What is Thrive?

It is both a mindset, and a month-long series of events, aimed at promoting and building positive mental health for all students, staff and faculty.

Thrive 2018

- **114** campus partners,
- **146** events,
- **2** campuses,
- **5** worksite locations,
- **1 in 10** new Thrive partners
- **7.5k** unique website visits
- **12k** Twitter impressions
Introduction
- Welcome to Thrive
- Why is mental health important?
- Your role as a partner

How to Promote
- Promo Checklist
- #LetsThriveUBC

How to Run Your Thrive Event
- Planning checklist
- Activities and resources
Introduction

This section introduces you to the Thrive 5, the importance of mental health, and describes your role as a partner.
The Thrive 5

- Moving More
- Resting Up
- Eating Well
- Giving Back
- Saying Hi
Mental Health at UBC

Mental health is our capacity to feel, think, and act in ways that enhance our ability to enjoy life and deal with the challenges we face. Mental health exists on a continuum—it can change day to day and hour to hour, and is impacted by many different factors, including things such as sleep, nutrition and stress.

Supporting the mental health of students, faculty, and staff is a year-round priority for UBC and has been identified as one of six priority areas for action in the Wellbeing Strategic Framework. UBC recognizes the crucial role that mental health plays in one’s ability to live, work, and learn well on our campuses, and Thrive is just one of many ways the University is committed to fostering mental health.

Supporting mental health goes beyond providing services; it is about equipping our community members with the skills they need to live well and creating environments that support them. Considering mental health in our policies, practices, and every day interactions helps create a campus culture where we can speak openly about mental health and support one another when facing challenges.

Thrive is a mindset and (this year) a month-long series of events focused on helping everyone at UBC explore their path to mental health. Thrive originated at UBC 10 years ago, and is now celebrated at numerous campuses across Canada, providing opportunities for important conversations about mental health to take place.

Thrive is for everyone—we all have mental health, and we all benefit from maintaining and fostering it. Whatever your pathway to mental health may be, we invite you to explore it, talk about it, and more during Thrive.

Let's Thrive UBC!
The Thrive Principles

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.

What is Mental Health Literacy?

Mental health literacy is defined as:

- Understanding how to foster and maintain good mental health
- Understanding mental disorders and their treatments
- Decreasing stigma
- Understanding how to seek help effectively

Source: teenmentalhealth.org
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 Week or get people talking in support of mental health.

**Event Partner**

Plan and promote a special Thrive event for students, faculty and staff, or all members of the UBC community.

**Not Myself Today Partner**

Promote your regularly scheduled event or activity as a ‘Thrive’ event or host an event for a specific audience such as your club or department.

**Promotional Partner**

- Help promote Thrive by emailing your group or network, putting up posters, or spreading the message through social media.

**Faculty Partner**

Foster positive mental health in your learning and teaching environments by promoting Thrive’s key messages and healthy behaviours.
How to Promote

This section supplies you with a promo checklist and introduces Thrive's social media promotion.
Decide who your audience(s) will be, and what media work best to reach them (print, web, email, social media, etc.).

Read through our suggestions for promoting Thrive, and choose the items that you plan to do to reach your audience.

Then, complete the promotional items you choose.

HOW TO USE THIS CHECKLIST:

1. Post messages related to thriving on Twitter, Instagram, and/or Facebook

ONE MONTH BEFORE THRIVE

- Talk to your audience(s) about Thrive. Invite them to attend events, share Thrive messages, and thrive in ways that feel good to them.
- Take photos of things, places, or people that help you thrive. Share them on Instagram, Twitter, and/or Facebook.
- Add a description and tag them with #LetsThriveUBC.
- Print, hang, and distribute posters
- Update your email signature with the Thrive wordmark
- Start a conversation with a friend or colleague about mental health
- Follow Thrive on social media (see our social media accounts below)

ONE WEEK BEFORE THRIVE

- Check the Thrive events calendar for events that are relevant to your group or audience. Send these events around in an email, or print them out and post them

DURING THRIVE

- Follow Thrive on social media to like, share and comment on thriving posts!
- Invite your friends or colleagues to join you for a break or a meeting in a peaceful or quiet space. You could share photos of these spaces on social media using the #LetsThriveUBC hashtag.
- Attend Thrive events and share your experiences throughout the month of November!

