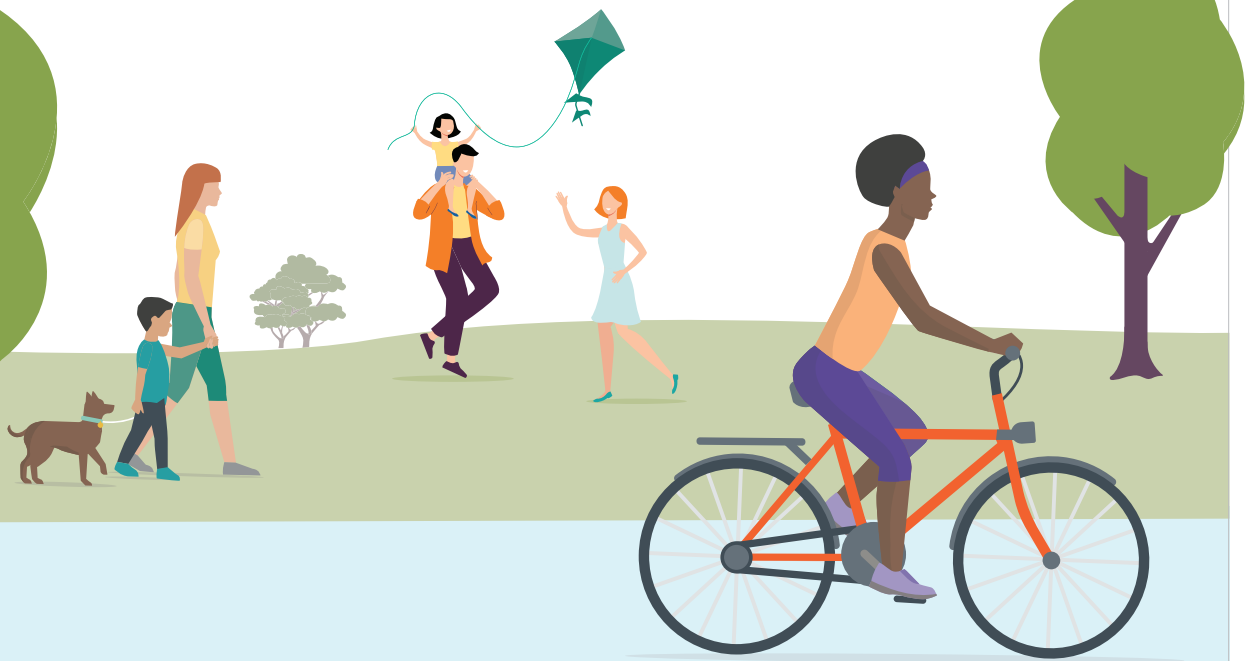


#hopeliveshere

Bikes, Hikes & Kites

Get Out and Get Connected



Digital Toolkit for **H.O.P.E. Week**

May 16-20, 2022



Optum

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What is H.O.P.E. Week?

When we talk about **H.O.P.E.**, we are focusing on building **Healthy Outcomes** from **Positive Experiences**. Optum Idaho, in partnership with Idaho Resilience Project (IRP), invites you to participate in Mental Health Awareness Month by bringing H.O.P.E. Week activities to your community.

Engaging in fun activities is a great way to help reduce stress, build resilience and can be an easy way to initiate conversations on mental health.

During H.O.P.E. Week, May 16-20, 2022, we invite you to host, participate and provide positive experiences for your community. Your H.O.P.E. activity can be a one day event or small activities each day of the week. Customize for your organization or community. Be sure to take photos or videos of yourself participating in H.O.P.E. Week, then post to social media using #hopeliveshere and #helloidaho!

If you or someone you know is in crisis, call **2-1-1** or the Optum Idaho Member helpline at **(855) 202-0973**.



Kite Distribution

H.O.P.E. Week kites are free for your community while supplies last. The kites can be picked up at local distribution sites listed below. If you do not have a distribution site in your area and are willing to become a local distribution site, or if you require more than 100 kites, please email Optum Idaho at [idaho.communications@optum.com](mailto:Idaho.communications@optum.com).

Region 1

Panhandle Health District	8500 N Atlas Road	Hayden	208-415-5103
CDA St. Vincent de Paul	201 E Harrison Ave	Coeur d'Alene	208-664-3095
Coeur d'Alene Public Library	702 E Front Ave	Coeur d'Alene	208-769-2315
The Salvation Army Kroc Center	1765 W Golf Course Rd	Coeur d'Alene	208-667-1865
St. Maries Public Library	822 W. College Ave.	St. Maries	208-245-3732

Region 2

Latah Recovery Center	531 S. Main	Moscow	208-883-1045
Disability Action Center / LAMI	505 N. Main St	Moscow	208-883-0523
YWCA	300 Main Street	Lewiston	208-743-1535
Homes of Hope	818 17th Ave	Lewiston	208-413-6770
First Step 4 Life RCC	903 D St.	Lewiston	208-717-3881
Lapwai Community Library	103 N Main Street	Lapwai	208-843-7254

Region 3

Nampa Boys and Girls Club	316 Stampede Dr.	Nampa	208-440-9456
Emmett Public Library	275 S Hayes Ave	Emmett	208-365-6057
Caldwell Public Library	1010 Dearborn St	Caldwell	208-459-3242

Region 4

Boys and Girls Clubs of Ada County	610 E. 42	Garden City	208-639-3162
Garden City Public Library	6015 Glenwood St	Garden City	208-472-2942
JUMP	1000 W Myrtle St	Boise	208-639-6610
Eagle Public Library	100 Steirman Way	Eagle	208-939-6814
Youth Advocacy Coalition	106 E Park St, Ste 227	McCall	208-630-6690
Mountain Home Public Library	790 N 10TH East	Mountain Home	208-587-4716
Glenns Ferry Library	110 E 2nd	Glenns Ferry	208-598-5819

Region 5

Wendell Public Library	375 1st Ave E	Wendell	208-536-6195
Buhl Public Library	215 Broadway Ave N	Buhl	208-410-9794
Filer Public Library	219 Main St	Filer	208-320-2596
DeMary Memorial Library	417 7th St	Rupert	208-436-3874
Treatment and Recovery Clinic	630 Addison Ave. W, Ste 1000	Twin Falls	208-735-2126
Bellevue Public Library	117 E. Pine St.	Bellevue	208-788-4503

Region 6

Marshall Public Library	113 S Garfield	Pocatello	208-232-1263
Hope & Recovery	214 E. Center St., Suite 60	Pocatello	208-254-7811
Region 6 Children’s Mental Health	1901 Alvin Ricken Dr.	Pocatello	208-233-9080
Family Services Alliance	355 S Arthur	Pocatello	208-232-0742

Region 7

Upper Valley CAC	162 N. Yellowstone Hwy	Rigby	208-745-2612
Idaho Falls Public	457 W Broadway	Idaho Falls	208-612-8155
Roberts City Library	2872 E 650 N	Roberts	208-228-2210
Blackfoot Public Library	129 N Broadway	Blackfoot	208-785-8628
Challis Public Library	531 W Main St	Challis	208-879-4267
Community Suicide Prevention	3433 N Flint Ave	Idaho Falls	208-380-0330



How to Participate

Here are a few ideas on ways to participate in your community, school, organization or with your family. Many activities have links to additional information in the resource section.

Community

- Contact your city officials and ask them to do a proclamation for H.O.P.E Week! A proclamation form is provided for you in this toolkit on page 7.
- Arrange a screening of the documentary “Resilient Idaho: Hope Lives Here!” Use the Discussion Guide to start a community conversation: https://www.idahoresilienceproject.org/s/Discussion-Guide_Hope-Lives-Here-Documentary-Editable-Version.pdf
- Organize a bike rally in your community to raise awareness of H.O.P.E!
- Decorate your community with chalk art hope notes!
- Arrange to paint a H.O.P.E mural in your community!

Schools

- Use recess time to have students fly a #HopeLivesHere kite at school! Refer to the Kite Distribution section of this toolkit on page 3 to find a pickup site for the kites near you. If you do not see a distribution site in your area, email Optum Idaho at idaho.communications@optum.com.
- Lead students in hands-on activities to understand and build resilience! See links in the Activities section of this toolkit on page 8.
- Pass out Hope Notes and start a trend of kindness and hope! More information available here: <https://www.idahoresilienceproject.org/s/HOPE-Note.pdf>.
- Foster resilience by teaching students mindfulness techniques. See Activities section on page 8.
- Encourage students to identify a supportive, helpful adult in their life they can rely on.

Organizations

- Arrange a walk or hike with your colleagues in one of your favorite areas to get outside and talk about the ways you reduce stress and build resilience!
- Get your team together to volunteer at a local youth community organization!
- Start a donation drive with your company to donate needed items to your local school district!
- Promote and support H.O.P.E Week on your networking sites!
- Plan a few resilience activities to boost healthy outcomes by creating positive experiences!

Families

- Organize a food drive with your neighborhood for your local foodbank.
- Write Hope Notes for your family members and friends. See Activities section on page 8.
- Create intentional time for unstructured play. Do something that makes you laugh! See Activities section on page 8.
- Talk to your kids about resilience and help them identify times they have been resilient in their own lives!
- Institute a new tradition at the dinner table each night to ask everyone what is something they are proud of. Celebrate the successes with them, however big or small!



How to Promote

There are several ways you can promote H.O.P.E. Week activities in your area. We have prepared social media graphics and flyers for distribution. We also have provided a printable proclamation on the following page that you can share with your community leaders.

