



Why

Yay!Day was created to help people realize the power of positivity as an essential tool for navigating life's challenges.

What

A positive mindset, when practiced & applied regularly, can be the foundation for a happier and healthier mind, body, and soul.

How

Through its programs, Yay!Day is committed to teaching the principles of positive thinking as a method of handling obstacles people face in their daily lives. Yay!Day strives to promote positivity, encourage awareness, and raise funds to support causes that make a positive impact in our community.

Why Yay!Day Matters



- Today's youth face increased stress, anxiety, and depression - they are faced with increased academic pressures & social challenges.
- Surveys indicate youth today are experiencing lower happiness and increased loneliness. Today's youth are more isolated and engage in less face to face interaction.
- The adolescent years see teens experience increased negativity due to hormonal changes.
- A positive mindset has been shown to not only improve the way people feel, but can have real effects on their families, relationships, health, and career. Experts have found that positive thinking reduces stress, increases life span, leads to better coping skills, and emotional health.
- Positive thinking is a process that can be learned by anyone, at nearly any age.
- Positive thinking affects not only the individual practicing it, but benefits the larger community as a whole.

Today is the day.

Yay!DAY

Messaging

what Yay!Day isn't

- A positive mindset doesn't mean problems disappear or are forgotten about. *Messaging focuses on helping people to better face their problems, and doesn't cure or solve them.*
- We are not trivializing the real problems and tragedies that people face. *However, utilizing positivity can help people cope with problems and improve their emotional health.*
- Practicing positivity does not mean we are wearing rose colored glasses or are numb to realities of every day life. *We are choosing positive approaches to face life's struggles head-on.*

what Yay!Day strives to be

- Yay!Day was created to help people learn, understand, and harness the power of positivity so that they can better face life's challenges.
- A positive mindset can be a foundation for a healthy mind, body, and soul. Positive thinking is a springboard for overall wellness that can help us to discover peace, gratitude, mindfulness, empathy, and more. *YD is bigger than just Yay!*
- You (or your organization) can be a part of positive change that has the ability to reach many people. *In addition to the noted benefits of positive thinking itself, you get to give back!*

Yay!Day promotes an important mental & physical health tool that can be used by anyone.

Yay! PEERS

PROMOTE EDUCATE ENCOURAGE RECOGNIZE SUPPORT



PROMOTE positivity among family, friends, and classmates.

Social media posts? Positive poster campaign? Wristbands? You've been Yay!'d



EDUCATE yourself & your peers on best practices for implementing positive approaches that can lead to happier and healthier lifestyles.

Read "Power of Positivity"? Present findings? Research and report effects of positive mindset.



ENCOURAGE others to utilize a positive mindset when facing challenges.

Daily affirmations? Stickers, cards, decorate a locker, pep-rally takeover...



RECOGNIZE the signs of bullying and negativity being experienced by your peers so that you can help them seek positive solutions.

This is part of education process. Create a campaign that highlights the signs and effects.



SUPPORT those in need by using your skills and knowledge to provide tools for continued success

Fundraising and awareness efforts. Mentorship program for younger students.

Develop a guide with program tasks for each of the PEER elements.

Provide examples of how to accomplish. (Events, activities, service projects.)

Volunteer, tutor, random acts (bouquet of sunflowers), research project, book reading, give a presentation, create a team, etc.

