

WHAT HELPS ME

CAMPAIGN OVERVIEW: WHAT HELPS ME

The What Helps Me Campaign shines a light on emotional regulation and the Strengths that support us during times of stress or difficulty. Everyone experiences emotions like Anger, Anxiety, or Sadness—it's a natural part of being human. The What Helps Me campaign creates space for us to identify which of the Big Three emotions we feel most often and to share the healthy coping strategies that help us manage them. By opening up about what helps us, we offer hope to others, remind them they're not alone, and show that we all have Strengths we can lean on.

Campaign Goals

- Increase participants' social-emotional awareness of their reactions to stress, difficulty, or challenges.
- To identify ways to manage stressful events in healthy ways.
- To share options that could help others with emotional regulation and resilience.
- To normalize big emotions and healthy coping strategies, and change the narrative on how we respond to adversity, stress, or overwhelm.

Downloadable Attachments:

- [Bingo Template](#)
- [What Helps Me Card](#)
- [Campaign Reflection](#)

Campaign Structure

After completing your initial training, it's time to launch your first campaign. This document is designed to help guide your planning, from brainstorming to scheduling activities. Feel free to adapt everything to best fit your school's culture and community needs.

First Meeting Date: _____

When was your first Peer Leader meeting? _____

When will your recurring meetings be? _____

How will you inform Peer Leaders? _____

Campaign Launch Date: _____

When will you begin to roll out your What Helps Me Campaign? _____

Campaign Cycle

Each campaign cycle involves planning, a launch, campaign activities, and then celebration and reflection. A campaign can roll out over 6-8 weeks. We recommend meeting with your Peer Leader team every other week for about an hour. We developed four Peer Leader Meeting agendas to support the What Helps Me campaign. By the end of the campaign cycle, we'll work toward giving every Peer Leader in your school and community an opportunity to interact with the campaign and apply the Strengths to their lives.

First Meeting: The Three Big Emotions and What Helps Me

Second Meeting: What Helps You: Learning from Each Other

Third Meeting: What Helps Us: Sharing Strength with Our School

Fourth Meeting: Strength in Action: Campaign Launch



COMMUNITY OF STRENGTH MODALITIES



PRESENTATIONS

- Host a classroom discussion where Peer Leaders attend classes and meetings to discuss the Three Big Emotions, and then invite them to share different strategies that help. Consider gathering answers and sharing a list of emotions and strategies with your school or organization.
- Attend an organization's meeting and ask: What is an example from a movie, TV show, or book where you saw someone struggling with a Big Emotion, and what helped them through it?



CLASSROOM INTEGRATION

- In English, give students a writing prompt: "If My Emotion Were a Character..." – Students write a short piece personifying an emotion, describing where it shows up, what it feels like, and what helps calm it down.
- Host a monthly movie or documentary viewing and discussion of films such as Inside Out. Discuss the way the characters navigate challenges and What Helps.
- In Math, create an equation of emotion – Ask students to make equations like: Stress + [Music + Journaling] = Relief. Then challenge them to represent their "formula" visually or graphically.
- In Math, students survey friends, families, and community members about what activities help them and graph their responses into a bar graph, pie chart, or plot diagram. Analyze your results and share them with your classmates.?
- For Physical Education, host a Coping Olympics – Have friendly challenges like yoga balance, deep-breath contests, or "calmest walk" relays to reflect on the link between movement and emotional regulation.



ART, MURAL, AND WALL DISPLAYS

- Graffiti Strength Wall: Provide a large blank canvas or paper for students to add words, doodles, or quotes that symbolize their sources of Strength.
- Connection Collage: Provide art supplies and encourage students to create individual or group collages representing "What Helps Me." Students can include images, words, or symbols that reflect their Strengths and coping strategies. Display the collages as a collective art piece.
- Interactive "Help Hands" Wall: Students trace their hands on colorful paper and write or draw coping strategies, trusted people, or activities that help them. The hands are arranged in a creative display (e.g., tree, sun, wave).
- Postcard to My Future Self – Invite students to create or decorate a postcard that includes advice to their future self about what helps them during hard times.



ALL SCHOOL/COMMUNITY ACTIVITIES

- Complete Wellness Plans as a classroom assignment. Use our templated Wellness Plans, or have your team create their own. Anything their peers might find helpful when feeling down or stuck to Strengthen physical, relational, and emotional wellness.
- Design or write a how-to guide or step-by-step recipe explaining What Helps when Big Emotions arise.
- Host a school-wide appreciation week where students can gift someone with a digital recognition highlighting their helpfulness or Strength.
- Develop a storytelling series, TED Talks, slam poetry night, or an open mic session focused on What Helps.
- Create a Strengths Scavenger Hunt around town where Peer Leaders use ribbons associated with colors on the Wheel, and tie them to what gives them Strength and challenge others to find/name them.
- Challenge teams to create games that highlight What Helps or share out the Sources of Strength Board Game or QUINGO (Quarantine Bingo).

- Create a questionnaire to learn more about What Helps and use the answers to develop your own games:
 - What Helps Us Mad Libs
 - What Helps Us Bingo
 - What Helps Us Game Show
 - What Helps Us Scavenger Hunt
 - What Helps Us Guess Who?



AUDIO, VIDEO, MUSIC, AND ANNOUNCEMENTS

- Create a Collaborative Music Video. Choose an uplifting song and involve students in lip-syncing, dancing, or showcasing activities that help them feel supported. Share the final video during assemblies or online.
- Create a playlist of Songs that help us when we are angry, anxious, or sad.
- Find the Sources of Strength page on Spotify and download the #WhatHelpsUs playlist. If you don't have Spotify, you can download it for free on your desktop or mobile device.
- Interview Trusted Adults and Mentors about What Helps them in times of stress or difficulty.
- Collect What Helps Us story submissions in the form of essays, videos, or audio recordings to compile into a podcast, movie, or slideshow.



SOCIAL MEDIA

- What Helps Me Interviews: Students interview other students (not just peer leaders but lots of different students!) on what Strength helps them with Anger and why. Put a compilation of different student responses together. Repeat this for Anxiety, sadness, and Joy.
- Strengths Photo Contest: Activity: Host a contest where students submit photos representing their Strengths or coping strategies. Display the entries on social media and allow peers to vote for their favorites.
- Allow students to send in nominations to your school's Sources of Strength social media platform(s) of people, places, and practices that help them each day. Highlight, tag, and re-share the nominees.
- Instagram Stories Polls or Quizzes – Use Instagram Stories to ask students, “What helps you when you’re anxious?” and share collective answers the next day.

These are campaign ideas to help fuel your brainstorming, but make sure every activity you do includes ideas and elements from your Peer Leaders. As a group, visit sourcesofstrength.org and Sources of Strength social media platforms (specifically Instagram [@sourceofstrength](https://www.instagram.com/sourceofstrength)) for more ideas.