

Program Plan

“Be Kind” Campaign

Campaign Overview:

HOPE squad involvement is ideal! Participating schools will set up a “Be Kind” station somewhere in their school next to a selected “Wall of Kindness”. The “Be Kind” station will have sticky notes, hand sanitizer, a sign, and pens. The wall and station location will depend on administration selection (library, health classroom, art classroom, commons, or anywhere else). Students and teachers will cover the wall with the sign and sticky notes sharing kind words, phrases, and/or thoughts about each other. Be sure to include names for prizes at the end of the campaign! Schools could also place signs in visible areas in front of the school with statements like “Be Kind, Everyone Matters”, “Spread Kindness!”, or “Love Yourself, Love Others!” in connection with the Campaign.

Quick Details:

- “Be Kind” Campaign launch date and length; February 12, 2021- March 26, 2021.
- This can be as big or little as schools wish to make it! There is flexibility in the program, as the “Wall of Kindness” is to promote feelings of connection and community. Schools and/or classrooms can add on as desired.
- At “Be Kind” Campaign end (Mar. 26), two sticky notes will be selected by a teacher/staff to receive Gift Cards (from local businesses) for the recipient/message writer. Contact Liz Elsmore (below) to facilitate the Gift Card receipt and drawing.
- Other activities can be adopted by classrooms/school and suggestions are on the <http://www.webermorganhealth.org/health-promotion/bullying-prevention-resources/> website.
- For individual classrooms if extra activities are desired and performed, an email entry to a drawing for a Walmart Gift Card for a class party and/or supplies can be submitted by campaign end (Mar. 26) to Liz Elsmore at internhe2@co.weber.ut.us. Please include; **School Name, Teacher, Grade, Activities Performed**, and a **Photo of Activities** in the submission.
- There is a possible opportunity to draw in media promotion of your school/classrooms’ “Be Kind” Campaign! Email Liz Elsmore at internhe2@co.weber.ut.us with your school/classrooms’ activity or idea, and we will help get some media attention!

Research and Objectives:

- Studies indicate prosocial behaviors performed daily, including kindness, gratitude, and praise, show increases in positive school culture, mental health, and individual protective factors against internalizing stress, bullying, and other antisocial behavior.
- With the current stress-related pandemic climate, finding ways to reach out and connect beyond the mask are essential to creating positive environments.
- Self-care activities like mindfulness, kindness, and connection have been shown to decrease stress and strengthen immune system responses.
- February 14 is Valentine’s Day, and what better way is there to show love than reaching out in your own community!

- The “Wall of Kindness” presents a visual way to foster unique connections and create inclusivity outside of tech-disconnect; unplugging to verbally support individuals and relationships.
- The “Be Kind” Campaign will be serving as an adjunct to PONTE EL CINTURÓN Buckle Up initiative, with similar signs placed at high schools across Ogden, Weber, and Morgan School Districts.

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