

Event Name	Type	Date	Location	Description	Marketing Method	Learning Objectives
National Stalking Awareness Month						
Brazilian Jiu-Jitsu Open Mat [BJJ]	Awareness	01/9/2020-01/30/2020	FAC	Students were provide the opportunity to practice their BJJ skills which is considered as a martial art, a sport, a method for promoting physical fitness and building character, and a way of life	University Website, Flyers, Daily News, Announcements, Campus Lab, Word of Mouth	Brazilian jiu-jitsu is a self-defense system, martial art and combat sport system that focuses on grappling with particular emphasis on ground fighting.
Be Well Week						
Mindful Self-Compassion with Wayne Martin,LCSW	Wellness	3/23/2020	N/A	Mr .Martin shared some strategies to help students thrive in despite of life's stressors and assist them them in developing mindful self-compassion. Event was moved into a virtual platform due to COVID-19.	University Website, Flyers, Daily News, Announcements, Facebook, Campus Lab, Word of Mouth	Students are able to adopt positive coping skills to manage daily life stressors
Stress Management with Jeremy Joseph	Wellness	3/25/2020	N/A	Jeremy Joseph will discuss a better understanding, awareness and practical application of stress management through the lens of emotional intelligence. Event was moved into a virtual platform due to COVID-19.	University Website, Flyers, Daily News, Announcements, Facebook, Campus Lab, Word of Mouth	Students are able to adopt positive coping skills to manage daily life stressors
National Drug and Alcohol Facts Week						
Recovery Resources Flyer	DAAPP	3/30/2020 - 4/3/2020	N/A	A flyer outlining campus and community recovery resources was distributed virtually.	University Website, Daily News, Facebook	To understand what recovery resources are available on campus and in the surrounding community.
Drug use Trends Among College-Age Adults infographic	DAAPP	3/30/2020 - 4/3/2020	N/A	An infographic designed by the NIH, highlighting the drug and alcohol use trends among college-aged adults was distributed virtually.	University Website, Daily News, Facebook	Provide students with relevant information related to the prevalence of drug use among college-aged adults in the United States.
National Drug and Alcohol IQ Challenge	DAAPP	3/30/2020 - 4/3/2020	N/A	Students where challenged to test their knowledge base on drugs and alcohol. The link for the quiz was distributed virtually.	University Website, Daily News, Facebook	To allow students to test their knowledge about drugs and alcohol.
How drugs impact your brain YouTube Playlist	DAAPP	3/30/2020 - 4/3/2020	N/A	A link for a YouTube playlist from the NIH was distributed virtually. This playlist consisted of several brief videos explaining how different illicit drugs affect the brain.	University Website, Daily News, Facebook	To gain general knowledge on how different drugs impact the brain.
Wheel of Self-Care	Prevention	4/20/2020 - 4/24/2020	N/A	The Self-Care Wheel is a representation of the many aspects of self-care, which are psychological, emotional, spiritual, personal, professional and physical self.	University Website, Daily News, Facebook	To understand how physical, psychological, emotional, spiritual, personal, and professional factors impact well-being and self-care.
Mental Health Month						
Owning Your Feelings Infographic	Awareness	5/4/2020 - 5/8/2020	N/A	Infographic outlining how to identify feelings and how to cope with them.	University Website, Daily News, Facebook	Identify one's feelings and be able to implement practices on how to cope with them.
MHA: Finding the Positive After Loss	Awareness	5/11/2020 - 5/15/2020	N/A	Handout with helpful information on how we can help ourselves recover mentally and emotionally after loss	University Website, Daily News, Facebook	Identify resources and strategies to help cope mentally and emotionally after loss

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Mental Health Month						
MHA: Connecting with Others	Awareness	5/11/2020 - 5/15/2020	N/A	Handout with helpful information on how to make connections with others.	University Website, Daily News, Facebook	To learn tips and strategies to help create and strengthen connections with others.
