

“Everyone goes through a journey, but no one should go through it alone.”

- Author Unknown



S.H.O.E.S.



NACURH Program of the Year 2017
East Carolina University®
The South Atlantic Affiliate of College and
University Residence Halls





SAACURH

SOUTH ATLANTIC AFFILIATE

NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.

November 20, 2016

NACURH Board of Directors,

It is our privilege to write this letter on the behalf of the South Atlantic Affiliate's NRHH Representatives and the SAACURH Executive Committee in support of East Carolina University's Program of the Year bid for S.H.O.E.S.

S.H.O.E.S otherwise known as Students Honoring Others Everyday Struggles is a program that was designed to raise awareness of the struggles students face every day with a concentration on mental health. This campus wide program acknowledges something so real and so relevant to students at Universities across NACURH, which is mental health awareness. ECU's RHA reached out to the community middle school who participated in Rachel's Challenge, which the idea of a challenge to actively create a positive change by starting a chain reaction. This was something ECU wanted to emit onto their own campus and the community, so the SHOES program was created and helped spread kindness, encouragement, and inspiration.

The South Atlantic Affiliate's NRHH Representatives noted the importance of the educational aspect of SHOES. The emphasis on talking about mental health and showing the community the endless resources universities have can be implemented on campuses across NACURH. The impact of this program is not solely contained within the residence halls, but contributes to the growth of the community as a whole by fostering positivity, and understanding the importance to talk about mental health and self care.

The South Atlantic Affiliate is proud to support this regionally winning bid for NACURH Program of the Year. We truly believe institutions across NACURH can learn and develop ideas from this multi-faceted program to implement on their campus to spread awareness of talking about mental health and how important it is to be knowledgeable about the resources available to people in the community.

Thank You,

SAACURH Executive Committee
South Atlantic Affiliate | NACURH, Inc.

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Section 1: Program Overview

Summary

The **S.H.O.E.S. (Students Honoring Others' Everyday Struggles)** Project is a program which ECU's Residence Hall Association developed in response to the number of students suffering from mental health issues and illnesses.

The S.H.O.E.S. Project began in late Spring of 2015. A committee, comprised of students, student leaders, RHA and NRHH members, a local middle and high school student, an elementary school teacher, and professional staff members, met to discuss the concept.

An Active Minds segment was aired on television and was discussed amongst the group. The feedback about this segment was positive, all except for the fact that it was "too late," as the memorial acknowledged those who had completed suicide.

Due to staggering mental health statistics nationally, as well as a surge of mental health issues on our campus, the group wanted to do something which was positive and educational. The younger students both stated that they had seen issues with students, beginning at the late elementary/early middle school ages, too, so we wanted to do something inclusive for a wide range of age groups.

To make a larger impact, since many of the social norms stated a lot of self-esteem and mental health issues began as early as twelve years old, RHA worked with a middle school in town, and presented this program for a full day. Over 800 students had the opportunity to be involved with S.H.O.E.S. in March of 2016. When RHA reached out to Hope Middle School they were informed that the county school was also committed to Rachel's Challenge. Rachel was a casualty at Columbine and the challenge is for everyone to actively create a positive culture change by starting a chain reaction. Another component of the S.H.O.E.S. project was the positive post it notes program. This program promotes encouragement, kindness, and inspiration.

Other collaborations involved: the center for counseling of student development; WZMB, the campus radio station; The East Carolinian; faculty partners at McClammy Psychology Lab; TWLOHA (To Write Love On Her Arms), SWL (So Worth Loving); Pitt County Schools; Transit; Campus Dining; Campus Living, and the Pitt County Health Science Academy.

Over 3,400 individuals attended this program, which had also gone through the process to be recognized as a Premiere Campus Wellness Passport Program. It was held on the rain date of February 11th, 2016 at East Carolina University and on Thursday, March 17th, 2016 at Hope Middle School, which reached an additional 800 students. At both locations, counseling staff was on site. At the middle school, post it notes were placed all over the school and on each locker the evening of Wednesday, March 16th, 2016. The teachers then facilitated classroom discussions on what their students experienced.

Program Origination

This program was inspired by Active Minds and Send Silence packing, which acknowledges students who have been lost to suicide. The RHA Executive Board wanted to do something proactive, and decided to utilize shoes. Shoes are used by everyone! They are used by every age, gender, race, etc., so this program could symbolize everyone's journey and how the path of life is faced with struggles. There is an emphasis on student resiliency and the program attempted to offer support, education, encouragement, and inspiration.

