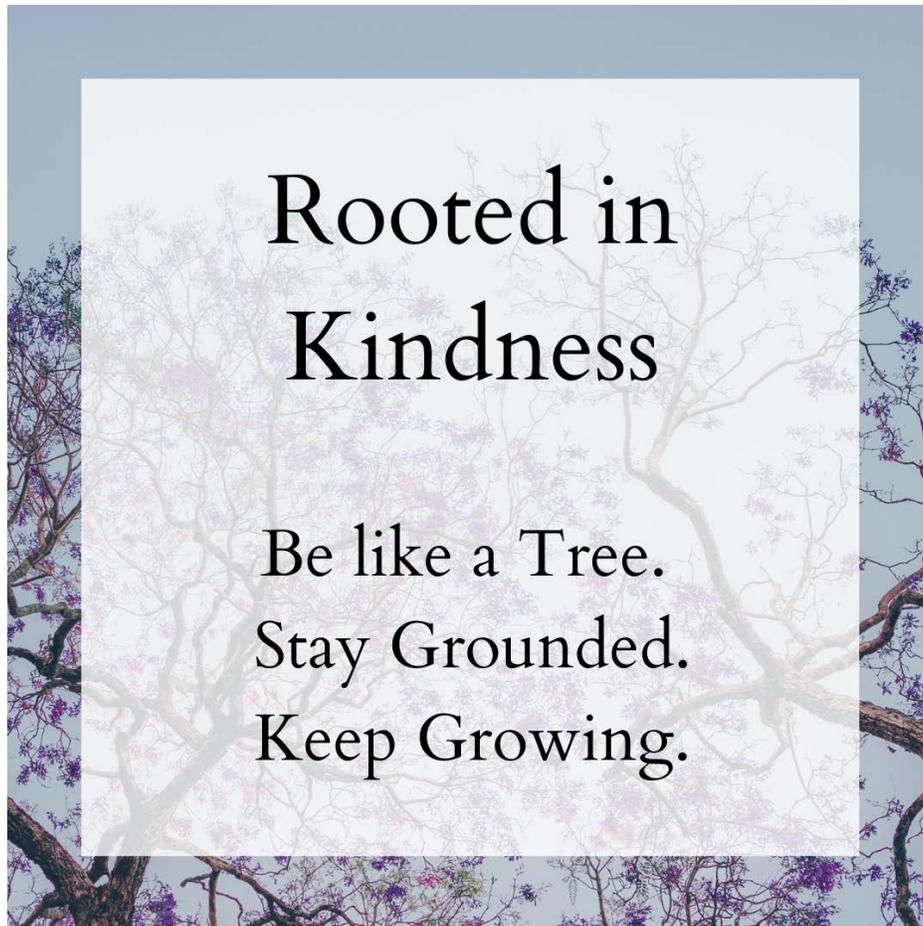


Northwestern Prevention and Wellness Services



2022

ROOTED IN KINDNESS CAMPAIGN TOOLKIT

WHAT IS ROOTED IN KINDNESS?

The Northwestern CSB Prevention Department will be focusing on positive messaging related to kindness during the month of January to bring light and inspiration during a time in which there is often high rates of Seasonal Depression and excessive stress and anxiety due to the colder, darker months and COVID-19. Although there will be an emphasis on positivity and kindness, messaging we will not diminish nor minimize the feelings or complex reality that many face. Our goal is to provide inspiration, education, and motivation for all.

The foundation of the campaign is the “tree” which takes on multiple different aspects that can be related to life and the obstacles we face, but how we can continue to grow.

WHAT ARE THE GOALS OF THE CAMPAIGN?

The goals of the campaign are to deliver the following through messages of kindness:

- To raise **awareness** about the stigma that surrounds mental health.
- To **encourage** community members to create healthy routines, connect with others, and find the positive despite the current struggles we all face.
- To **foster connection and resilience** in our communities by emphasizing kindness.

During the campaign each week, we will have a **call to action** in which we offer tips, activities, and education to build up positivity in our communities.

Schedule:

Week 1: Kindness to Self

- Establishing healthy routines, self-care, do something fun to be kind to yourself!
- Share tips for healthy stress management and promoting healthy self-talk/self-esteem
- Make kindness to self a New Year's resolution

Week 2: Kindness To Others

- Reach out and be kind to someone you don't know this week!
- Encourage conversations with members outside our respective communities, encouraging kindness in how we communicate with others who might be different from us

Week 3: Spread Kindness

- *"A single act of kindness throws out roots in all directions and the roots spring up new trees."*- Amelia Earhart
- Say something kind to someone everyday this week! Write/pass on notes of kindness. Encourage random acts of kindness!
- Play Kindness Bingo
- Share information about the importance of connection for mental/emotional wellness

Week 4: Kindness in our Community

- Reflect on *what does kindness mean in my community?*
- Kindness in my community looks like....share on social media acts of kindness in you see in your community!
- Do something kind for a neighbor or friend! Have a Kindness Dinner Party!

