

Thrive at University of Waterloo

2019 Event Planning and Communications Toolkit

Table of Contents

Thank you for your interest in Thrive 2019.....	1
What is Thrive?.....	1
Goals of Thrive.....	2
Increase Mental Health Literacy and Promote Resources.....	2
Build Healthy Habits and Self-Care Skills.....	2
Foster a Supportive and Inclusive Community.....	2
Key messages.....	2
Mental Health Literacy.....	2
Build Healthy Habits and Self-Care Skills.....	2
Foster a Supportive and Inclusive Community.....	2
Events and further information.....	3
Communications resources.....	3
Communications suggestions.....	3
Main event poster and Facebook event.....	4
Powerpoint slides.....	4
Information about hosting a partner event.....	4
Support for Thrive partner events.....	4
Potential event ideas.....	5

Thank you for your interest in Thrive 2019

What is Thrive?

Thrive is a week-long series of events focused on building positive mental health for University of Waterloo students, faculty and staff. Thrive builds on the success of our previous annual Mental Health Wellness Day event and expands 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.

Thrive is also a mindset that encourages you to flourish. We all have mental health, and we can each strengthen our mental health by learning about it, thinking about it, talking about it, and discovering new skills and resources to help us Thrive all year long.

This year's Thrive week is November 4 – 8 and will feature main events including:

- November 4 – Determined to Thrive—with Heroic Minds, Mental Wellness Panel
- November 5 – Thrive Walk and United Way 'Souper Tuesday'
- November 5 – More Feet on the Ground Training for Students
- November 5 – Determined to Thrive—with Heroic Minds, Mental Wellness Panel for Students
- November 6 – Student Mental Health Forum, by CoSMH
- November 7 – Building Community through Play
- November 8 – Uplifting Messages with Balloons

Campus Partners can host their own Thrive events, provided that they help promote or enhance the UW Goals of Thrive.

Goals of Thrive

Increase Mental Health Literacy and Promote Resources

Mental health is just as important as physical health. Thrive endeavours to improve our community's understanding of how to obtain and maintain positive mental health of yourself and others. Thrive also promotes available resources for students, faculty, and staff who might need support, and reduce any stigma that might exist around seeking help.

Build Healthy Habits and Self-Care Skills

Thrive aims to help individuals discover how to cope with the challenges of day-to-day life, and develop self-care skills and resiliency. Thrive promotes healthy habits including but not limited to sleep, healthy eating, physical activity, mindfulness, and social connections.

Foster a Supportive and Inclusive Community

Thrive fosters a shared sense of belonging and supportive environment on campus. The activities and events of Thrive will help spread the word that you are not alone and that our community members have shared experiences and knowledge that can help.

Key messages

Mental Health Literacy

Everyone has mental health to care for and there are lots of 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.

Events and further information

Specific event information and more info about Thrive can be found on the Thrive website: uwaterloo.ca/cw/thrive/

Communications resources

By promoting Thrive, you're helping to build positive mental health for all at University of Waterloo. In this toolkit you'll find poster templates, social avatars, suggested social posts, and web images to get everyone thriving at University of Waterloo.

Communications suggestions

The following are examples of things you can do to help promote Thrive to your audiences:

- Any time
 - **Follow Campus Wellness on Twitter (@UW_Wellness), Facebook (@UWaterlooWellness), and Instagram (@uwaterloowellness) for the latest Thrive updates. This will make it easy to re-post/share marketing content on your social channels.**
 - Post messages related to positive mental health on Twitter, Instagram, and/or Facebook
 - Post messages about available resources and supports at the University of Waterloo
- One month before Thrive (early October):
 - Talk to your audience(s) about Thrive. Invite them to attend Thrive events
 - Take photos of things, places, or people that help you thrive, and share them on Instagram, Twitter, and/or Facebook. Add a description and tag them with #UWThrive
 - Print, hang, and distribute posters
- One week before Thrive (Oct. 28 – Nov. 1):
 - Check the Thrive events calendar for events that are particularly relevant to your group / audience. Send these events around in an email or social media or print them out and post them for people to see
- During Thrive (Nov. 4 – 8):
 - Join the #UWThrive conversation by commenting on or uploading Thriving photos
 - Invite your friends or colleagues to join you in attending Thrive events
 - Encourage your friends and colleagues to share their Thrive experiences on social media
 - Showcase a course or assignment that has a focus on positive mental health
 - Invite students to take 5-minute stretch breaks during class, or lead a stretch break yourself
 - Share a reminder about Thrive and the importance of taking care of your mental health

Main event poster and Facebook event

- [Thrive event calendar](#)
- [Thrive Facebook event](#)

Powerpoint slides

These Powerpoint slides can be used to advertise Thrive events on digital displays or to introduce the concept of mental health and Thrive week at the beginning of a lecture or lab that happens during Thrive week.

- [Thrive and mental health slide](#)
- [Thrive event calendar slide](#)

Information about hosting a partner event

If you'd like to host a partner event, please register on our [web form](#). By hosting an event you will:

- Have your event promoted on the Thrive webpage
- Receive poster templates and communication tools to support your own event promotion
- Be sent a Thrive package, which includes resource materials and swag items

A couple of key things to remember when planning your event:

- Be inclusive of diverse perspectives and populations on campus. For help, review the [Planning Accessible Events](#) document
- Consider how your event can connect to the themes of Thrive week:
 - Increase mental health literacy and promote resources
 - Build healthy habits and self-care skills
 - Foster a supportive and inclusive community
- Have hard copies of resources available for both on and off-campus mental health services and supports

Support for Thrive partner events

The Thrive planning committee wants to help make your event a success. We can support your event or initiative by:

- Providing activity ideas and planning resources
- Working with you to build the theme of positive mental health into your event
- Promoting your event to the campus in the weeks leading up to Thrive, and sharing poster templates and communications tools for you to use to support your own event promotion
- Sending a Thrive package to your event including resource materials and swag items

Potential event ideas

Below you'll find some ideas for wellness events you could host in your areas.

- An arts and crafts activity: colouring pages, bracelets, origami, succulent planting
- An event promoting physical activity: yoga classes, Zumba etc.
- An event featuring live music
- Host a workshop on mental health and wellbeing
- Share a meal or host a cooking class
- Create a gratitude wall that people can add sticky notes too