Throughout the early stages of the program, RHA led the way. In early Fall of 2015, a group met with various campus and community partners who wanted to be part of the S.H.O.E.S. project. Every other week for over half a year, meetings were held to plan the event. During this time, the event grew from the initial concept as more organizations signed up to be represented and help raise awareness to mental health.

Eventually, the committee grew to also include: two counselors, a student representative from So Worth Loving, a student representative from TWLOHA (To Write Love On Her Arms), a media representative from Student Affairs, and a member of the Dean of Students staff. The basic foundation had many students' ideas morphed together to make it a "soleful" experience! The word SHOES then became the acronym for Students Honoring Others' Everyday Struggles.

Educational Component

Due to the fact that 1 in 4 students reported having suicidal thoughts or feelings and that there are more than 1,000 suicides on college campuses per year, the Residence Hall Association wanted to do something to help the students. Many students are dealing with issues they have had for a while, as well as new ones coming to light at this especially prone age group. Students have different methods of dealing including alcohol, drugs, eating disorders, and self-harm. The goal was to visibly and unobtrusively show students that they are not alone and that there are a lot of helpful resources available.

Additionally, while gathering research for the "Did you know?" signs, we discovered that 95% of those suffering from eating disorders are between the ages of 12 and 25. We figured it would be helpful and rewarding to reach out to a local middle school. This afforded us the ability to work with the school staff to educate students as well as parents through the sharing of resources.



Audience

One of the best features of this program that sets it apart from others was its ability to be geared towards everyone at East Carolina University. S.H.O.E.S was available and beneficial to everyone ranging from different backgrounds, ethnic distinctions, religious views, race, and sexual orientation. Staff, faculty, some of our community partners, and, of course, the students attended. Approximately 3,400 people stopped by, grabbed a cup of hot chocolate, looked at the shoes, read the stories lining the sidewalks, wrote why they were worthy of being loved, and grabbed a sole card and shoes key ring. Several people even boarded the minibus to speak with a counselor for more of a private setting and warmer climate. The audience at Hope Middle School was all of the students that attended, approximately 800 in total, along with their teachers. This school consists of sixth, seventh and eighth graders.



Goals

The goals of this program were to show students that their peers go through similar struggles and hardships. The shoes displayed on the ground at the center of East Carolina University campus and Hope Middle school were put in place for the students to take a moment and reflect on the world around them. We wanted to make a difference in not only the lives of the students who attended this event but everyone who will come in contact with these students from now on. All it takes is a message of encouragement and advice to plant that seed in the person's life. Through the positive post-it initiative, our goal was to create a day where students are exposed entirely to positivity.



Student Needs

After acknowledging the statistics regarding mental health struggles amongst college students, our Resident Hall Association devised this program to meet this need on our campus. We implemented this program with a variety of resources in hopes of establishing a safe space to discuss mental health challenges. The program met the need of raising the overall morale of the campus during an emotionally low time period on college campuses.



Section 2: Planning and Implementation



Program Basics

S.H.O.E.S. took place on the Mall, a large grassy area in the heart of campus, on February 11, 2016. S.H.O.E.S. was one of four programs that took place during the Residence Hall Association's first annual RHA week, spanning from February 1st to the 4th. The program was designed to raise awareness of the struggles which students face every day with a concentration on mental health. Its other purpose was to show students that they are not alone. Students, staff, and faculty members played an active role in making this program happen.

The committee decided that the program would consist of collecting shoes, which was done through RHA and NRHH meetings, as well as with the Hall Governments and at several programs. After several months of obtaining shoes and stories of students' struggles, we were able to collect over 200 pairs of shoes. The laminated story cards were affixed to a type of shoe which matched the struggling students' interests. (i.e. if the student struggling was a dancer, a pair of ballet slippers were attached to the story card.)



The other large part of the program was the inclusion of the Positive Post It Note program. ECU worked with the Pitt County Health Science Academy to have sixty students each handwrite 500 positive post it notes as part of their service hours. By having these High School Students take part in the writing of the post-it notes, this actually began an entirely new chain reaction of positivity. Ultimately, this was a collaborative effort between East Carolina University and the Pitt County school system.

The group also decided to utilize the oversized chalkboard which RHA and the Campus Living Facilities staff had made for the So Worth Loving campaign. Resource tables of helpful information and a professional counselor would be on site throughout the program. A representative from TWLOHA was present to raise awareness for the semi-colon project and would be doing this with henna ink.





