

**SAY IT**  
**BRAVE**  
ON CAMPUS

**WORLD MENTAL  
HEALTH DAY**

Event and  
Resource Kit



Eating  
Recovery  
Center



Pathlight  
Mood &  
Anxiety  
Center

# CONTENTS

Hosting and Organizing a Say It Brave on Campus Series Event.....3

Watch Party Tip Sheet.....4

Post-Watch Party Discussion Questions .....6

Event Ideas and Resources.....10



## Hosting and Organizing a Say It Brave on Campus Series Event

**Say It Brave on Campus** is a free, stigma-ending storytelling series that tackles the uncertainties and complexities of mental health with real conversations and resources for students and campus professionals. Join us during Suicide Prevention Awareness Month, World Mental Health Day, Mental Well-Being Month and Eating Disorders Awareness Week to:

- Share and hear lived experiences on loneliness, anxiety, depression and eating disorders
- Learn how to host watch parties, panel discussions and awareness activities at your school using our free Say It Brave event kits
- Gain invaluable resources for yourself, teammates and friends from leading national nonprofit organizations and mental health advocates

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

- 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**  
We provide sample discussion questions for post-watch party panel discussions, in addition to answers and resources for the facilitators.
- 3 Event Ideas**  
The Say It Brave on Campus events correspond with national awareness months, so we provide ideas and tips for events that you can host to reduce the stigma of mental health on campus and encourage connectedness, community and self-care.
- 4 Resources**  
We provide a list of resources so that watch party and event attendees can get more information - virtually or in-person - about the nonprofits involved, seek support from organizations and learn more about the topic discussed.

# Watch Party Tip Sheet

There are several components to creating a successful, engaging watch party for the Say It Brave on Campus series. We 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 with 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 allows easy viewing of the screen and conversation after the event (e.g., a lecture hall with room for a panel to set up in front or a ballroom with table rounds).
- If you want to provide refreshments or food, look for a space that accommodates this.

## TIP 2

Congratulations, you've identified a space! Now let's consider how to set up that space for the best possible event.

- Identify an area for student and campus organizations to set up resource tables (e.g., Morgan's Message chapters, Active Minds chapters, Counseling Center, LGBTQ+ Resource Center, Multicultural Center, Women's Center, Campus Suicide Prevention Center).
- Select an area for your post-event panel to set up.
- If you're serving refreshments, identify a good space for the food – ideally, after the resource tables to encourage students to walk by the resource tables first.
- Post signs outside the room to assist participants in finding the space and make sure signs are inviting.

## TIP 3

While the goal of these events is to raise awareness and destigmatize mental health conditions, it's important to consider that these can be highly sensitive topics. Be sure to enlist campus support personnel to be present to talk with any students who may need additional support and to serve on the post-event panel.

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

#### TIP 4

Say It Brave on Campus events are designed to stimulate discussion, interest and questions. Plan a post-event 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 the discussion.
- Mental health student organization leaders (e.g., Morgan's Message, Active Minds, The Hidden Opponent) to contribute their perspectives.
- Students, faculty or staff with lived experience to share their insights.

#### TIP 5

You've planned a great campus event! Use the following tips to get the word out to students.

- Get approval from your campus to post event flyers (attached) in public spaces across campus (e.g., dorms, student unions, academic departments, library).
- Share on your websites and social media channels.
- Encourage campus organizations and departments to share on their websites and social media channels.
- Enlist campus departments such as Greek life or residence hall advisors to incentivize attendance by giving students points or some type of credit.
- Ask campus professors/departments to provide extra credit to students who attend (e.g., psychology, sociology, health sciences, counseling).

#### TIP 6

Get to know the departments and organizations that support mental health and wellness on campus and in your local community. Add them to the resource list.

- Campus Departments:
- Campus Organizations:
- Community Organizations:

**Our team is here to help you every step of the way. If you need support or have any questions in regard to Say It Brave on Campus watch parties, please email [SayItBrave@ERCPATHLIGHT.COM](mailto:SayItBrave@ERCPATHLIGHT.COM).**

# Post-Watch Party Discussion Questions

To keep the conversation going, ask 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 to be part of a panel discussion. Use the following questions to guide an informative and engaging conversation.