Social Media Graphics

Click [here](#) to download your social media graphics to promote H.O.P.E. Week activities and encourage mental health conversations to continue after the event. Be sure to take photos or videos of yourself participating in H.O.P.E. Week, then post to social media using #hopeliveshere and #helloidaho!



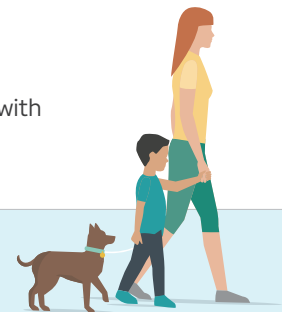
Hard Copy and Digital Flyers

Flyers to promote H.O.P.E. Week activities are available in English and Spanish. Hard copy flyers are available for pickup at kite distribution sites or they may be downloaded [here](#).



Community Proclamation

We have provided a printable proclamation on the following page that you can fill out and share with your city officials (mayor or city council).



Proclamation for H.O.P.E. Week

May 16-20, 2022

Whereas, the mental and physical health of children and youth is important to families, communities, health care workers and service providers across the [CITY OR STATE] _____;

and,

Whereas, services for children and families in [CITY OR STATE] _____ have incorporated trauma-informed care based on the knowledge that adverse childhood experiences (ACEs) can cause long-term harm to physical and mental health.

Whereas, more recent research has shown that brain development is improved through Positive Childhood Experiences (PCEs);

and,

Whereas, PCEs significantly decrease the risk of poor mental health and depression among those of us who have experienced significant adversity as children;

and,

Whereas, we know that resilient communities can improve opportunities for children to experience connection, safe places to live, learn and play, and have opportunities to engage with others. These key experiences go a long way to reducing the lifelong effects of adverse community environments;

and,

Whereas, families cannot provide PCEs alone; [CITY or STATE] _____ can enter into partnerships that help create the strong families and communities that lead our children into lifelong health;

and,

Whereas, there is H.O.P.E (Healthy Outcomes from Positive Experiences) for all [STATE OR CITY] _____ families, including those who have faced adversities in their communities and within their families, because childhood adversity is not destiny;

and,

Whereas, the H.O.P.E Week is a national effort supported by families, scientists, non-profits, research centers and institutes, universities and government agencies to raise awareness about the significance of Positive Childhood Experiences in child, youth, and family services and supports, research and policymaking;

Therefore, I [NAME] _____, [TITLE] _____ of the [STATE OR CITY] _____, do hereby proclaim May 16-20, 2022 as H.O.P.E Week.

Signature

Title

Resources

H.O.P.E. Week Resources and Activities

- Optum Sponsorship Form (link under Community Partners page): optumidaho.com/content/ops-optidaho/idaho/en/community-partners/event-sponsorship-opportunities.html
- “Resilient Idaho: Hope Lives Here” Discussion Guide: https://www.idahoresilienceproject.org/s/Discussion-Guide_Hope-Lives-Here-Documentary-Editable-Version.pdf
- Hands-on School Activities to Build Resilience: <https://positivepsychology.com/resilience-activities-worksheets/>
 - Sesame Street in Communities for younger children: <https://sesamestreetincommunities.org/topics/resilience/>
- Hope Cards: <https://www.idahoresilienceproject.org/s/HOPE-Note.pdf>
- Youth and Mindfulness: <https://www.mindful.org/mindfulness-for-kids/>
- Identifying a Safe and Supportive Adult: <https://www.raftcares.org/resources/community-blog/5-things-your-kids-need-to-know-about-building-a-support-network/>
- Workplace Resilience Activities: <https://positivepsychology.com/resilience-activities-exercises/>
- Benefits of Unstructured Play: <https://www.pbs.org/parents/thrive/summertime-solutions-the-benefits-of-unstructured-play>

Mental Health Community Resources

1. Are you looking for ways to talk with teenagers or young adults about mental health? Optum Conversation (www.optumconversation.com) can help.
2. To find local resources, visit the Mental Health Toolkit found on-line at www.empoweridaho.org/mental-health-month.
3. To post your community mental health awareness event or find events near you, check out the Community Calendar at IRP (www.idahoresilienceproject.org/community-events).
4. To engage children of all ages, find free resources with games, activities and worksheets on the Children’s Mental Health Acceptance Week page at National Federation of Families (www.ffcmh.org/awarenessweek).



Finally, Hello Idaho! is a campaign to stay connected, reduce isolation and promote positive mental health. Optum Idaho is distributing Hello Idaho! materials such as stickers, bookmarks, posters and leave-behind cards, all free of charge. Use these in your classroom or business to help start the conversation. For more information or to request Hello Idaho! materials, visit optumidaho.com or email idaho.communications@optum.com.

If you or someone you know is in crisis, call **2-1-1** or the Optum Idaho Member helpline at **(855) 202-0973**.

