

#DoSomething INITIATIVE GUIDE.

COFFEE SLEEVES

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jack.org

Description: Approach a local coffee shop about supporting mental health in your community! You'll provide the Jack.org coffee sleeves, they'll provide the warm beverages, and together you'll start a conversation about mental health in a new way!

Objective: To create an open conversation at the coffee shop and to address any negative stigma youth may feel about talking about mental health. Normalizing mental health is the name of the game.

Impact category(ries): Awareness

Target audience: Anyone and everyone who frequents coffee shops.

Time commitment: Distribution times for the coffee sleeves will depend on how many coffee shops you're aiming to collaborate with. The more shops, the more time it will take to set up the sleeve swap!

Cost: \$0 - Jack.org will send you the coffee sleeves.

Volunteer requirements: A few volunteers to visit coffee shops and distribute the sleeves.

Partnerships: Partner with the coffee shop/s on campus or in the community. This is a great way to start a partnership that could continue throughout your mental health advocacy work.

Promotion: Promote through social media. Use the hashtag #DoSomething to be part of the national campaign. Take pictures and tag @jackdotorg so we can share your initiative as well. Putting up posters could also draw people in and start the conversation.

“Today I went to Javaroma (local coffee shop) and they were using the blue sleeves for Mental Health Awareness Week. Very exciting to see in the community!”

Gail Gerwing
Jack.org Ecole St. Patrick High School Staff Lead

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