1

## How have you initiated a conversation with an individual that you were concerned about in the past?

- What I see... (what is the behavior that is causing concern?)
- What I fear... (expressing your concerns about the behavior)
- What I hope... (connecting person with professional resources to get support)

Scan to  
Learn More



2

## Which resources would you seek out if you thought someone was struggling with a mental health challenge?

- Seek professional support from the campus counseling center on how to take care of yourself and connect with others for support.
- Talk with your residence hall advisor, faculty members or other supportive individuals in your life about how to help.

3

## How can journaling and self-exploration be integrated into daily life as tools for promoting self-awareness and mental well-being?

- Discuss how journaling and self-exploration can be powerful tools for promoting mental well-being when integrated into daily life.
- Share various ways to incorporate these practices into a routine: choosing the right journal, setting a regular time, starting small, expressing thoughts and feelings, practicing gratitude and tracking patterns.
- Use prompts or questions to guide journaling:
  - “What am I feeling right now?”
  - “What are my strengths and weaknesses?”
  - “What made me happy or stressed today?”
  - “What are my short-term and long-term goals?”
- Remind everyone that journaling is a personal practice and there’s no right or wrong way to do it. The key is consistency and a willingness to be honest with yourself.

## 4

## What are some common misconceptions or stereotypes about mental health that prevent people from openly discussing their struggles? How can we challenge and overcome these?

There are several common misconceptions and stereotypes about mental health that can hinder open discussions and prevent individuals from seeking help or talking about their struggles. Challenging these misconceptions requires a collective effort that involves education, awareness campaigns, destigmatization and creating a safe space for individuals to share their experiences. Some of these include:

- **Mental illness is a sign of weakness.** Many people wrongly believe that experiencing mental health challenges is a sign of weakness or lack of resilience.
- **Mental illness is rare.** Some individuals think that mental health issues are uncommon and only affect a small percentage of the population. In truth, millions of people experience mental health conditions worldwide.
- **You can just “snap out of it.”** Some believe that individuals can simply overcome mental health challenges by changing their mindset or willpower. Promoting the idea that seeking help is a sign of strength can counter this misconception.
- **Mental illness only affects adults.** Mental health issues can impact people of all ages, including children and adolescents. Acknowledging this fact and providing resources and support for young people can help challenge this.
- **Talking about it makes it worse.** Some individuals fear that discussing mental health struggles will worsen their condition. Encouraging open conversations and destigmatizing mental health is an essential part of the healing process. Sharing experiences can lead to a sense of connection and reduce feelings of isolation.
- **Mental health is separate from physical health:** Mental health is an integral part of overall health, and the mind and body are interconnected. Promoting the idea of holistic health can help break down the artificial divide between mental and physical health.

## 5

## Describe what the concept of “vulnerability” means to you.

- Encourage students to discuss the value of exposing our “true selves” while embracing imperfections, fears and uncertainties – even when doing so feels uncomfortable or risky.
- Share how vulnerability can manifest in different ways: academic vulnerability, emotional vulnerability, social vulnerability, personal growth vulnerability and relationship vulnerability.
- Discuss how vulnerability means recognizing when we need assistance and being willing to ask for it, within the context of academic and personal challenges.

6

## When do you feel the most connected? How do you identify that feeling?

- Emphasize the concept that everyone needs connection and deconstruct the idea of "going it alone."
- Discuss interventions for connection that include Dr. Kristin Neff's three elements of self-compassion: self-kindness vs. self-judgment; mindfulness vs. overidentification; and common humanity vs. isolation.

Scan for More



7

## Which community or campus resources have you found to be the most supportive? Which challenge mental health stigma and raise awareness?

- Guide a conversation about all available resources on campus and in the larger community.
- 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 solicit information on how you can create an organization that addresses gaps on your campus.
- Use the resource guide as a starter to get the conversation going.

8

## How can we create safe spaces in our communities and campuses where we feel comfortable discussing mental health challenges without fear of judgment or consequences?