Program Basics Continued:

Other aspects of the program, which continued to grow with all of the synergy and ideas, included: research of current statistics and the development of the “Did You Know?” social norming ground signs, creation of the “sole” card to challenge and uplift people who attended, acceptance as a Premiere Passport Program, having hot chocolate and smiley faced cookies, and giving out shoe key rings.

With all of the resources and collaboration operating together for this event, the campus of East Carolina University was shocked with a day of mental health discussion and positivity. All over the campus, shoes with personal stories of mental health struggle affixed to the were placed along the heavily trafficked sidewalks. Our “Did you know?” social norming signs were also placed on the ground to share statistics and information. These elements brought all of the students to focal point at the heart of campus where they could learn more about the cause and interact with our partners.

The benefit of this program is its ability to easily be replicated from one venue to another as shown from our description. This event is able to combine the resources available at the respective university allowing for more creativity with the design and implementation. When looking to reach out to the local community, as with our ability to do so with local middle school, prior approvals and proper communication is required. The planning and our coordinating of the SHOES event at Hope Middle School took place months prior to the actual program. The idea of implementing a program to increase the awareness of mental-health issues is a mission that every university should consider.





Student Involvement at ECU

Students played a very large role in the implementation of this program. The Residence Hall Association's Executive Board played an active role in the planning of the event, from conception to implementation. The original committee consisted of 22 members. One of the recruited RAs inspired the creation of the Worthy Wall. The student was an ambassador for the organization So Worth Loving, and together we created an 8 by 16-foot chalk-board wall where students were able to write why they were "So Worth Loving." Through our Resident Hall Association engaging with individual hall governments, we had over thirty additional students help by posting over 100,000 positive post it notes all around campus. These students understood the need for this program and agreed to wake up early on the morning of the event and placed these post it notes before 6:30am. All the post it notes had been handwritten by local high school students. The hand written post it notes were hung in each residence hall floor, student service buildings, academic buildings, dining halls, and scrolling of positive messages on transit buses. Students also volunteered to facilitate the event on February 11th.



Student Involvement at Hope Middle School

After seeing the impact of the S.H.O.E.S. event on the campus of East Carolina we felt an increased need for awareness on mental health further in the community. As a committee we decided to reach out to Hope Middle School to replicate the S.H.O.E.S. event. The night prior to the event, a Hope Middle school student posted positive post it notes on every single locker, on classroom doors, in the rest rooms, and in all common areas of the school. The morning of the event, he, along with ECU students and staff, met at 6am to set up all of the shoes, signage, and the Worthy Wall in the common area at Hope Middle School. That day, teachers allowed for their students to have about twenty five minutes to take a walk through the journey of S.H.O.E.S.



Marketing

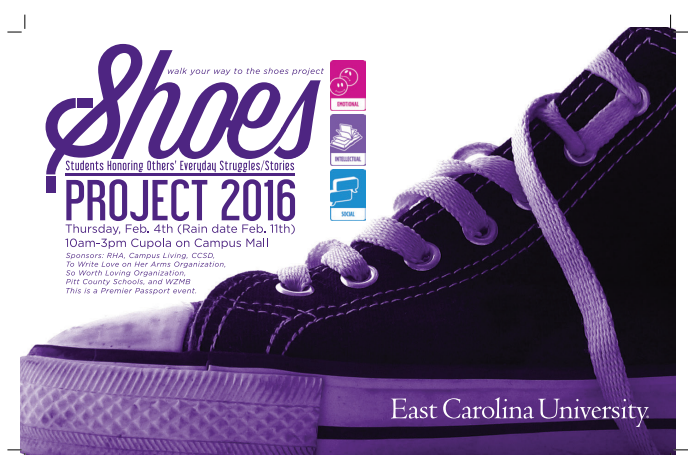
Prior to the event, several Forms of media were used in order to market the event. Fliers were made and distributed in every residence hall on campus, in the student center, counseling center, and also academic buildings. Two versions of fliers were created; one advertising RHA week and the other specifically for the S.H.O.E.S. event. The fliers were also displayed on all of the LCD media screens around campus. Advertisements were also placed in the Pirate 411, an email showcasing events happening on campus that is sent out to all students, the February Parent Newsletter, and was also advertised on WIX Website. We also used a variation of social media platforms. We had different organizations such as RHA and NRHH that used their personal accounts to post about the event. We also distributed large painted banners and asked for them to be hung in each residence hall lobby. Through the collection of shoes from individual hall governments several months in advance, we were able to market the event to them and create an excitement about it.

On the day of the event, committee members wore designed shirts to advertise as they walked around campus. We also had signs that were placed around the Mall and campus directing students to the event, while other students happened upon it on their way to class. A press release was also made and many different media outlets from Greenville, such as WITN and the Daily Reflector, came to write about and televise the event.



ECU_NRHH
@ECU_NRHH

A leadership-based honorary comprised of the academic top 1% of residential students who value



S.H.O.E.S Project Resources

ECU		Hope Middle School	
Item:	Price:	Item:	Price:
3400 cups of Hot Chocolate	\$716.00 (in kind)	Key Rings	\$199.50
Bags of Candy	\$45.00	Chalk	\$26.00
Chalk	\$42.72	Pizza (work day)	\$48.00
Office Supplies	\$471.35		Total Cost: \$273.50
Outdoor Supplies	\$210.00	Cost Per Student Impact: \$0.34	
Key Rings	\$179.21		
Pizza (work day 1)	\$88.00		
Pizza (work day 2)	\$64.00		
Smiley Cookies	\$299.75		
	Total Cost: \$1400.03		
Cost Per Student Impact: \$0.41			

The budget for the S.H.O.E.S. listed above is broken down by the event done on the campus of East Carolina University and the replication at Hope Middle School. Most of the materials used at East Carolina's campus event were able to be reused for the Hope Middle School event, thus accounting for the difference in total costs for the two events.

Fortunately through our campus partnerships, we were able to receive multiple in kind donations for the materials used for the program. ECU Campus Dining Services appreciated the goal our program was doing and made the decision to support our cause and donate \$716 worth of hot chocolate to be used during the event. In addition, our own Campus Living department graciously donated all of the yellow shirts worn by volunteers during the event at ECU and at Hope Middle School.

The office supplies in the budget accounted for all 100,000 sticky notes that were used in the program. In addition, this section accounted for the printing costs of the marketing material used, printing of story cards and other basic stationery office supplies required; tape, writing utensils, plastic bags. The outdoor supplies listed in the budget consisted of the sandbags used to keep the Worthy Wall upright, "Did You Know" signs, and the maintaining of the trash cans during the event.

Section Three: Evaluation

Evaluation Tools

The objective of this program was to create and implement a campus/community wide program to promote student prospective, endurance, and resources during challenging times. This program focused on mental health issues and awareness of bullying and violence. Since S.H.O.E.S .was approved as an ECU Premier Passport Program, detailed assessment occurred.

Learning Outcomes

As a result of attending this program, students will be able to:

1. Learn positive responses to bullying and violence within the ECU Community.
2. Become aware that other students are experiencing the same struggles, fears and concerns during college.
3. Identify appropriate social/emotional education that is culturally/socially relevant.
4. Recognize changes in behaviors and “red flags” in the areas of depression, anxiety, loneliness, self-harm, eating disorders, suicidal ideation, and other mental health issues. Identify resources available to assisting themselves and peers with mental health concerns

Data Collection

Data Collection for this assessment report was solicited by survey (questionnaire) from ECU Students, Faculty and Staff that attended the program. This survey was a cross-sectional survey utilizing a questionnaire at a single point in time (when the participants were finished viewing the project and gathering resources.)

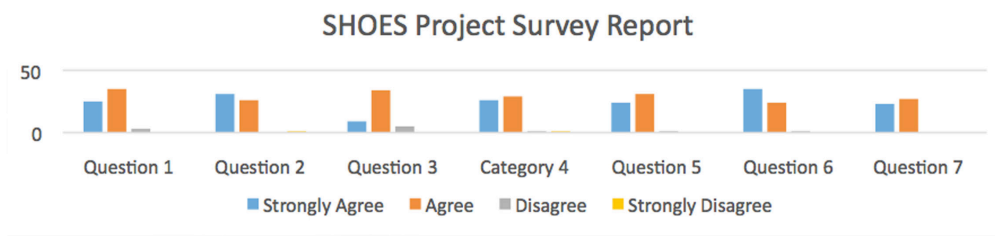
Questions Used Within the Survey

1. I have learned more information about bullying and violence within the ECU Community.
2. I have become more aware that many students are experiencing the same concerns and issues of homesickness, loneliness, anxiety, depression and other mental health concerns.
3. I have learned how to identify mental health concerns within myself and my peers.
4. I have learned resources on campus and within the local community that are available to assist me and my peers in identifying and coping with mental health concerns.
5. I feel empowered to affect positive change within my community.
6. I would attend the S.H.O.E.S. project again in the future.
7. I have felt more inspired/positive after touring the S.H.O.E.S. project.