UBC Vancouver

- @healthyubc
- facebook.com/universityofbc
- @UBCThrive

UBC Okanagan

- @UBCOkanagan
- facebook.com/ubcocampus

#LetsThriveUBC
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How to Run Your Thrive Event

- Planning checklist
- Activities and resources
As you start planning your Thrive event, here are some questions to consider:

1. Who is the target audience?
2. Which of the Thrive 5 ways to boost your wellbeing will the event focus on? (Not sure how your idea fits into the Thrive 5? We can help! See our contact info).
3. What type of event will you host?
4. What resources are needed and who can help?

ANYTIME:
- ✓ Check out UBC’s event planning resources
- ✓ Ensure that your event is accessible and inclusive
- ✓ Consider how you can plan a more sustainable event
- ✓ Recruit volunteers or team members to help host your event

TWO WEEKS BEFORE YOUR EVENT
- ✓ Start promoting Thrive and your event using the Thrive Promo checklist (page 12)

ONE WEEK BEFORE THRIVE
- ✓ Get and use your Thrive Partner Bag
  - UBC Vancouver partners can pick up their bags from the UBC Wellness Centre (Rm 1400, UBC Life Building, 6138 Student Union Blvd.)
  - UBC Okanagan partners will have their bags delivered to them
- ✓ Confirm your event details with your vendors, partners, and volunteers
- ✓ Consider dietary restrictions when ordering food. Include vegetarian, vegan, allergen-free, and gluten-free options
- ✓ Arrange to have water, herbal tea, and/or coffee available throughout your event
- ✓ Send a written reminder to your participants about the event. Include information about anything they should bring or do before the event

DURING THRIVE
- ✓ Welcome participants and introduce them to the space. Point out washrooms, water fountains, and recycling stations
- ✓ Be sure to mention that attendees are welcome to step out if needed
- ✓ Include a message about Thrive: Thrive week provides ways to explore your path to mental health
- ✓ Consider adding a movement break to your event
- ✓ Ensure your volunteers are treated well, recognized, and appreciated
- ✓ Give attendees time to reflect and provide feedback after the event
Hosting a booth:
At your event, you can host a booth for visitors. You can:
- Give students, staff and faculty promotional Thrive items
- Share mental health facts and resources through activities such as the giving back cards, coloring sheets, etc.
- Engage students in the conversation: see conversations starters!

Thrive Conversation Starters

Some key questions to get people talking can be:
- What does mental health mean to you?
- How do you thrive? At home vs at school?
- What does thriving look like to different people?
- Mental health involves finding a balance in all aspects of life including physically, mentally, emotionally, and spiritually. How do you find balance in your life?
- What can stigma look like from your perspective? How can we help to end stigma?

...And more! Get creative and start a conversation about thriving

Dos and Don'ts in hosting a Thrive event

**Do**
- contribute to a thriving environment by taking care of your own mental health
- contribute to a safe and helpful forum where people can talk and learn about mental health
- connect with your local CMHA branch for further resources

**Don't**
- expect yourself to be a mental health expert and offer a solution to an individual experiencing mental health issues
- discount or trivialize the subject of mental health and/or mental illness
- try to diagnose or assess an individual
- ask for information about a person's medical condition. Medical conditions are private
Where to find support

**WITH PLANNING...**
- Your Thrive contact person
- Thrive Website
- Planning and Communications Toolkit
- UBC Wellbeing Website
- Events planning page

Or at the **Thrive Hub at the Wellness Centre** during Thrive Month

For more information about the Thrive 5, please visit [wellbeing.ubc.ca/thrive](https://wellbeing.ubc.ca/thrive)

**Next Steps:**

- Register as a partner at [thrive.ubc.ca](https://thrive.ubc.ca)
- Receive your partner package
- Reach out for help if needed