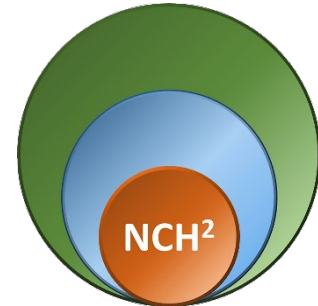


Summary: March 25, 2021 NCH2 Coffee and Discussion:
Planning for May as Mental Health Awareness Month
16 People in attendance

1. The history of May as Mental Health Awareness Month
 - a. [Mental Health America](#), a community-based nonprofit, founded Mental Health Awareness month in 1949. They have an extensive [Toolkit](#) to help other organizations plan for the month. MHA has chosen the theme "Tools 2 Thrive" for 2021.
 - b. We will build on the theme of Tools2Thrive, which also works well with the [Thriving Together Springboard](#) which was discussed at the December 2020 Coffee and Discussion.
2. Our Theme: Tools2ThriveOutside
 - a. Note: "Thrive Outside" is a slogan and campaign initiated by the Outdoor Industry Association and there is already an Instagram campaign with #ThriveOutside. We need to differentiate ourselves from those.
3. Discussion of what role NCH2 can best play.
 - a. Keep the objective open ended and encourage personal agency.
 - i. Hence "#Tools2ThriveOutside, #Take5Outside2Thrive, and #CultivateWellbeing
 - b. May NCH2 Coffee and Discussion:
 - i. Title: Thriving Nature
 - ii. Description: While engaging with nature has demonstrable benefits to mental health, evidence is also emerging that concern for our changing environment and the health of the planet contribute to people's anxiety. Thus, we need to consider how engaging with nature can help us thrive, but also how we can engage to help nature thrive. The May coffee will feature three speakers in an extended format to discuss these issues.
 - iii. Speakers:
 1. [Dr. Elena Grossman](#) and [Masani Landfair](#) who are contributors to the exhibit "[Third Coast Disrupted](#): Artists + Scientists on Climate"
 2. Dr. Louise Chawla, University of Colorado Boulder (emireta). Dr. Chawla's work documents the importance of engagement with nature in child development, but also describes the anxiety youth feel as they contemplate our changing environment. She discusses ways to help youth cope and take constructive action.
 - iv. A nature-based mindfulness activity will take place between the presentations.
 - c. Date and time: May 5, 1:00-2:30 PM CDT.
 - d. Many other organizations are organizing events and developing resources. As a networking and capacity-building organization NCH2 should focus on promoting the activities of other organizations in the #Tools2ThriveOutside campaign.
 - i. Create a special webpage on the NCH2 website devoted to events and resources focused on mental health in May.
 1. Created a Google Form for people and organizations to use to submit items to be listed on the webpage:
<https://forms.gle/Z7yWTDS4tszYm37T9>
 2. The web page will contain information about:
 - a. Live events
 - b. Online resources
 - c. Apps that people have used to get outside.

- ii. Ask partner organizations to include the NCH2/May is Mental Health Month logo and the URL to the new webpage on their webpages.
 - 1. Encourage partner organizations to release press releases and/or Create resolutions promoting getting outdoors to promote mental health in May.
 - e. Identify other organizations with which we should partner to promote
 - i. May is also “Older Americans Month”.
 - 1. The theme is “Communities of Strength”
 - f. Launch a social media campaign.
 - i. Suggested hashtags included
 - 1. #NCH2, #Tools2ThriveOutside, #CultivateWellbeing, #Take5toThrive
 - a. We will use all of these in various combinations with #NCH2.
 - 2. #Take5toThrive – will be used to promote a daily tip to get outside via Instagram and Twitter. These should be simple activities such as “open a window and breath fresh air”. Tips will be collected through the Google form. People can also submit images to be used with the tips.
 - ii. Use Instagram to ask people to share pictures of things they have done.
 - 1. Make this an interactive process.
 - a. See the “View from My Window” Facebook page as an example
 - 2. The account will need to be moderated to make sure posted items are appropriate.
 - a. Need “rules for engagement”
 - b. Need a dedicated moderator.
4. Reviewed suggestions for a logo for the month.
 - a. Thanks to Jackie Borchew of the Brushwood Center at Ryerson Woods for designing the logo.
 - b. Option 3 was the preferred choice (to the right, top). Suggestions for modifying the image included
 - i. adding NCH2.org to the image,
 - ii. making sure the image reproduces well in black and white (it does)
 - iii. adjusting the color of the outer ring to make the text stand out better.
 - 1. Note: Lime green is the official color of mental health awareness.
 - c. For future reference this is the current “general purpose” logo for NCH2 (to the right, bottom).
5. If you wish to volunteer to help with one of the following tasks, please email Terry at thorton@northwestern.edu
 - a. Managing the social media campaign
 - b. Contacting partner organizations



- c. Helping with webpage design
- d. Providing technical support/cohosting the May Coffee
- e. Other?