



BRING CHANGE TO MIND
HOPE IS AN ACTION WEEK 2019
GUIDEBOOK



bring change to mind
high school



#HopelsAnAction Week Outline

April 8th-12th, 2019

Purpose

The Bring Change to Mind High School Program is proud to introduce its first collective call to action week for all participating clubs nationwide. Starting April 8th, BC2M is dedicating this five-day campaign to the hashtag "Hope Is An Action." We invite our entire BC2M community to join us in sharing this inspirational week with your family, friends and social networks.

Throughout this week, we aim to encourage communities to explore what hope means to them by exploring their own definition of hope, what it can look like, and experiencing what it can inspire you to do. These hopeful discoveries can be used to incite positive change while nurturing empathetic and compassionate conversations about mental health.

For each day's theme, BC2M has suggested a few different ways you can engage in this campaign. Most activities incorporate social media presence to spread the message throughout your community and throughout the greater BC2M community.

We are thrilled to have our 180 clubs and over 4,500 club members participate in our first BC2M-wide campaign activation and we can't wait for you to be a part of this collective! Hope is something that everyone needs and it is particularly important to those living with mental illness. We 'hope' that you will be inspired to join this growing movement of mental health advocacy and share the importance of compassion with your community.

Please read on for the breakdowns of themes and the call to action for each day.



HOPE IS AN ACTION

MONDAY, APRIL 8TH
MY FACE OF HOPE

TUESDAY, APRIL 9TH
SPREADING THE HOPE

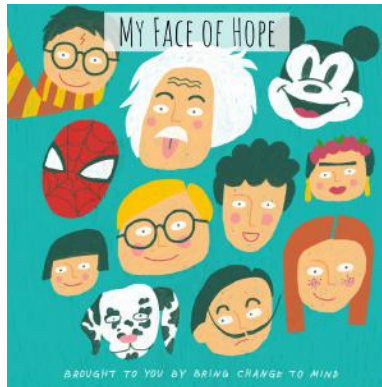
WEDNESDAY, APRIL 10TH
HOPE GROWS

THURSDAY, APRIL 11TH
FINDING HOPE

FRIDAY, APRIL 12TH
HOPE IS AN ACTION

BROUGHT TO YOU BY BRING CHANGE TO MIND

Monday, April 8th: “My Face of Hope”



Caption

We all have those people who move us, who keep us going when we feel our inner light diminishing. Maybe that person is a family member, best friend, historical figure, or even a fictional character. Whoever that special person is, take a moment to tell us why they inspire you. #HopelsAnAction #MyFaceOfHope #BringChangeToMind #TheFutureIsStigmaFree #BC2M

Action Item:

This day is all about sharing a story of someone (real or fiction) who puts hope in your heart.

1. Share graphic with caption on social media.
2. Share YOUR face of hope on social media! Don't forget to tag @bringchangetomind and use the hashtags #HopelsAnAction #MyFaceOfHope and #BC2M so we can see your post!

Tuesday, April 9th: "Spreading the Hope"



Caption

Most of us have experienced a rotten day that has been turned around by a stranger complimenting us, or touched our hearts in a small-but-mighty way. No act of kindness is too small. Take a moment today to touch somebody's heart with an unsolicited, kind gesture.
#HopelsAnAction #SpreadingTheHope #BringChangeToMind #TheFutureIsStigmaFree #BC2M

Action Item

This day is all about spreading kindness to spread hope.

1. Share graphic with caption on social media.
2. Do a random act of kindness and share your act on social media. Don't forget to tag @bringchangetomind and use the hashtags #HopelsAnAction #SpreadingTheHope #BC2M
3. Send hope - pick five people in your life you believe could use a boost. Use the power of social media and send them a random, uplifting message to make their day.

Wednesday, April 10th: “Hope Grows”



Caption

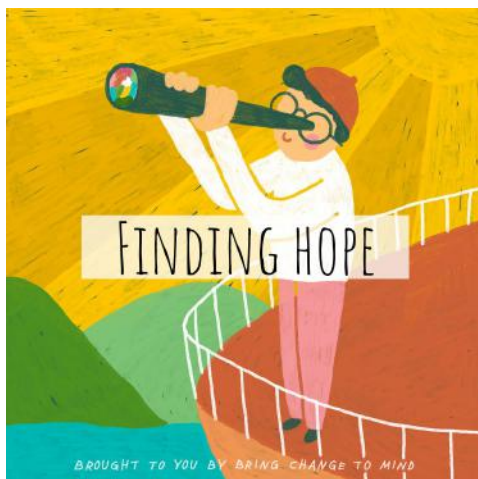
Did you know that gratitude improves physical and emotional health, enhances empathy, improves your self-esteem, and may even help you sleep better? Take a moment to jot down three things that you are grateful for today. Keep it to yourself, or share it with somebody! Where gratitude grows, hope grows. #HopelsAnAction #HopeGrows #BringChangeToMind #TheFutureIsStigmaFree #BC2M

Action Item

Today is all about gratitude. Where gratitude grows, hope grows.