MHA: COVID-19 and Your Mental Health	Awareness	5/18/2020 - 5/22/2020	N/A	Stress coping strategies related to Covid-19	University Website, Daily News, Facebook	Learn how to better cope with the stress induced by the Covid-19 pandemic.
Mental Health 101: Toolkit for Mental Health Support Video Lecture	Awareness	5/18/2020 - 5/31/2020	N/A	Presentation on how you can help others with their mental health and how one can help themselves	University Website, Daily News, Facebook	To understand common mental health concerns, unthsc student data, the recovery paradigm, how to help yourself and others, and what resources are available to hsc students.
MHA: Eliminating Toxic Influences	Awareness	5/18/2020 - 5/22/2020	N/A	Handout addressing on how you can identify and address toxic influences in our lives	University Website, Daily News, Facebook	How to identify toxic influences that are contributing stress and poor mental health and how to implement strategies to counteract them.
MHA: Creating Healthy Routines	Awareness	5/25/2020 - 5/29/2020	N/A	Handout outlining how to organize your day in order to get more done and think less about them.	University Website, Daily News, Facebook	Understand how to implement strategies for success when developing a healthy daily routine.
Mental Health Q&A	Awareness	5/25/2020 - 5/29/2020	N/A		University Website, Daily News, Facebook	
World Wellbeing Week						
Monday Infographic 1: Mental & Emotional Wellness- Ted Talk "Why we all need to practice emotional first aid"	Wellness	6/22/2020	N/A	Virtual handout shared that promoted a focus on mental/emotional wellness and included link to the Ted Talk.	University Website, Daily News, Facebook	Open up the conversation about addressing emotional well being and learn the importance of taking care of personal emotional health.
Monday Infographic 1: Mental & Emotional Wellness- Virtual Relaxation Room	Wellness	6/22/2020	N/A	Virtual handout shared that promoted a focus on mental/emotional wellness and included a link to the "Virtual Relaxation Room" on the school's website.	University Website, Daily News, Facebook	Value the importance of taking time to relax and the mental and emotional benefits from doing so.
Monday Infographic 1: Mental & Emotional Wellness- Student Support Program	Wellness	6/22/2020	N/A	Virtual handout shared that promoted a focus on mental/emotional wellness and included a link to the free counseling services that are available to students.	University Website, Daily News, Facebook	Increase awareness of counseling resources that are available and encourage their use.
Tuesday Infographic 2: Physical Wellness- "Healthy Sleep Habits" Virtual Presentation	Wellness	6/23/2020	N/A	Virtual handout shared that promoted a focus on physical wellness and included a link to a virtual presentation by UNTHSC faculty member Dr. Brandy Roane.	University Website, Daily News, Facebook	How to develop healthy sleep habits to improve quality of sleep, energy levels and physical health.
Tuesday Infographic 2: Physical Wellness- Virtual Exercise Class	Wellness	6/23/2020	N/A	Virtual handout shared that promoted a focus on physical wellness and included an invitation to join a virtual yoga class provided by the Fitness Center, or to participate in a physical activity of choice.	University Website, Daily News, Facebook	Learn the benefits of exercise on physical health and well-being.
Tuesday Infographic 2: Physical Wellness- Fitness Center Promotion	Wellness	6/23/2020	N/A	Virtual handout shared that promoted a focus on physical wellness and included a link to the UNTHSC Fitness Center Facebook Page and promoted the daily workouts and other important resources that are shared there.	University Website, Daily News, Facebook	Learn about resources provided on campus that promote physical health.
Wednesday Infographic 1: Social Wellness- "Healthy Relationships" Virtual Presentation	Wellness	6/24/2020	N/A	Virtual handout shared that promoted a focus on social wellness and included a link to a virtual presentation about healthy relationships and emotional intelligence by Jeremy Joseph.	University Website, Daily News, Facebook	Learn about emotional intelligence and developing and maintaining healthy relationships and how that can improve social well-being.