- Guide a discussion about what your campus and students can do to provide a safe space for events and conversations about mental health.
- Begin to raise awareness about mental health issues by organizing workshops, seminars or awareness campaigns.
- Identify physical locations on campuses or in communities where students can go to openly discuss mental health issues.
- Make sure that safe spaces are inclusive and accessible to all; everyone should feel welcome and respected.
- Establish ground rules for these spaces such as confidentiality, respect for each other and non-judgmental attitudes.
- Implement peer support programs where students are trained to provide a listening ear and guidance to peers facing mental health challenges.
- Ensure that information about mental health resources, both on and off-campus, is readily available.
- Emphasize that seeking help for mental health challenges is a sign of strength, not weakness. Share stories of individuals who have benefited from seeking support.



9

### What can I do as an individual to avoid perpetuating mental health stigma, reinforce the message of authenticity and encourage people to seek help?

- Normalize having discussions about the increase and impact of loneliness and understand that shame about loneliness causes increased isolation.
- 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.

10

### What are some strategies to ensure that momentum created by events like this continues, leading to lasting change in how we approach and support mental health?

- Develop a constructive conversation that highlights stress reduction techniques, self-care strategies, etc.



# Event Ideas and Resources

The following is a list of campus events that you can host to "say it brave," shed light on the often unseen battles of individuals face and embrace vulnerability. Consider joining with campus departments and organizations to host one or several events.



## #PinItForMental Health

The green ribbon is the international symbol of mental health awareness. Wear a green ribbon to show your peers, loved ones and anyone you encounter that you care about and support mental health.



## Mental Health Awareness Walk

- Host a community walk or run to promote physical activity and mental well-being.
- Provide information and resources on mental health at the event.
- Encourage participants to share their personal mental health stories and experiences.



## Stress-Free Zone

Create a space with stress-relieving items such as coloring books, stress balls, bubble wrap runways, Play-Doh, Legos, Silly Putty, bubbles, etc.

Ask campus departments to donate items, such as stress balls, to keep the cost low.

- Ask the engineering department to donate Legos to encourage STEM activities.
- Ask the art or life sciences department to donate art supplies.
- Ask local stores to donate items for a stress-free zone on campus in exchange for including their logo on the list of sponsors.



## Mental Health Bags

Create a space on campus where students can participate in crafting and DIY workshops to create their own mental health bag by making things like stress balls, relaxation kits, vision boards, handwritten note cards with positive messages, chocolate, cookies, 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.



## Mental Health Resource Fair

- Invite all departments and organizations that support mental health and wellness on campus to gather to promote their services.
- Bring together local mental health organizations, clinics and therapists to share information on counseling services, stress management techniques, mindfulness exercises and more.
- Provide students with information on available mental health services and resources in your community.



### Join a Support Group

Join a free, weekly mental health support group for college students and early adults.



Scan to Learn More



### Create a Heart Wall Sticky Note Installation on Campus



Scan to Learn More



### Artistic & Creative Expression Forums

- Organize an event where students can express themselves creatively through spoken word.
- Facilitate art exhibitions, poetry readings or open mic nights focusing on mental health themes.
- Host mental health film screenings and show documentaries or films related to mental health, with discussions afterward that focus on the issues raised in the films.
- Create a safe space for individuals to express their emotions and experiences through art and creativity by connecting with nonprofits like Art With Impact and Breaking the Chains Foundation.



### Start or Join a Nonprofit Chapter

Active Minds

Morgan's Message

The Hidden Opponent



### Social Media Posts & Online Resources

Utilize the resources below to regularly post to your organization's social media accounts. Launch social media campaigns using relevant hashtags to spread mental health awareness, and share articles, videos and resources that promote mental health understanding and support. We encourage you to post at least once in support of World Mental Health Day.

WFMH Global Campaign

Mental Health Foundation

Say It Brave on Campus



### Advocate for Change

Encourage your community to join NAMI's "stigma-free" campaign. If your campus has a political science department, ask that department to provide a presentation on how to advocate for policy changes on the state and federal level. Consider asking them to help you understand current policies that might impact mental health crisis response.



Scan to Learn More

## GET ADDITIONAL RESOURCES FOR YOU, YOUR FRIENDS AND FELLOW STUDENTS

For a comprehensive list of mental health awareness resources...

Scan Me!