ENGAGING WITH THE CAMPAIGN

1) Social Media Engagement

Follow us on all our social media platforms ([@lordfairfaxya](https://www.instagram.com/lordfairfaxya)). We will be posting infographs, photos, etc created in-house, as well as utilized from other reputable sources. Please feel free to share our posts, create your own hashtag but also include:

#NWRootedInKindness

2) Get involved. Be creative.

Implement **#NWRootedInKindness** into your everyday work this month. Need a topic for a newsletter? Reading books to children? Find ways to connect your organization with educating the community about positive messaging.

3) Spot it; take of a shot of it!

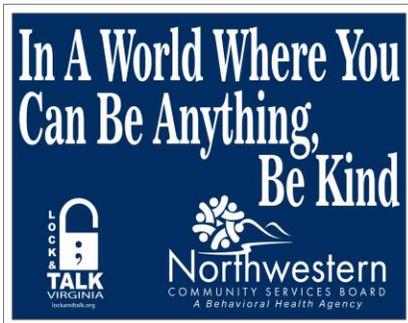
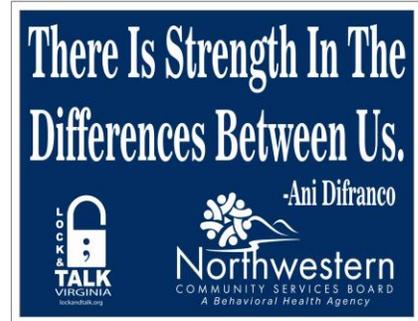
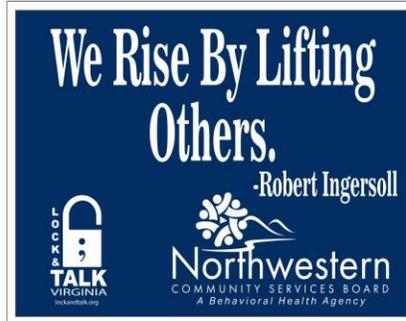
If you see one of our kindness yard signs, take a picture and tag us using our hashtag:**#NWRootedInKindness**

4) Interested in displaying one of our yard signs?

Email us at youthresourcealliance@gmail.com to get your **FREE** sign! See below for pictures of each one of our designs.

5) Send positive notes or words of kindness to those around you!

Yard Signs:



Happening in Your Community:

Warren County

“We See You, Warren County” Campaign, Warren Coalition

We want every person in Warren County to feel like they belong in this community, to know that they matter. We cultivate this sense of connection by intentionally acknowledging others, one person at a time. Participants simply agree to greet as many people as possible with the theme of the month, and help spread the word of the campaign online and in person. Businesses, organizations, and individuals are welcome to participate. Learn more about the program or sign up at <https://weseeyou.warrencoalition.org>. #WeCUWC

Page County

YPACA Rooted in Kindness TikTok Campaign:

Each week in January 2022, we will create a TikTok challenging Luray and Page County High School students to participate. The TikTok will explain the focus area for that week, and then challenge students to create their own TikTok illustrating this kindness in action. The challenges will align with the campaign’s 4 areas of focus: Kindness to Self, Kindness to Others, Spread Kindness, Kindness in our community/connecting through kindness. The weekly winner will receive a \$25 gift card.

RESOURCES

Interested in getting involved, but not sure where to start? Reach out to youthresourcealliance@gmail.com. We would love to help get you started with this campaign and find ways in which you can incorporate it into work this month! Additionally handouts/resources have also been included:

- ***Changing Negative Self Talk-** <https://mhanational.org/sites/default/files/Fact%20Sheet%20-%20Getting%20Out%20of%20Thinking%20Traps.pdf>

- ***Taking Time for Yourself-** <https://mhanational.org/sites/default/files/Fact%20Sheet%20-%20Taking%20Time%20for%20Yourself.pdf>

- ***Prioritizing Self Care-** <https://mhanational.org/sites/default/files/Worksheet%20-%20Prioritizing%20Self-Care.pdf>

*All From Mental Health America's Mental Health Month Toolkit 2021

- ***Conflict Coaching-** <https://www.cnvc.org/articals/nvc-conflict-coaching>

- ***Why Kindness is Key When You Communicate-**
https://www.clearthinkingcommunications.com/communications_articles/kindness_is_key.htm
!

- ***Kindness Dinner Party-** https://drive.google.com/file/d/1oyqp0hFmqxBRT2_GXZmT-cGCQ9qTedyA/view

*Resources found on Spreading Kindness Campaign <https://www.spreadingkindnesscampaign.org/personal-kindness/communication/>

- **Kindness Bingo-** <https://www.fantasticfunandlearning.com/wp-content/uploads/2016/10/Acts-of-Kindness-Bingo-with-The-WellieWishers.pdf>

- **Importance of Connection and Kindness for Mental Health-**
<http://ccare.stanford.edu/uncategorized/connectedness-health-the-science-of-social-connection-infographic/>