



Take **be nice.** further with your athletes

As a Michigan middle or high school coach, you've completed the MHSAA Rules **be nice.** Training Module and you recognize the value in mental health awareness and education. Like many coaches, you're wondering how to take **be nice.** a step further with your athletes or within your school district. Below are the answers to some frequently asked questions we received from middle and high school athletic coaches:

● Is there a difference between the **be nice.** Action Plan and Program?

Yes! The **be nice.** Action Plan is the four step, mental health education tool to notice, invite, challenge, and empower. This tool can be learned and used by any individual by taking the pledge on our website at www.benice.org/take-the-pledge.

The **be nice.** Program uses the Action Plan as a basis for education in schools, workplaces, and faith communities. The implementation of the **be nice.** Program involves a yearly membership and trainings for be nice. Liaisons. While the **be nice.** Action Plan can be used by individuals of any age, the Program is customized for the audience it is serving.

● My team wants to host a **be nice.** awareness sporting event...where do we start?

Hosting a game is a great introduction to the **be nice.** Action Plan! An awareness game educates the athletes, parents, and community members who attend the game, which can lead to implementation of the **be nice.** Program within the school or district. This could also be a great way to raise money to initiate the Program or attract donor support.

An awareness game should be based around the **be nice.** Action Plan - to notice, invite, challenge, and empower. Here are some ideas to get you started:

1. Does your school have a **be nice.** Leadership Chapter? If yes, check with your school liaison and students to see how the two groups can work together to create a successful event.
2. Take the Pledge: this is a free education tool on the homepage of our website. To Take the Pledge, you simply watch the four videos associated with each step of the Action Plan. From there, you take a 10-question quiz correlating with the information learned in the videos. Once complete, you receive a certificate of completion!
3. Order **be nice.** Merchandise: Outfit your team in the **be nice.** logo for your game and/or school day. Our staff is happy to coordinate the best option for your team, whether that's t-shirts, jerseys, swim caps, socks, hats, or helmet stickers, etc. These orders need to be placed 3 weeks in advance with MHF staff. Please contact Larissa at larissapayton@benice.org

4. Create an awareness strategy: How do you plan to promote each step of the Action Plan? Here are a few ideas:

- This can be done by taking timeouts or breaks in between quarters/matches/races to explain the steps.
- Notes can be given to an announcer to read throughout the event.
- Have your team utilize halftime to do a quick presentation and/or activity.
- Gather parents or students to host a table of **be nice.** resources and an activity.

Ultimately, it's your goal to empower the crowd with knowledge of the **be nice.** Action Plan so they have the confidence to take action when it comes to mental health! Your next goal should be bringing the **be nice.** Program to your school for all staff and students!



● What does it mean to be a **be nice.** School?

In order to be considered an active **be nice.** School, the building has to sign a letter of agreement, pay a yearly subscription fee, and undergo training once a year. Initially, schools purchase the **be nice.** Launch Kit and pay a renewal fee the following years. There is more information about pricing on our **be nice. Schools** webpage: www.benice.org/our-programs/schools

be nice. Schools are given access to **be nice.** staff, an online portal of resources, education tools, merchandise discounts, a school symposium, and support throughout the year. Our schools are given the tools to bring mental health and suicide prevention education and awareness to staff, students, parents, and the community using the **be nice.** Action Plan.

● How do I bring the **be nice.** Program to my school?

Active **be nice.** Schools have administrative approval from the superintendent and/or principal. Our evidence-based research shows the program works best when there is support from the top down. The **be nice.** Program Coordinators, Cat (catlanting@benice.org) and Kandice (kandicesloop@benice.org) are happy to assist in facilitating this conversation.

Once the administration is on board, two+ passionate school staff are selected to take on a leadership role to implement the program. We call these individuals **be nice. Liaisons.** Liaisons undergo a training by **be nice.** staff and learn how to effectively implement the program within the school. The liaisons are the advisors for the student group who will be responsible for promoting and sustaining **be nice.** among their peers.

What are some ways other schools have raised money for **be nice.**?

There are so many creative ways to fundraise. Here are some things other schools and teams have done:

- Sell **be nice.** merchandise at the sporting event or within the school. (This must be coordinated with **be nice.** staff because recreation of the logo for outside sales is illegal since the logo is trademarked.)
- Pass a donation bucket around during the sporting event or throughout the season.
- Find a community sponsor to match the money raised during the event.
- Sell 50/50 raffle tickets during the game.
- Host an activity or game that requires a paid entry to participate.
- Coordinate a portion of the concession sales to be donated back to the team.
- Host a community game or tournament that's open to people of all ages that requires a participation fee or paid entry for spectators.

Contact us if you
are planning a
sporting event or
fundraiser!

