

SAY IT
BRAVE
ON CAMPUS

A MENTAL HEALTH
SERIES EVENT KIT



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Say It Brave on Campus: Event Kit

Hosting and Organizing a Say It Brave on Campus Series Event

Say It Brave on Campus is a storytelling network bringing mental health awareness and resources to college campuses nationwide. Join us during Suicide Prevention Awareness Month, Love Your Body Day, Eating Disorders Awareness Week and Stress Awareness Month to:

- ✓ Hear leading mental health advocates and influencers "*say it brave*" by sharing their lived experiences with mental health
- ✓ Easily host watch parties, panel discussions and awareness activities using our free Say It Brave event kits
- ✓ Gain invaluable resources for yourself, your teammates and your friends -- from nonprofits paving the way to end mental health stigma

Organizing a campus event can be challenging! To help make planning and executing your event a little easier, Say It Brave on Campus has provided this kit with everything you need to host a successful campus event. These resources are:

1. **Watch Party Tip Sheet** – For student organizations, athletic departments, residence hall advisors, and/or counseling and health center staff, this list provides tips for planning an event on campus.
2. **Post-Watch Party Discussion Questions** – This provides sample discussion questions for post-watch party panel discussions on the topic along with answers and resources for the facilitators.
3. **Event ideas** – The Say It Brave on Campus events correspond with major awareness months, so we've provided ideas and tips for events that you can host on the day of or throughout the awareness month to reduce the stigma of mental health on campus and encourage connectedness and self-care.
4. **Resources** – We've provided a list of resources so that watch party and event attendees can get more information – virtually or in-person – about the nonprofits discussed, seek support and learn more about the topic.

Watch Party Tip Sheet

There are several components to creating a great watch party for the Say It Brave on Campus Series. We'll provide tips on each of the following areas: space, setup, campus support, post-watch party discussion panel, and getting the word out.

Tip 1: Begin identifying a space today, as campus space books up quickly! Look for a space that will provide the following:

- Accommodation for approximately 25-50 people (larger if you anticipate more people).
- A large screen with AV setup and Wi-Fi.
- Seating that will allow for easy viewing of the screen and conversation after the event (e.g., lecture hall with room for a panel to set up in front or a ballroom with table rounds and room for a panel to set up in front).
- If you want to provide refreshments or food, make sure you identify a space that allows for refreshments and/or food.

Tip 2: Congratulations, you've identified a space! Now, let's think about setting up that space for the best possible event.

- Identify a space for student organization and campus organization resource tables to set up (e.g., Morgan's Mission Chapters, Active Minds Chapters, Counseling Center, LGBTQ Resource Center, Multicultural Center, Women's Center, Campus Suicide Prevention Center).
- Preset an area for your postevent panel to set up.
- If you're having refreshments and/or food, identify a good space for the food, ideally after the resource tables to encourage students to walk by the resource tables to get refreshments and/or food.
- Post signs outside the room to assist participants in finding the right space. Make sure signs are inviting!

Tip 3: While the goal of these events is to raise awareness and destigmatize mental health conditions, these are sensitive topics for many. It is important to enlist campus support personnel to be at the events to talk with any students who may need additional support and to serve on the postevent panel.

- Identify campus support personnel to be present at your event. We encourage you to enlist counseling center staff, health center staff, residence hall advisors or athletic support staff to be present at the event.
- Invite campus support departments to set up resource tables at the event and to be panelists at the postevent discussion.
- Include campus support resources in resources that you provide to students who attend the watch party.

Tip 4: We are certain that the Say It Brave on Campus events will stimulate discussion, interest and questions. Plan a postevent discussion panel to lead a discussion with students following the presentation. Consider inviting the following individuals to be part of the discussion

- A campus support staff member to answer sensitive questions and guide sensitive discussions.
- Mental health student organization leaders (e.g., Morgan's Mission, Active Minds, Student Athletes) to contribute their perspectives.
- Students, faculty or staff with lived experience to share their insights.

Tip 5: You've planned a great campus event. Now use the following tips to get the word out to students about your event.

- Get approval from your campus to post event flyers (attached) in key areas across campus (dorms, student unions, academic departments, library, etc.).
- Share on your websites and social media channels. (If it's not online or on social media, does it really exist?)
- Encourage campus organizations and departments to share on their website and social channels.
- Ask campus departments such as Greek life or residence hall advisors to incentivize students for attending by giving them points.
- Ask campus professors/departments to provide extra credit to students who attend (e.g., psychology, sociology, health sciences, counseling).

Post-Watch Party Discussion Questions

In order to keep the conversation going, invite watch party participants to stay after the presentation for a post-watch party discussion. Invite campus support personnel, student organization leaders and individuals with lived experience with suicide to be part of a panel discussion. Use the following questions to guide an informative conversation with the students in attendance.

1. How have you opened a conversation with a friend that you were concerned about in the past?
 - <https://seizetheawkward.org/conversation/starting-the-conversation>
 - What I see... (what is the behavior that is causing concern?), What I fear... (express your concerns about the behavior), What I hope... (connecting person with professional resources to get support).
2. Which resources would you use if you thought someone was struggling?
 - Seek professional support from the campus counseling center on how to take care of yourself and connect others with support.
 - Talk with your residence hall advisor, faculty members or other supportive individuals in your life about how to help.
3. If someone comes to you and expresses that they have suicidal thoughts, how do you take care of yourself?
 - Be a supportive listener, avoid giving advice and direct them to professionals who can help. If possible, walk with them to the counseling center for support.
 - Seek support yourself from the counseling center, talk to supportive individuals in your life and educate yourself about suicidality so that you recognize that it's not your fault.
4. How have you personally been impacted by suicide?
 - Guide a supportive conversation and if the conversation gets too intense ask a campus mental health provider to step in.
5. How do you take care of yourself when you're feeling down?
 - Guide a constructive conversation to elicit stress reduction techniques, self-care strategies, etc.
 - Avoid topics that may be a symptom of other mental health issues (e.g., substance use, eating disorder behaviors).

