with planning of fall semester Thrive Week.
- More advertising support to UW affiliated institutions.
- Thrive Days in each of the winter and spring semesters, in addition to the Thrive Week.

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Appendices

Appendix A: Campus Partners and Individual Partner Events

University/College/Faculty/Department	Name of event
Career Action Centre	Career Advising Pop-Up Event
St. Paul's University College	Dog Therapy
St. Paul's University College	Unplug Wednesdays
St. Paul's University College	Music Therapy
Retail and Print Services	Instore Display Waterloo Retail Store
Renison University College	Resiliency at Renison
Waterloo Residences	Caregiver's Club - Balance & Healthy Habits
Waterloo Residences	CLV Community Breakfast
Chemical Engineering	"The Thrive Room"
St. Jerome's University	Cookies 'n' Rocks
Disability Advocacy and Community Alliance	Connectedness and Wellbeing: a discussion with the Disability Advocacy and Community Alliance
Music	Noon Hour Concert: Like Minds
Music	Sing for Water
Library	Library Self-Care Kits
Waterloo Residences	Maximize Potential and THRIVE
Applied Health Sciences	AHS Thrive
Chaplains	Destressing with Zentangle
UW BUGS	Crush Your Insecurities
SJU library	Destress with colouring
Graduate Studies and Postdoctoral Affairs	Graduate Student Mindfulness Meditation
Graduate Studies and Postdoctoral Affairs	GRADchat: Achieving balance in grad school
Conrad School of Entrepreneurship and Business	Mental Health Discussion with Cassie Smith
Conrad School of Entrepreneurship and Business	Yoga Session with Amanda Watkins
BSW	Thrive Week BSW Bake Sale
Federation of Students	Building Social Change

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Appendix B: Thrive Partnership Evaluation Survey

About the survey: This survey will take about 3 minutes to complete and will ask you questions about your experience with the Thrive Committee. The survey will help gauge the effectiveness of the committee and inform future committee work. No personal information is being collected within the evaluation survey. The information from the survey will be compiled and shared with the Thrive Committee in aggregate format.

Q1 Please rate the effectiveness of the Thrive Committee in coordinating communication among members

- ○ Excellent (13)

- ○ Very Good (14)

- ○ Good (15)

- ○ Fair (16)

- ○ Poor (17)

- ○ Prefer not to answer (18)

Q2 Please rate the effectiveness of the Thrive Committee in organizing committee activities, including meetings and projects for the committee

- ○ Excellent (13)

- ○ Very Good (14)

- ○ Good (15)

- ○ Fair (16)

- ○ Poor (17)

- ○ Prefer not to answer (18)

Q3 To what extent did the Thrive Committee have representation from all areas across the University (e.g. Faculty, staff, students, various departments etc.)

○ All of the areas (1)

○ Most of the areas (2)

○ Some of the areas (3)

○ Almost none of the areas (4)

○ None of the areas (5)

○ Prefer not to answer (6)

Q4 If you do not believe there was good representation, who was missing?

_____

Q5 How would you rate mutual respect and trust among the Thrive Committee? *Note: A committee with mutual respect and trust is one where: ·There is common vision and a sense of belonging; · The diversity of people's different backgrounds and circumstances are appreciated and positively valued; · Everyone's opinions were respected and considered in decision making – adapted from the Local Government Association et al, 2002*

○ High (1)

○ Medium (2)

○ Low (3)

○ Not existent (4)

○ Prefer not to answer (5)

Q6 How would you rate member engagement among the Thrive Committee? Note: member engagement is:· *The investment of time or resources by members of a committee to provide value to the committee · Individuals contribute as fully as possible by attending meetings consistently and following through on assigned tasks*

○ High (1)

○ Medium (2)

○ Low (3)

○ Not existent (4)

○ Prefer not to answer (5)

Q7 The following question will help the committee for future planning:
For 2019, please pick one of the following weeks that you think would be suitable for Thrive Week (in order to increase uptake at events):

○ Week of Sept 30th (1)

○ Week of Nov 4th (2)

 Q8 The following question will help the committee for future planning:
Moving forward, do you think Thrive should include "Thrive days" in the winter and spring semesters (on a smaller scale). If you choose yes, this would include participating on the planning committee on a year-round basis:

○ Yes (1)

○ No (2)

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# Appendix C: Thrive Partnership Evaluation Survey Results

Q1 - Please rate the effectiveness of the Thrive Committee in coordinating communication among members
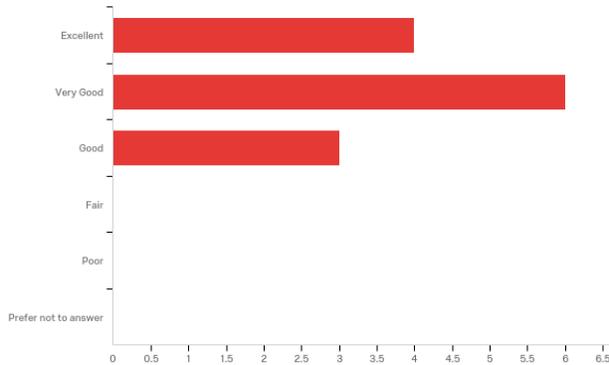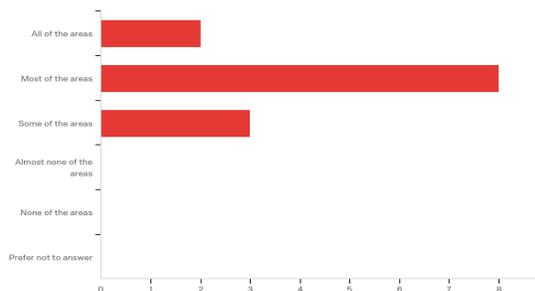
Answer	%	Count
Excellent	30.77%	4
Very Good	46.15%	6
Good	23.08%	3
Fair	0.00%	0
Poor	0.00%	0
Prefer not to answer	0.00%	0
Total	100%	13

