2021 Thrive Partner Orientation
LAND ACKNOWLEDGEMENT

We acknowledge that our UBC workplaces are situated on the traditional, ancestral, and unceded territory of the Musqueam, Squamish and Tsleil-Waututh people.
AGENDA

• Welcome & Introductions
• An introduction to Thrive
• How to Partner with Thrive
• Key dates and processes
Thrive Principles

Thrive will:

1. Promote knowledge at UBC on what mental health is and how to foster and maintain it.

2. Be informed by evidence in the field of mental health.

3. Cultivate an approach that reflects and celebrates the diversity of experiences related to mental health at UBC.
MENTAL HEALTH LITERACY

• understanding how to obtain and maintain positive mental health
• understanding mental disorders and their treatments.
• decreasing stigma related to mental disorders, and
• enhancing help-seeking efficacy (Kutcher et al., 2016, p.155; Whitley, Smith, & Vaillancourt, 2012; Whitley & Gooderham, 2016).
History of Thrive

2009 – Inaugural Thrive week held at Point Grey
2011 – UBC Okanagan joins Thrive
2011 – Tagline: Building Positive Mental Health For All
2014 – Strategic Evaluation Support
2015 – Thrive wins CAUBO Quality & Productivity award
2016 – Professor Ono adopts the Okanagan Charter at Thrive Kick-off
2015-2018 – Thrive spreads to 15+ Canadian Universities and Colleges
2018 – Thrive re-defined as a Mental Health Literacy (MHL) campaign
2019 - Explore your path to mental health - Thrive 5
2020 - pivot in response to pandemic and what we heard from the community: a month long, online, EDI lens
2021 - MHL, EDI lens, and advocacy/activism; New Thrive grants
“Explore Your Path to Mental Health”

Thrive is one of many mental health initiatives at UBC. It aims to promote mental health literacy for staff, faculty and students.

Quick Facts (All UBC)

- 146 Events
- 114 Partners
- 2 Campuses
- 5 Worksite locations
- 1 in 10 New Thrive partners
- 12K Twitter impressions
- 7.5K Unique website visits
- 114 Partners
Figure 1. Summary of potential future messaging for Thrive from interviews with stakeholders.
THRIVE 2021 Shift

- Covid-19 and the impact of the pandemic on mental health
- Return to campus and hybrid model for the majority of student, staff, faculty online and not on campus
- Campus student stats: 40-50% housing occupancy, 2000 students in person courses
Your Role as a Thrive Partner

There are four ways to partner with Thrive. You or your group can plan an event or highlight an already existing event, help promote Thrive or get people talking in support of mental health.
Event examples

Moving Regularly (Physical activity)
• $2 drop-in yoga (UBC Yoga club)
• Wellbeing Walk
• UBC largest Zumba (UBC Recreation)

Resting Up (sleep)
• Pop-Up Wellness Lounge (Arbutus Collegium)
• Strategies for Better sleep workshop (UBC Wellness Centre)

Eating to Feel Nourished (nutrition)
• Thrive week at Agora (Agora Café menu)
• GSS and LFS Thrive: Keep Calm and Cook on!
• Spice up your life – nutrition tour

Giving Back (helping others)
• Gratitude Wall (virtual)
• United Way Campaign

Saying Hi (social connection)
• Fireside Friday
• Mental Health Awareness Club AGM and social
• Knit & Knatter Wellness Blanket project
• Free Jazz Concert at Noon!
• Dog Days Pop-Up Lounge

Mental Health Education
• It’s All Good (Unless It’s Not): Mental Health Tips and Self-Care Strategies for your Undergraduate Years
• IBPOC perspectives on mental health
• Stigma Smash!
Registration

Thank you for partnering with Thrive 2021!

For event partners only - Before filling in your registration, please start to gather the following information:

- Event name, promotional description and Thrive 5+ category
- Date, time and online location
- Target audience
- Contact person from your group or organization

Don’t forget to upload your event information to the Thrive calendar
Thrive Grants

Application Criteria

• All current UBC student groups, staff, faculty are eligible to apply
• Events can be open to the entire UBC community or may target a specific population
• Demonstrate a commitment to support engagement around mental health and mental health literacy
• Additional consideration will be given to events and activities that support diverse perspectives on mental health
• All events/initiatives must adhere to current COVID-19 guidelines and protocols
• All funds must be used by November 30th
Approved uses of funding

• Instructor or facilitator fees (if you are requesting funds for a physical activity instructor, please contact UBC Recreation)
• Event supplies (e.g., yoga mats, board games, art and craft supplies)
• Food and catering
• Room rental fees
• Funds may not be used for individual benefit and should support broader engagement in mental health and mental health literacy
Key things to remember

• Partner registration deadline: October 31st
• Grant application deadline: October 15th
• Add your event to the Thrive calendar
• Pick up Thrive Partner bag the last week of October
• Evaluation
Questions ?