6. Which community or campus resources have you found to be the most supportive?
 - Guide a conversation about all of the resources available on campus and in the community.
 - Use the resource guide as a starter to get the conversation going.
7. Why do you fear asking someone about suicide if they are feeling suicidal?
 - Provide education to help others recognize that talking about suicide doesn't cause suicide.
8. How do we end stigma and make it okay on our campus to have these discussions?
 - Guide a discussion about what your campus and student can do to provide a safe space for events and conversations about mental health. How do you keep the momentum going following this event?
9. Which student organizations on campus challenge mental health stigma and raise awareness?
 - Create a list of student organizations on your campus that challenge mental health stigma to share with the students in attendance.
 - Ask what is missing and how you can create an organization that addresses what is missing on your campus.
10. What can I do as an individual to avoid perpetuating mental health stigma?
 - Guide a conversation about language and attitudes that may be stigmatizing. Offer alternatives to phrases that use mental health terms to describe behaviors, events, feelings, etc.

Suicide Awareness Month Event Ideas

The following is a list of campus events that you can host anytime during Suicide Prevention Awareness Month to "say it brave" and reduce mental health stigma on campus! Consider joining with campus departments and organizations to host one or many events.

1. Stress-Free Zone

- Create a space with stress-relieving activities such as: coloring books, stress balls, bubble wrap runways, Play-Doh, Legos, Silly Putty, bubbles, etc.
- Ask campus departments to donate items to keep the cost low.
 - i. Ask the engineering department to donate Legos to encourage STEM activities.
 - ii. Ask departments to donate stress balls with their logos.
 - iii. Ask the art or life sciences department to donate art supplies.
 - iv. Ask local stores to donate items for a stress-free zone on campus in exchange for providing their logo on the list of sponsors.

2. Mental Health Bags

- Create a space on campus where students can compile their own mental health bag with the following types of items: journals, pens, teas, create your own essential oil station, handwritten note cards with positive messages, bath bombs, chocolate, cookies, popcorn station, etc.
- Ask campus departments/organizations and community businesses to donate items to keep the cost low.
- Ask campus organizations to throw a party to create items for the event.

3. Mental Health Resource Fair

- Invite all departments and organizations that support mental health and wellness on campus to gather to promote their services.

4. Participate in or host an American Society for Suicide Prevention [Out of the Darkness Campus Walk](#), a [Community Walk](#) or [Overnight Walk](#) near you

- Host an Out of the Darkness or similar walk to raise awareness for suicide prevention and invite campus organizations and departments to participate.

5. "You Matter" Sticky Note Campaign
 - Get several stacks of sticky notes and art supplies (you can ask local businesses or campus departments to donate) and ask student organizations to decorate a couple packs of sticky notes with messages letting fellow students know that they matter. Encourage people to pass out the sticky notes in classes, in front of busy student areas, or to leave them (where allowed) on campus for students to find.
6. Spoken Word Event
 - Organize an event where students can express themselves creatively.
7. Social Media Posts
 - Utilize the resources at <https://www.activeminds.org/about-mental-health/signs-and-symptoms/> and <https://afsp.org/university-and-college-campus-suicide-prevention> to regularly post to your organization's social media accounts. We encourage you to post at least once per week during Suicide Prevention Awareness Month.
8. This year's theme for [World Suicide Prevention Day](#), on September 10, is "Create Hope Through Action." Join in on [activities](#) and use the hashtags #WorldSuicidePreventionDay, #WSPD, #BeTheLight or #WSPD2022.
9. Create a [Heart Wall Sticky Note](#) installation on your campus.
10. Learn about stigmas, understanding self-care and the basics of mental health in [The Things We Don't Say](#), a proactive suicide prevention tool by Hope for the Day.
11. Start or join an [Active Minds Chapter](#).
12. Download the [World Suicide Prevention Brief and Statistics](#) and share with others.

Resources for National Suicide Prevention Month

1. Spread the word about the [988 Suicide and Crisis Support Lifeline](#).
2. If you are a student athlete, sign up to become a [Morgan's Message Ambassador](#).
3. Join our upcoming student athlete support group: Huddling Up for Mental Health – A Support Group for Student Athletes.
4. Learn about the [risk factors and warning signs of suicide](#).
5. Visit the following links to learn more about suicide prevention and campus suicide prevention efforts:
 - <https://www.nami.org/get-involved/awareness-events/suicide-prevention-awareness-month>
 - <https://seizetheawkward.org/conversation/starting-the-conversation>
 - <https://988lifeline.org/>
 - <https://jedfoundation.org/mental-health-resource-center/>
 - <https://www.activeminds.org/programs/after-a-campus-suicide-postvention-guide/>
 - <https://afsp.org/university-and-college-campus-suicide-prevention>
6. Get to know the departments and organizations that support mental health and wellness on campus and in your local community and add them to the resource list.
 - Campus Departments:
 - Campus Organizations:
 - Community Organizations: