

CONNECTION CAFE



ACTIVATION OVERVIEW

It's time to transform your club into a Connection Cafe: a cozy and welcoming spot to share experiences, listen to others, and simply explore different aspects of mental health. Here is where every conversation counts. How will conversations spark? Use our BC2M Conversation Card deck that offers 36 promotes you and your peers can explore. This activation is scheduled for October 10th.

THE IMPACT

The Connection Cafe is a powerful opportunity to normalize conversations around mental health. By providing a comfortable and inviting space, we are empowering students to connect, share, and support one another, contributing to a more empathetic and resilient school community.

MATERIALS & BUDGET

Use your Grant Funding to purchase items needed!

- BC2M Conversation Cards & BC2M Branding (Link will be provided)
- Comfortable seating and tables (free if you use school materials)
- Beverages - think tea or hot chocolate (\$18-\$20)
- Snacks - think cookies or pastries (\$15-\$20)
- Additional mental health resources - think crisis cards, flyers, conversation tools

STEP 1: CHOOSE YOUR CONNECTION CAFE EXPERIENCE

- Level 1 - Keep It Simple: Transform your regular club meeting space into a private "cafe" for members. Focus on deep conversations within a familiar setting.
- Level 2 - All-School Event: Take over a larger campus space and create an expansive "cafe" for school-wide participation. Include art stations for written responses.
- Level 3 - Public Booth: Set up a "booth" in a high-traffic area (e.g., the quad) with chairs and the Conversation Cards, inviting spontaneous interactions. Offer written responses.

STEPS TO ACTIVATE CONNECTION CAFE

STEP 2: SET THE SCENE

- Comfort & Safety First: Regardless of your chosen level, ensure your space offers comfortable seating, stools/tables, BC2M signage, and of course incorporating your BC2M Conversation Cards.
- Advisor/Counselor Support: A trusted adult should be on standby in the event that conversations need additional support.
- Written Responses: Set up areas with posters, pens, and some cards to offer quieter students an opportunity to participate through writing.
- Lo-fi Playlist: Consider ambient music for a calming musical element.
- Photo Op Area: Utilizing BC2M branded materials, encourage students to take photos to share on their social media with #EveryConversationCounts

STEP 3: SHARE PHOTOS!

We want the world to see our clubs in action! You will also get a chance to see the creative twist other BC2M clubs did for this activation. Follow these steps:

- Take photos of your Connection Cafe in action! Make sure to include the BC2M Conversation Cards and BC2M Branding.
- Post your photos with the hashtag: #EveryConversationCounts
- Share your photo with your BC2M Staff Person or programs@bringchange2mind.org
 - Want to offer video content of your Cafe to share on socials? Email us!



Keep the conversations going with additional activations. See instructions on cards for details.