



Thank you for participating in the Change Direction Jam, a Global Conversation on Mental Health Culture Change

The Jam, a Global Conversation, will be a unique opportunity to participate in a global conversation focused on changing the culture of mental health. This is 100% virtual, allowing you create a Hub anywhere. All you need is computers and internet!

Using the IBM InnovationJam™ collaborative social platform, participants in the Conversation can contribute their innovative ideas, express their viewpoints, and share their personal stories.

Post-event, IBM Watson analytics will provide actionable insights, recommendations, and findings that can inform our path forward in changing the culture of mental health.

Whether you are an advocate, mental health professional, an HR professional, an individual with lived experience or know someone with lived experience, we invite you to participate in the Global Conversation. Veterans, students, parents, artists, and those affiliated with multi-national companies, nonprofits, foundations, and many more — we want you to add your voice to the conversation.

The Change Direction Jam will start on World Mental Health Day- **Thursday, October 10th at 8 am EST and run until 4 pm EST on October 11th.**

Preregister for the Jam

We recommend participants preregister for the Jam ahead of time. This will help save time and avoid frustration during the Jam. Register here: <http://bit.ly/CDJam2019>.

How to Host a “Jam Hub” in Your Office

- 1) Book a conference room or open space that has strong WiFi! We recommend somewhere that is conducive to group gatherings/meetings so that people can come in and out of the space as they see fit. Make this environment inviting and comfortable for groups to gather and continue the discussion about engaging topics.
- 2) The IBM Jam is 100% virtual, so everyone will need access to a computer or a laptop. Depending on how your organization is set up, you may need to provide laptops for use.

- 3) A good way to involve your colleagues is to provide brain food! Providing food and refreshments in the hub is a nice perk to offer to Jam guests and to encourage participation.
- 4) Enjoy the Jam! Users can login for as long as they want – some people may join for 30 minutes, and some people may join for several hours. Many may participate periodically over the two days.
- 5) Make it easy for your colleagues to participate in the Jam. Help them clear their schedules or create a prize incentive for them to participate.

We will have virtual events and special guest appearances lined up across the three days of the jam, and the schedule will be published in real-time as updates arise. Make sure to [bookmark this page](#) to stay on top of these updates!

Some out-of-the-box hub ideas:

- Set up a company-branded step-and-repeat, and encourage your colleagues to take a selfie! Ask them to post their photo on social media with a caption about why they're participating in the Change Direction Jam. Use #ChangeDirection to share your selfies on social media.
- Host a “boomerang booth” in your Jam Hub (aka your conference room!) where people post fun boomerang videos on Instagram, and share why mental health matters to them.
- Whatever you post on social media, remember to use the hashtag #ChangeDirection and tag us at @signsforchange on Twitter, @changedirection on Instagram, and @campaigntochangedirection on Facebook!
- In your Jam Hub, encourage active dialogue about mental health among your colleagues by asking people to share why this topic is important and to brainstorm ideas around how to welcome a more open and wellness-focused work environment. You may want to identify some in-house facilitators to help stimulate and support conversation.
- Host a “lunch and learn” with a mental health speaker or advocate.
- If there's a whiteboard in the Jam Hub, ask colleagues to write messages of support to the greater mental health community. Take a picture of it at the end of the day and share it on social media.

Lastly, if you let us know what you're planning, we will help promote your efforts on social media by sharing and retweeting your content during the Jam! Please email Nickie Silverstein at nsilverstein@giveanhour.org