

# COMMUNITY EVENTS PAIRED WITH ESTABLISHED ACTIVITIES

This program integrates mental health and substance use awareness into community events like sports games and concerts, reaching a broad audience in a natural, comfortable setting.



Sticker Sheets



Fan Signs



Banners

## Key Features

- **High Visibility:** Utilizes popular events to bring messaging to where people already gather.
- **Interactive Engagement:** Features booths and activities that draw interest and encourage participation.
- **Community-Wide Impact:** Fosters a supportive culture that extends beyond the school, impacting families and the community.

## Benefits to Schools

- **Increased Outreach:** Expands reach by connecting with community members who may not attend standalone wellness events.
- **Positive School Image:** Shows the school's commitment to student and community well-being.
- **Encourages Collective Support:** Promotes awareness and normalizes conversations about mental health and substance use in a comfortable environment.



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