Summary of Responses

In review of the surveys there were a total of 54 surveys analyzed with most response ranging in the area of strongly agree or agree. Based on the report, the S.H.O.E.S. Project met all of the objectives for the program. Areas of improvement would be in the area of “identifying mental health concerns within myself and my peers,” though the numbers do display that only 3 participants surveyed expressed concern with not being informed about mental health concerns. This could be that the participant did not complete the entire project and stopped midway through the program. (*Chart on next page*)

Summary of Responses Continued...



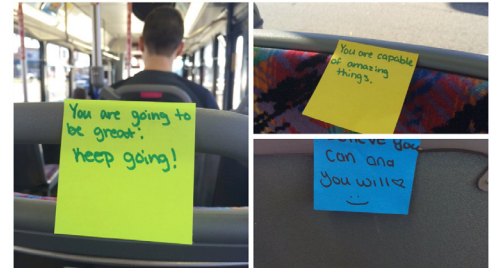
On Campus ECU Student Success

Student feedback gathered from this survey:

- I loved this event!
- Great experience!
- This meant a lot more than you know. Do this every year.
- This is amazing. As someone with bipolar who has bad days (like today), seeing all of this made it better. <3
- This came at a perfect time. Yesterday, I was diagnosed with depression.
- Empowering event! I would love to help out next year.
- Good impact – saw many people reading shoes on way to class.
- I think that this is a real creative way to bring people’s attention to mental illnesses.
- Love this. <3
- This was a nice thing to have.
- Love it you guys! Mental health is my Social Work concentration.
- I think this is a good thing to bring to ECU.
- Great project! Thank you for spreading awareness!
- I LOVE THIS! J
- Great event – very welcoming.
- Amazing program!
- AWESOME!
- This is awesome.



@ECUTransit To whomever had this idea, thank you! I needed the love today



State/National/Regional Distinctions

S.H.O.E.S. has been recognized at the state, regional, and national level and has left a lasting impact to those who have been able to gain knowledge of the event. We were awarded the Regional and National OTM April 2016 award as well as SAACURH Program of the Year 2016. We also had the honor of being recognized on the UNC System’s home page as a headline feature. Through these recognitions we have been able to spread the importance of S.H.O.E.S. and continue raising awareness for mental health.

Community Success

The ability for S.H.O.E.S. to venture beyond the campus of East Carolina University and into the local Greenville efficiently highlights the impact of this program. Through the partnerships established and implementation of the event we were able to impact the surrounding city through the media coverage with multiple news stations and articles by the Daily Reflector (Greenville's local newspaper).

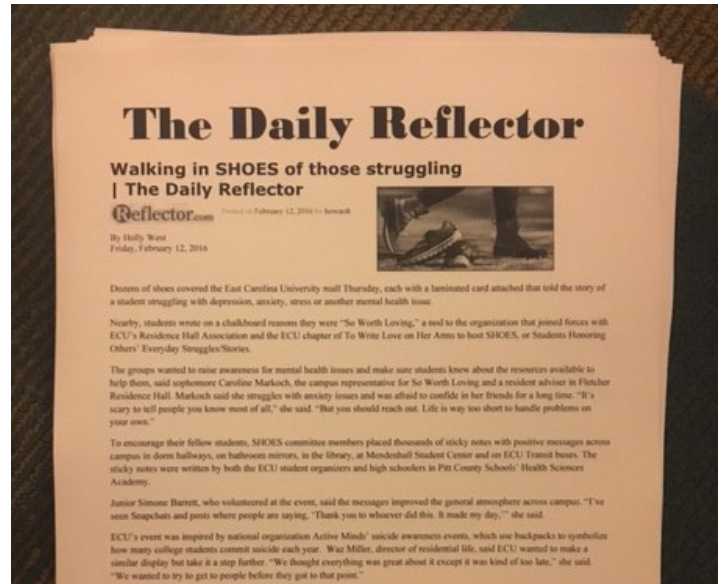
After having the opportunity to replicate our event at Hope Middle School, we were thanked by the Principal of the Middle School. This expression of gratitude shows the need to address mental health challenges for students of all ages.

Dear Residence Hall Association,

I wanted to reach out and THANK YOU for sharing the SHOES Project with our students. The students and staff shared SO many positive comments regarding the display and the meaningful stories accompanying the SHOES. As we discussed yesterday, our students struggle with simply being "middle schoolers". In addition, many experience family or mental health issues. We occasionally find ourselves reaching out to Mobile Crisis or community support organizations to assist with concerns as they arise. The SHOES project allowed all students to recognize that everyone has struggles or difficulties in life and they can always reach out for support and guidance. No one has to stand alone!

THANK you so much for providing this experience and a HUGE SHOUT OUT to your wonderful volunteers who seemed quite content to enjoy their day at Hope Middle!!!

*Jennifer Poplin
Principal
Hope Middle School
(252) 355-7071*



Challenges

- This was an outdoor program, so a rain date was provided right from the start and utilized.

- February - the weather was cold, but this time of year (between holidays and spring break) was chosen for students who needed a "lift".

- We need more shoes for a greater impact.

- Coordinating all programmatic aspects to occur at once.

- High winds blew over the counseling tent so they were moved to a small bus.

- We were provided shirts by Campus Living to distinguish committee members, but they couldn't be seen under jackets.

Student Impact

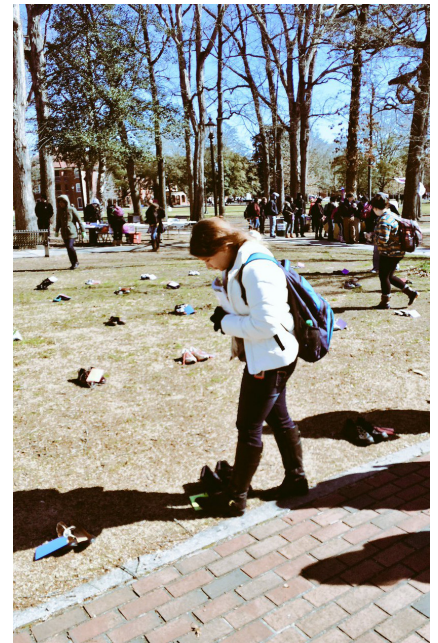
The goals of this program were to make a positive impact and lasting effect. The amount of support we received from the middle school definitely showed the need for an impact to be made among the younger population in our community. This program showed these middle school students the resources that were available to them through their own school to talk about their lives in a more personal way. In addition to the positive post it notes campaign that we instituted, we were able to give students miniature shoe key chains to remind them of the importance to talk about mental-health. These key chains allowed for a gateway and conversation starter as far as to the purpose of the shoe and what it means. This program will continue to impact lives for months after the initial hosting of the event.

The impact of the S.H.O.E.S. program was widespread. In addition to all the students that participated in the events, it was featured on the UNC system home page as one of the rotating lead features, and was covered by local media.

In response to the program, student, Tyler Weir wrote::

“In this program, I had the opportunity to read other students’ stories of coping with mental illness. Being able to read through these stories had a tremendous impact on me and brought me closer to the other students. This program really changed my perspective on life and made me realize just how fortunate I am to have been able to overcome the obstacles in my life so that I am now able to support those who are still working to overcome theirs. I think this project spreads a really positive and inspirational message to everybody who may wake up and feel like they don’t belong, and to wake up and see things like, “You Matter” and “You Can Do Anything”, it really touches a lot of people and makes them feel like they have a place. As someone who has battled depression and is all too familiar with what it feels like to feel as if you are going through this alone, it was so touching to see ECU reach out to the student body and have a voice for the students like myself going through these struggles... College can be such a mental and emotional hardship for those who suffer from these mental illnesses, so for this program to bring to light these students’ stories and struggles shows just how much East Carolina University truly cares about its students. You never know what people are going through, and to know that this project has the ability to save someone’s life and be the reason they wake up again tomorrow, is a cause that cannot be outdone.”

The S.H.O.E.S. committee handed out these cards to students to remind them of why this project was done and how valuable each person is. A video was also produced after the project showing the impacts on the students that attended and can be found at: <https://youtu.be/eAdg-kHCgak>.



Section 4: Conference Presentation

NACURH Conference Presentation

If the S.H.O.E.S Project is selected to be presented at the NACURH Conference, we would recreate several of the activities which were done at the event. We would also discuss the bid and would emphasize how this could be adopted at other schools so as to make an even greater impact on student lives!

Preconference Session Activities

- Exhibit S.H.O.E.S. marketing
- Put out pairs of shoes and their stories
- Exhibit “Did you know signs?”
- Play positive music

During Conference Presentation

- Include So Worth Loving wall (chalkboard wall)
- Have steps to Love Your “Sole” cards available
- Provide examples of resources
- Write one, take one positive post it notes on sticky wall
- Provide opportunity to write story cards and become part of the project
- Give out key rings

Conference Session Outline

- I. Introduction
- II. Origination of S.H.O.E.S.
- III. Components of S.H.O.E.S.
- IV. Outcomes of S.H.O.E.S.
- V. Journey through activities
- VI. S.H.O.E.S. impact on college, high school, and middle school students
- VII. Panning, implementation, budget
- VIII. Adaptability
- IX. Closing



Journey through the S.H.O.E.S. Project: Participants will walk through and read pairs of shoes/stories and do interactive activities.

I. Introduction

- This will include a brief overview of how the project began, the program's purpose, and how all the components were morphed together.

II. Components and Logistics of S.H.O.E.S.

- This will include a detailed checklist of all materials which are needed, as well as planning steps which should occur with time frames.
- We will share strategies on how to collaborate with other departments, organizations and the community. This will assist others in replicating the program.

III. Impact/Outcomes of S.H.O.E.S.

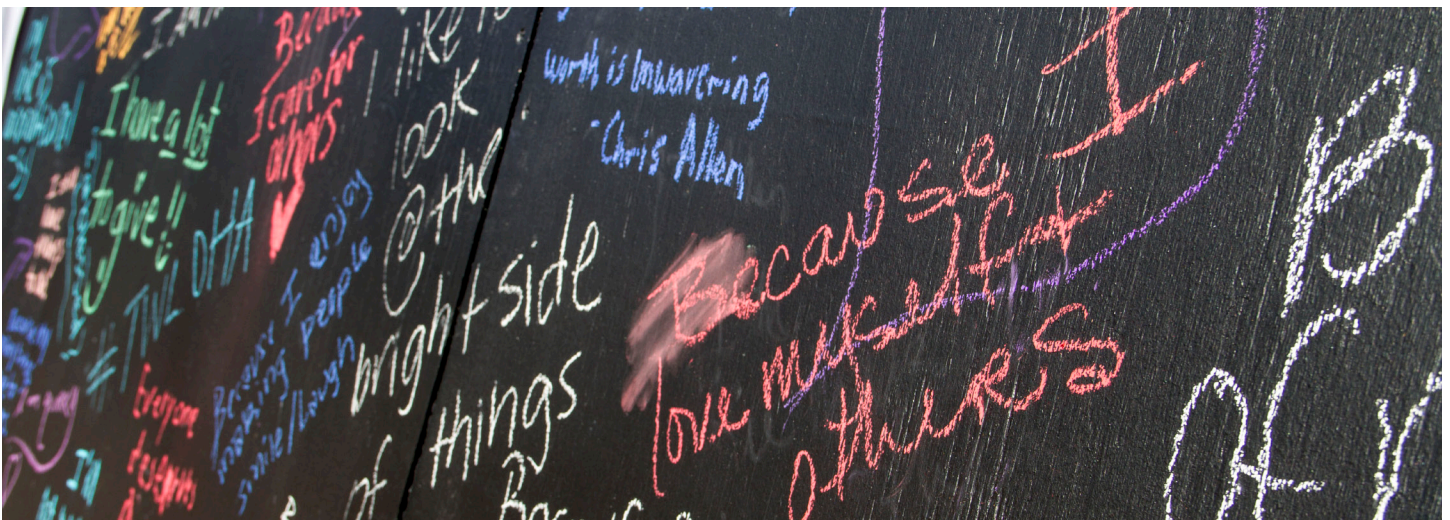
- We will engage the audience and request that a few share how they felt walking through and reading the shoes, writing that they are worthy of being loved, and reviewing a sole card. This will give a “vibe” since everyone walked through it before the session's discussions started.
- We will share the assessment tool that we utilized, and review some of the student reactions from the ECU as well as the Hope Middle School experience.
- We will show how we incorporated social media and local press, so as to pass the important information regarding mental health to greater masses.

IV. Adaptability

- We will share how to implement a program like S.H.O.E.S. at your school! We will discuss the budget a bit more, how to work with entities on campus as well as other ways to achieve the same impact. 41 cents per student is very realistic! Our greatest expense would have been pairs of shoes, but they were donated. RHA had the chalkboard.

V. Closing

- We will field questions and try to challenge the audience.



ACUHO-I Conference Presentation

Our plan would be to present the same program experience (the journey) and all of the content presented at NACURH and ACUHO-I.

Additionally, we will share how this program can fit into the residence life programming philosophy at respective schools. We will go into more detail about the assessment which was done and why we went with the approach that we did.