Wednesday Infographic 2: Social Wellness- Social Wellness Toolkit	Wellness	6/24/2020	N/A	Virtual handout shared that promoted a focus on social wellness and included a link to a Social Wellness Toolkit and encouraged exploring it and making a goal to improve social well-being.	University Website, Daily News, Facebook	Learn strategies to improve social health

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World Wellbeing Week						
Friday Infographic 5: Finding Balance- Ted Talk "How to Turn Busy into Balance"	Wellness	6/26/2020	N/A	Virtual handout shared that promoted finding balance between the dimensions of health and wellness and included a link to the Ted Talk.	University Website, Daily News, Facebook	Learn about balancing the different aspects of wellness and how to cultivate a balanced lifestyle.
Friday Infographic 5: Finding Balance- Lifestyle Balance Worksheet	Wellness	6/26/2020	N/A	Virtual handout shared that promoted finding balance between the dimensions of health and wellness and included a link to a Lifestyle Balance Worksheet and encouraged filling it out and identifying two areas of improvement.	University Website, Daily News, Facebook	Learn about the components of a healthy, balanced lifestyle and how to improve.
Friday Infographic 5: Finding Balance- Wellness Coaching Promotion	Wellness	6/26/2020	N/A	Virtual handout shared that promoted finding balance between the dimensions of health and wellness and included a link to the free Wellness Coaching Program available to students.	University Website, Daily News, Facebook	Learn about the wellness coaching resources available.
International Overdose Awareness Day						
Four Steps Can Save a Life Infographic	DAAPP	8/31/2020	N/A	Step by step instructions on how to put a person that has overdosed into the recovery position	University Website, Daily News, Facebook	Understand how to safely put a person in the recovery position
International Overdose Awareness Day Resource Flyer	DAAPP	8/31/2020	N/A	Overdose statistics and campus and community resources for addiction, recovery, and overdose	University Website, Daily News, Facebook	Understand general information related to drug overdose and where to find resources related to addiction and recovery
National Recovery Month						
SAMHSA National Recovery Month Webinar Series (4 events)	DAAPP	9/3/2020 - 9/30/2020	N/A	Webinar series that covered recovery topics, such as effectiveness of medication-assisted treatment, the role employment can play in recovery, how communities can provide recovery support, and Certified Behavioral Health Clinic models.	University Website, Daily News, Facebook	Learn how to better support others in a variety of settings during recovery.
National Recovery Month Resource Flyer	DAAPP	9/3/2020 - 9/30/2020	N/A	Flyer outlining campus and community recovery resources.	University Website, Daily News, Facebook	Understand what resources are available to our campus community and how to best utilize them.
National Recovery Month: SAMSHA National Recovery Month Webinar Series Flyer	DAAPP	9/3/2020 - 9/30/2020	N/A	Flyer detailing information about upcoming webinars for National Recovery Month	University Website, Daily News, Facebook	N/A
National Recovery Month: SAMHSA Webinar Event - Transforming Lives Through Supported Employment	DAAPP	9/8/2020 - 9/10/2020	N/A	This webinar will highlight the key role employment can play in recovery and how supported employment services are offering new gateways to empowerment and recovery for members of the Pascua Yaqui Tribe.	University Website, Daily News, Facebook	Learn how to better support others in the workplace during recovery.
National Recovery Month: SAMHSA Webinar Event - Community Supporting Recovery	DAAPP	9/15/2020 - 9/17/2020	N/A	This webinar will focus on how communities are providing critical recovery support services for individuals living in recovery as well as those who are just starting on their path.	University Website, Daily News, Facebook	Understand how communities can better provide recovery support services.
National Recovery Month: SAMHSA Webinar Event - The Importance of Integrating Recovery Support Services: The Certified Community Behavioral Health Clinic Model	DAAPP	9/22/2020 - 9/24/2020	N/A	This webinar will highlight Certified Community Behavioral Health Clinics (CCBHC) as an effective model for increasing access to and delivery of integrated, person-centered mental health, primary care, and substance abuse recovery services, including medication-assisted treatment (MAT)	University Website, Daily News, Facebook	Learn how CCBHCs can increase access to recovery health services.
