

Tier I

Information Booths, Health Fairs, & Media Campaigns



INFORMATION BOOTHS: BrainAbouts suggests creating an information booth to serve as a Tier I Universal Prevention element, available to all students, faculty, and parents.

- Determine a permanent location for the booth or table. Students will be more likely to visit the booth if they know where it 'lives'.
- Stock the information booth/table with information about the month's prevention topic or skills using the BrainAbouts handouts or information from the resource links on the BrainAbouts Core. This can be done with the help of Student Engagement Group.
- Drive traffic to the table during morning announcements, letting students know what new items they will find there.

HEALTH FAIRS: BrainAbouts recommends hosting health fairs or wellness week events 1-2 times per year.

- Determine the best location for health fair or wellness week booths or display tables. For example, during stress management week, students could participate in a deep breathing booth, an aromatherapy table, a meditation room, a quiet journal place, and a table full of stress balls, journals, and fun items.
- Order health fair items and book a variety of wellness week speakers or vendors to participate.
- Drive traffic during morning announcements and enlist the Student, Parent, and Faculty Engagement Groups to advertise and volunteer to 'work' the event.

MEDIA CAMPAIGNS: BrainAbouts utilizes prevention science combined with a consistent marketing campaign of youth-oriented messaging to creating positive norms and reduce high-risk behavior.

- Conduct the BrainAbouts Behavioral Health Survey and share the report with each Engagement Group to determine which topics are most relevant to cover for the student body.
- Order posters for each high-risk topic and change them throughout the year to achieve a consistent marketing effect.
- Post on school's social media, PTO, school website, exterior marquee, flyers on the information booth, and morning announcements throughout the year.