Thank you for your interest in Thrive 2018

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 October 22 – 26 and will feature main events including:

- October 22 – An Evening with Michael Landsberg
- October 23 - Athletics and Recreation events in the PAC
- October 24 - Student Mental Health Forum
- October 25 - Walk for Mental Health
- October 26 - Mental Health Training

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 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 templates, social cards, 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**
  - 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 events, join the #UWThrive conversation using their existing channels, and/or thrive in ways that feel good to them.
  - 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
  - Follow Campus Wellness on Twitter, Facebook, and Instagram for the latest Thrive updates

- **One week before Thrive (Oct. 15-19):**
  - 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 (Oct. 22-26):**
  - Join the #UWThrive conversation by commenting on or uploading Thriving photos.
  - Invite your friends or colleagues to join you for a break or a meeting in a peaceful or quiet or peaceful space. You may want to share photos of these spaces on social media.
  - Encourage your friends and colleagues to share their Thrive experiences on social media.
  - Follow Campus Wellness on Twitter, Facebook, or Instagram to like, share, and comment on thriving posts!
  - 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

**Social media assets**
- [Thrive Facebook event](#)
- [Thrive social cards (ZIP)](#)

**Main event posters and poster template**
- [Thrive Poster (PDF)](#)
- [Word template for partner event posters (DOCX)](#)

**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 Lecture Slides (PPTX)](#)
- [Digital Display Slides (PPTX)](#)

**Suggested social media posts**

<table>
<thead>
<tr>
<th>Week</th>
<th>Message</th>
<th>Image/Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 1 - 5</td>
<td>This year we’re encouraging you to Thrive. Learn more about Thrive week and how you can participate: uwaterloo.ca/cw/thrive</td>
<td>Thrive Social cards</td>
</tr>
<tr>
<td>Oct 8-12</td>
<td>There’s two weeks to go until Thrive week. Learn more about the events and how you can Thrive: uwaterloo.ca/cw/thrive</td>
<td>Thrive Week social card</td>
</tr>
<tr>
<td>Oct 15-19</td>
<td>Next week is Thrive week. Take a look at the main events and find out more about everything happening on campus: uwaterloo.ca/cw/thrive</td>
<td>Thrive Week calendar image</td>
</tr>
<tr>
<td>Oct 15-19</td>
<td>Join the Committee for Student Mental Health for an update on their progress on October 24: <a href="https://ticketfi.com/event/2564/student-mental-health-forum">https://ticketfi.com/event/2564/student-mental-health-forum</a></td>
<td>Event social card</td>
</tr>
<tr>
<td>Week</td>
<td>Message</td>
<td>Image/Video</td>
</tr>
<tr>
<td>-------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>----------------------</td>
</tr>
<tr>
<td>Oct 15-19</td>
<td>Sign up for this year’s walk for mental health on October 25 during to help show support and raise awareness of mental health resources on campus: <a href="https://uwaterloo.ca/campus-wellness/thrive/2018-walk-mental-health-registration-form">https://uwaterloo.ca/campus-wellness/thrive/2018-walk-mental-health-registration-form</a></td>
<td>Walk social card</td>
</tr>
<tr>
<td>Oct 15-19</td>
<td>On Thursday, October 25 wear your Thrive t-shirt, Warrior gear, or the colour yellow to show your support for mental health on campus. Order your shirt today: <a href="https://uwaterloo.ca/campus-wellness/thrive/thrive-t-shirt-request-form">https://uwaterloo.ca/campus-wellness/thrive/thrive-t-shirt-request-form</a></td>
<td>Picture of swag item</td>
</tr>
<tr>
<td>Oct 22-26</td>
<td>Facebook event shares on day of event</td>
<td>FB Events</td>
</tr>
<tr>
<td>Oct 22-26</td>
<td>Campus Wellness offers a variety of seminars and workshops in person and online to help you cope with life’s challenges. Register today: <a href="https://uwaterloo.ca/campus-wellness/counselling-services/seminars-and-workshops">https://uwaterloo.ca/campus-wellness/counselling-services/seminars-and-workshops</a></td>
<td>Workshops social card</td>
</tr>
<tr>
<td>Oct 22-26</td>
<td>Campus Wellness offers a range of mental health training programs to help you learn how to support people in our UW community with mental health concerns. Find one that’s right for you: <a href="https://uwaterloo.ca/campus-wellness/counselling-services/mental-health-training-opportunities">https://uwaterloo.ca/campus-wellness/counselling-services/mental-health-training-opportunities</a></td>
<td>Mental Health Training social card</td>
</tr>
</tbody>
</table>
Information about hosting a partner event

If you’d like to host a partner event, please register on our web form to have your events included in our promotions.

Positive mental health is an important aspect of overall wellbeing. When planning your Thrive event, consider the questions below as guidelines to help your group and community thrive:

- How could your event provide opportunities for individual and/or community actions that support positive mental health and resilience? You can do this through:
  - An educational event (e.g. Workshop or presentation)
  - Fostering connections among your target audience/group
  - Skill building opportunities (e.g. Develop a new skill, try something new)
  - Advocacy or an environmental scan of what already exists within your unit, department, group, club
- How can your event increase awareness of the connection between overall wellbeing and mental health?
  - Consider whether your event makes a connection between different aspects of overall wellbeing and mental health
  - Determine which aspects of wellbeing are reflected in your event or will be focused on as part of your event
- How can your event be inclusive of diverse perspectives and populations on campus?
  - Review the Planning Accessible Events document
  - Review your event idea with a group of stakeholders
  - Connect with a Thrive committee member
- How can your event increase awareness of University of Waterloo’s mental health resources?
  - Create awareness of existing campus resources
  - Encourage the utilization of available tools (self-help, online, academic, professional)

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 to