1. Share graphic with caption on social media.
2. Write a list of three things you're grateful for and share with a friend or on social media. Gratitude reduces a multitude of toxic emotions, from envy and resentment to frustration and regret. A leading gratitude researcher has conducted multiple studies on the link between gratitude and well-being. His research confirms that gratitude effectively increases happiness and reduces depression.
3. [Make a gratitude jar.](#) Write down what you are grateful for on little slips of paper (bonus points for colored paper!) and fill the jar. Over time, you will find that you have a jar full of a myriad of reasons to be thankful for. If you are ever feeling especially down and need a quick pick-me-up, take a few notes out of the jar to remind yourself of what is good in your life.
4. [Make a gratitude tree.](#) A gratitude tree helps to create a visual reminder of everything you are grateful for.
5. Share anything you create on social media! Don't forget to tag @bringchangetomind and use the hashtags #HopelsAnAction #HopeGrows #BC2M

Thursday, April 11th: “Finding Hope”



Caption

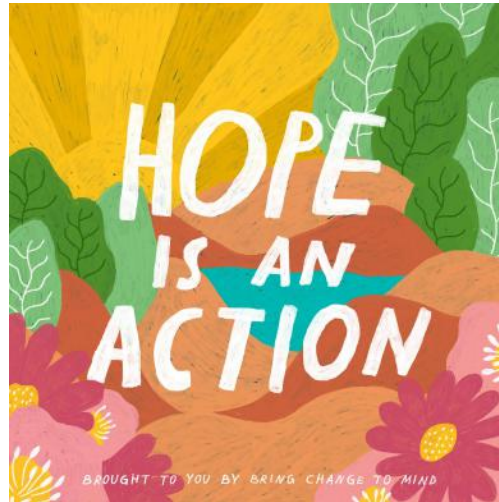
It can be difficult to find hope in the midst of gloom. There are days where you may need to lay in bed and listen to an intentionally heart-wrenching playlist, but then there will be days where you need to get out of the house and actively search for brightness. Have you looked up at the sky today? Noticed the leaves in the trees? Is there something that catches your eye and makes you smile on your way to or from work? We want to see how YOU find hope! #HopelsAnAction #FindingHope #BringChangeToMind #TheFutureIsStigmaFree #BC2M

Action Item:

Sometimes it's difficult to find hope - today is about looking at all the different ways we can prompt ourselves to actively look for hope.

1. Share graphic with caption on social media.
2. Share something you noticed today that has given you hope.
3. Post a picture of something small that is easy to miss or ignore in the hustle and bustle of everyday life but helps bring you back to the wonder of life. Ex: when you pour milk into iced coffee, flowers blooming showing the first signs of spring, your friends laughing at a joke. Don't forget to tag @bringchangetomind and use the hashtags #HopelsAnAction #FindingHope and #BC2M so we can see your posts!

Friday, April 12th: “Hope is an Action”



“Please do not give up on hope. It may seem like making small changes - you might think it doesn’t matter, but together it will make a difference. I promise you. Don’t ever think what you’re doing is too small or it doesn’t matter because hope is an action.” - Florence Welch

We hope this week has shown you that each small effort and action add up to create waves throughout your community -- a ripple effect that you might not even be aware of. With this past week’s activities in mind, use today to contemplate steps you can take moving forward to keep spreading hope because hope is an action! #HopelsAnAction #BringChangeToMind #TheFutureIsStigmaFree #BC2M

Action Item:

Today is about wrapping up the week and reflecting all of the small actions we can take to inspire and activate hope.

1. Share graphic with caption on social media.
2. This day is up to you with what you would like to share on social media! Take a moment to reflect on the week. Did something in particular impact you? Did you receive unexpected feedback from anything you shared that made your heart happy? We love hearing all the feel good stories.



Social Media Best Practices

Goal: To activate as much of your community as possible to spread the word and participate in Hope is an Action week.

- For each day of the week please post the graphic for the day along with the captions provided above in this guidebook. *****Link to download graphics for each day is located on last page of guidebook*****
- When posting pictures of the call to action/activity of the day please always include the hashtag, #HopelsAnAction, #BC2M, and then the hashtag of that particular day.
 - For example, Monday is My Face of Hope. If you post a picture of somebody that gives you hope, or of an activity you did on campus, hashtag #HopelsAnAction, #BC2M, and #MyFaceOfHope
- Encourage people to share on their personal instagram/twitter/facebook/snapchat accounts! We want to get this campaign to go viral!
- If people are hesitant to post on their personal pages, offer an alternative of posting on their story section.
- Please tag @bringchangetomind in all your posts!
- If you are posting multiple pictures, make sure to put your favorite post as the first one - when BC2M reposts from your accounts, the first image is the one that shows up for us.



**To Download All Graphics for Week Click
[This Link](#)**

**Link will take you to a google drive folder where you can download all
images.**

Any questions or clarifications about the guidebook or the week in general?

Email Margaret @ margaret.b@bringchange2mind.org