

Program Description No Stress Fest

Introduction:

No Stress Fest is a project initiated by the Mental Health Partners Working Group. This group consists of key mental health and addictions organizations including: Community Mental Health Initiative (CMHI), Canadian Mental Health Association – NL Division (Western Office), Schizophrenia Society of Newfoundland and Labrador (Western Office), CHANNAL, and Western Health (Mental Health & Addiction Services).

No Stress Fest is a one day event that promotes positive mental health and promotes healthy lifestyles while promoting mental health resources that are available in the community. The first No Stress Fest was implemented in the Corner Brook on November 8, 2012. It has also been implemented in other areas in the region including Port Aux Basques, Stephenville and Port Saunders.

Purpose:

1. Engage individuals, families, and community groups in learning ways to promote healthy lifestyle and positive mental health.
2. Create awareness of mental health and addictions resources available to individuals, families and community groups

Goals:

Short term goals:

- Increase participant knowledge about what mental health and addiction services and resources are available in their community
- Encourage participants to think about how they currently manage stress and new ways to manage stress

Long term goals:

- Increase the probability that participants will access mental health services when they are in need
- Increase participants' own tools for managing stress

Target Audience:

The target audience is universal, including individuals, families and community groups of all ages.

Description of Activities:

A one day event that consists of a combination of interactive booths from various organizations and agencies that promote healthy lifestyles and positive mental health.

Activities can include relaxation methods, healthy recipes, making a stress ball, music, exercise such as yoga or Zumba, massage, and therapeutic Art.

Budget:

The budget for this program may consist of facility rental, promotional materials, food demo supplies, prizes, and honorariums. Delivering this program within budgetary constraints is possible due to in-kind support of other agencies and businesses within the community.

Sample Budget

Item	Estimated Cost
Room/Space Rental	\$300 (Lion's Club)
Materials: Paper \$55 Mocktails \$30 Stress Ball Materials \$40 Craft Supplie:\$80 Prop Supplies \$50 Facial Scrub Supplies \$10 Cups, Napkins, Plates \$15	\$280
Trail Mix Supplies \$40 Chicken Wrap Supplies \$40 Fruit Kabobs \$40 Water \$20 Juice \$20	\$160
Miscellaneous expenses	\$60
Homemade jewelry, photocopying, resources, camera and printer and table cloths (In-kind), door prize, community basket, donations from local businesses	In-Kind
Total	\$800

Evaluation:

There as overwhelming positive feedback that this event accomplished its short term goals of increasing participant knowledge about what mental health and addiction services and resources are available in their community, as well as encouraging thinking about how they currently manage stress and new ways to manage stress.

Further evaluation is needed to determine the effectiveness of the No Stress Fest in meeting the program's long term goals of increasing the probability that participants will access mental health services when they are in need and increasing participants' own tools for managing stress.

Indicators:

Evaluation includes recording the number of participants that attended. There is also a participant feedback survey to complete that includes six open-ended questions such as “Are you more aware of the available Mental Health & Addiction Services than before?” and “Did this event help you think about new ways to manage stress?”

Requirements for Staff:

The Mental Health Promotion Consultant and Regional Addiction Consultant provide support in a consultative role regarding how to plan a successful No Stress Fest. The Mental Health Partners Working Group is currently working on a Toolkit that includes a Planning Guide. Staff from Mental Health & Addiction Services participates in this event by setting up a booth to promote services and may also assist with set-up, delivery and take-down as this event, which can be quite labor intensive.

Time-line/Action Plan (Sample):

- Step One: Form a planning committee. If possible have a member from each mental health organization within your community.
- Step Two: Choose a date based on what may work for your community so that all family members have the option to participate.
- Step Three: Choose a location
- Step Four: Promote the event with posters, PSAs, etc.
- Step Five: Acquire booth materials from Wellness Facilitator and/or Mental Health & Addiction Services
- Step Six: Prepare a budget
- Step Seven: Solicit prizes
- Step Eight: Recruit volunteers
- Step Nine: Create a checklist of required materials for the event

Sample of Activities*Schedule of Events*

- 1:00 – 1:30 Guided Relaxation
- 1:45 – 2:15 Music (Sherman Downey)
- 2:30 – 3:00 Massage & Self-Massage
- 3:15 – 3:45 Therapeutic Art
- 4:00 – 4:30 Homemade Hand/Facial Scrubs (Lorraine Poole)
- 4:45 – 5:15 Hands-on Food/Healthy Lunch Box Demo
- 5:30 – 6:00 Musician (Daniel Payne)
- 6:15 – 6:45 Comedy (Theatre Newfoundland and Labrador)
- 6:45 – 7:30 Zumba (YMCA)

Kids' Zone – Schedule of Events (CMHI to lead)

- Face Painting
- Worry Warriors
- Puppet Show
- Kite Making
- Other Children's Health Festival Activities
- Scavenger hunt with prizes for kids
- Gus & Isaac Book Reading
- Kids Have Stress Too Stretches

Note: Information booths remain set-up throughout the day and mocktails, smoothies, and fruit lollipops are served throughout event. Sample solicited prize: 2 Nights @ Delta