Q2 - Please rate the effectiveness of the Thrive Committee in organizing committee activities, including meetings and projects for the committee
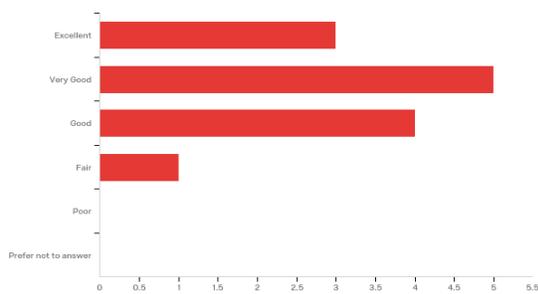
Answer	%	Count
Excellent	23.08%	3
Very Good	38.46%	5
Good	30.77%	4
Fair	7.69%	1
Poor	0.00%	0
Prefer not to answer	0.00%	0
Total	100%	13

Q3 - To what extent did the Thrive Committee have representation from all areas across the University (e.g. Faculty, staff, students, various departments etc.)

Answer	%	Count
All of the areas	15.38%	2
Most of the areas	61.54%	8
Some of the areas	23.08%	3
Almost none of the areas	0.00%	0
None of the areas	0.00%	0
Prefer not to answer	0.00%	0
Total	100%	13

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Q4 - If you do not believe there was good representation, who was missing?

| If you do not believe there was good representation, who was missing? |
| --- |
| Students. |
| SSO & Faculties |
| Department/faculty level staff and faculty members were missing. |
| Faculty representation |
| faculty, maybe more staff reps such as HR |
| Was the WISC represented there? |
| Faculty, satellite campus |
| Faculties |
| More student representation is helpful. |

Q5 - How would you rate mutual respect and trust among the Thrive Committee?

Note: A committee with mutual respect and trust is one where: · There is common vision and a sense of belonging; · The diversity of people's different backgrounds and circumstances are appreciated and positively valued; ·Everyone's opinions were respected and considered in decision making – adapted from the Local Government Association et al, 2002
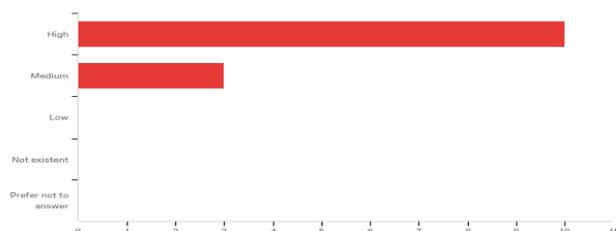
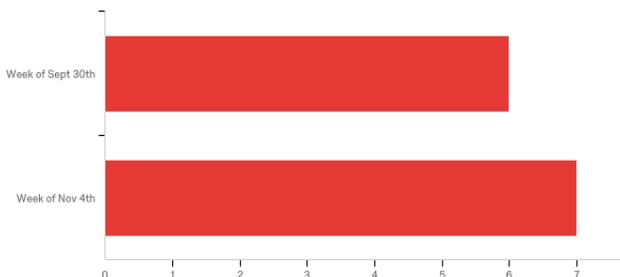| Answer	%	Count
High	76.92%	10
Medium	23.08%	3
Low	0.00%	0
Not existent	0.00%	0
Prefer not to answer	0.00%	0
Total	100%	13

Q6 - How would you rate member engagement among the Thrive Committee?

Note: Member engagement is: · The investment of time or resources by members of a committee to provide value to the committee.   · Individuals contribute as fully as possible by attending meetings consistently and following through on assigned tasks.
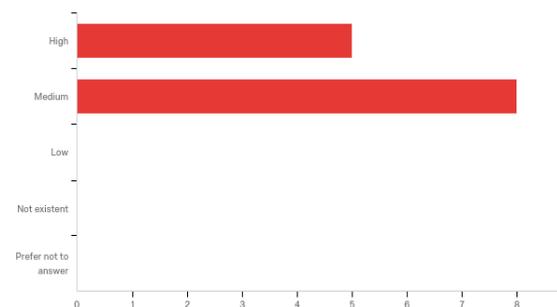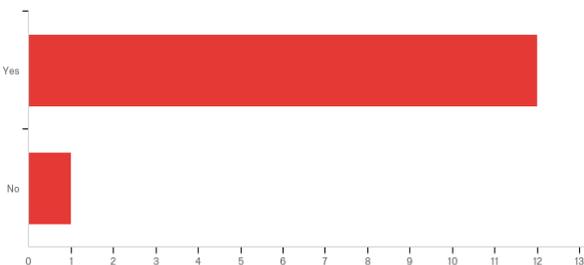

Answer	%	Count
High	38.46%	5
Medium	61.54%	8
Low	0.00%	0
Not existent	0.00%	0
Prefer not to answer	0.00%	0
Total	100%	13

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Q7 - The following question will help the committee for future planning: For 2019, please pick one of the following weeks that you think would be suitable for Thrive Week (in order to increase uptake at events):

Answer	%	Count
Week of Sept 30th	46.15%	6
Week of Nov 4th	53.85%	7
Total	100%	13

Q8 - The following question will help the committee for future planning: Moving forward, do you think Thrive should include "Thrive days" in the winter and spring semesters (on a smaller scale). If you choose yes, this would include participating on the planning committee on a year-round basis:

Answer	%	Count
Yes	92.31%	12
No	7.69%	1
Total	100%	13

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