My SSP Infographic Promotion	DAAPP	9/25/2020 - 9/25/2020	N/A	Flyer detailing information about the Morneau Shepell Student Support Program (MySSP)	University Website, Daily News, Facebook	Learn what MySSP offers and how to access counseling services.
My SSP Infographic Promotion	DAAPP	9/28/2020 - 9/30/2020	N/A	Flyer detailing information about the Morneau Shepell Student Support Program (MySSP)	University Website, Daily News, Facebook	Learn what MySSP offers and how to access counseling services.

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Mental Illness Awareness Month						
Virtual Relaxation Room Promotion	Awareness	10/5/2020 - 10/9/2020	N/A	Students were given a virtual space to engage in some stress reducing activities.	University Website, Daily News, Facebook	Learn where to access activities to practice positive coping skills in order to combat stress and burnout.
Care Team Flyer	Awareness	10/5/2020 - 10/9/2020	N/A	Flyer promoting Care Team and contact information.	University Website, Daily News, Facebook	Learn what the Care Team is, how to contact them, and how to refer a person of concern.
My SSP Infographic Promotion	Awareness	10/5/2020 - 10/9/2020	N/A	Flyer promoting My SSP and how to utilize the resource.	University Website, Daily News, Facebook	Learn what MySSP offers and how to access counseling services.
Red Ribbon Week						
Resource Flyer	Prevention	10/26/2020 - 10/30/2021	N/A	Campus, community, and national recovery resources	University Website, Daily News, Facebook	Understand what resources are available to our campus community and how to best utilize them.
GoVember						
Go Walk - walking challenge	Wellness	11/1/2020 - 11/31/2020		Marketed a month long walking challenge to encourage physical activity during the holidays	University Website, Daily News, Facebook	Learn how to incorporate walking into your daily routine and how to utilize it as a positive coping method to stress.
Go Explore	Wellness	11/9/2020 - 11/13/2020		Marketed parks and trails in the Fort Worth community to encourage outdoor activity	University Website, Daily News, Facebook	Learn how to incorporate physical activity and nature into your routine and how to utilize it as a positive coping method to stress.
Go Meditate	Wellness	11/16/2020 - 11/20/2020		Marketed meditation apps and websites to encourage wellbeing	University Website, Daily News, Facebook	Learn how meditation can increase overall well-being and how to utilize it as a positive coping method to stress.
Go Relax	Wellness	11/23/2020 - 11/27/2020		Marketed the relaxation room to further encourage wellness and bring awareness to the online resource	University Website, Daily News, Facebook	Learn where to access activities to practice positive coping skills in order to combat stress and burnout.
National Impaired Driving Month						
NIDM Infographic	DAAPP	12/1/2020		Stats and facts regarding national impaired driving month	University Website, Daily News, Facebook	Learn the incidence, prevalence, and potential consequences of impaired driving in Texas.
Recovery Resources Flyer	DAAPP	12/2/2020 - 12/28/2020		Flyer outlining campus and community recovery resources	University Website, Daily News, Facebook	Understand what resources are available to our campus community and how to best utilize them.
My SSP Infographic Promotion	DAAPP	12/1/2020 - 12/30/2020		Flyer promoting My SSP and how to utilize the resource.	University Website, Daily News, Facebook	Learn what MySSP offers and how to access counseling services.
Ride Sharing Flyer	DAAPP	12/4/2020		Flyer promoting ride share options to promote safe travel	University Website, Daily News, Facebook	Know when and how to utilize ride share options for safer travel.
HSC PD Prescription Drug Drop Off flyer	DAAPP	12/9/2020		Flyer detailing where to dispose of unused or expired prescriptions	University Website, Daily News, Facebook	Learn where to go and how to dispose of unused prescription drugs.