We will also provide ways to possibly initiate this as a divisional effort for schools that may not have a large residence life staff or RHA. The S.H.O.E.S Project aligns to the ACUHO-I Core Competencies under Crisis Management and the area of prevention. In reviewing the ACUHO-I Ethical Principles and Standards for College and University Student Housing Professionals, the Housing Professional seeks to develop new knowledge as their basis for improved programs, policies, and procedures and communicates the results through appropriate channels.

Documentation of the event from start to finish will be covered. We attribute our winning the OTM at the state, regional and national levels to the fact that we had vivid footage, photos, and information. This, in turn, afforded us the opportunity to educate and impact more individuals.



Section 6: Letters of Support



East Carolina University

November 19th, 2016

Dear Members of the NACURH National Board,

It is with great enthusiasm and pleasure that I submit this letter of support for the S.H.O.E.S (Students Honoring Others Every Day Struggles) project that took place here at East Carolina University for the first time in February of 2015. I have been an active member of the Residence Hall Association's Executive Board for three years now and I have never seen a program so impactful as this program was to all students on campus. The program was even able to extend its message beyond the ECU community into the Greenville community through its display at other schools in the area.

Students within the East Carolina University community and the global community struggle with mental health issues, but many are either too nervous to take the first step in seeking help, or don't know what resources are available to them here on campus. The goal of the S.H.O.E.S project was to inform students about mental health awareness while creating a lasting impression. The Residence Hall Association partnered with various other organizations and departments on campus such as Campus Living, the Counseling Center, To Write Love on Her Arms, so worth loving, and many more in order to provide resources to the students and tell them more about the organizations and how they advocate for students.

The S.H.O.E.S project was one of the most successful programs the Residence Hall Association has implemented here at East Carolina University. Thousands of students actively participated in this program and learned many new things about themselves, shared their personal experiences, and learned about others here on campus. It allowed the leaders on campus to work together and create this impactful program that will continue on for many years.

Please give East Carolina University's S.H.O.E.S Project your greatest consideration. It not only had a positive impact on campus and throughout the Greenville community, but it also provided students with a safe environment to learn more about themselves and mental health as a whole in order to create a positive change in their lives.

Best regards,

Emily Annunziata

President, Residence Hall Association

East Carolina University® Campus Living

November 15, 2016

NACURH National Board,

We are thrilled to write this letter of support on behalf of East Carolina's RHA. The RHA has decided to nominate the S.H.O.E.S. (Students Honoring Others' Everyday Struggles) Project for NACURH Program of the Year.

The four of us attended this impactful and meaningful program, which tackled a serious societal issue in a unique fashion. The project was initiated with the hopes of letting those who are struggling with self-concept or mental health issues know that they are not alone. This program was also implemented at a local middle school, as the social norms indicated that a lot of these issues begin around age twelve.

RHA members, alongside middle and high school students, other ECU students and staff, collaborated and a true synergistic outcome was accomplished! Everyone shared ideas and the program ended up being a "Walking Journey", symbolizing the steps we take during our lives.

RHA worked with the Pitt County Health Science Academy, comprised of high school students, to have 300,000 positive post it notes handwritten. These were displayed in every residence hall, dining hall, student service building, academic building and transit bus. This occurred by 6:30am on February 11, 2016. Two hundred pairs of shoes, with laminated story cards, lined the sidewalks and mall, along with the So Worth Loving Board, Resource Table, "Did You Know?" signs, smiley-faced cookies, hot chocolate, the Counseling Center staff and WZMB, our campus radio station.

This program was extremely well promoted, organized and attended, and the students who participated at both sites were grateful. We would be thrilled to see this project have an even greater impact at other universities so that more students and families could be reached, encouraged and helped.

We wholeheartedly urge you to consider this life-changing event for the NACURH Program of the Year!

Sincerely,


Marcus Silver
RHA Advisor


William McCartney
Associate Vice Chancellor


Waz Miller
Director of Residence Life


Dr. Valerie Kisler-Van Reede
Director of the Center for Counseling
and Student Development

Citations

Object/Image Citations:

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ECU RHA SHOES Project Tweet [Step 8]: [Twitter.com](https://www.twitter.com/)

Information Citations:

Active Minds Segment [Step 2]: <http://www.activeminds.org/our-programming/transform-your-campus>

Mental Health Statistics [Step 3]: <http://www.nami.org/Learn-More/Mental-Health-Conditions/Related-Conditions/Suicide>

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