



Plays4JoyTM

Teaming Up To Boost Kids' Mental Health

Dream4WD Coaches



Celebrating World Mental Health Day

 p4phealth.org

 hello@p4phealth.org



PARTNERSHIP FOR
**Proactive
Health**

grateful + thankful

Incredibly grateful for you sharing a **Dream4WD** workshop with your team in celebration of World Mental Health Day! **Dream4WD** is a special week of our **Plays4Joy** initiative teaming up to boost kids' mental health. Growing up in sports, I watched athletes dream big, work hard, overcome challenges and build a team of supporters resulting in success in sports and life. Your **Dream4WD** workshop brings those lessons to life for your team in a powerful and authentic way. My dream is to empower kids to dream, build resilience and identify supporters, so they can thrive in life.

From the bottom of my heart thank you for inspiring kids to discover confidence, connection and joy. Your **Dream4WD** workshop will boost kids' mental health!

Let me know how I can be helpful and please reach out with questions, 614-736-5089 or elombardo@p4phealth.org.

Gratefully,



Erin Lombardo, PhD, MPH, RDN | Executive Director | Partnership for Proactive Health



Celebrating World Mental Health Day

Your **Dream4WD** workshop will **inspire + motivate**, kids of all ages to dream big and support each other.

Thank you for sharing a dream you've achieved, a challenge you persevered through and someone who helped you move forward in celebration of World Mental Health Day!

Plays4Joy™

Teaming up to Boost Kids' Mental Health

DREAM4WD

Dream4WD is a special week of **Plays4Joy** celebrating World Mental Health Day. **Plays4Joy** is a nonprofit initiative that brings sports + communities together to boost kids' mental health. Building on a successful inaugural year, **Dream4WD** returns in October 2026 to help kids discover the power of dreams.

Partnership for Proactive Health is a 501(c)(3) nonprofit on a mission to inspire and empower kids to live healthy, thriving lives by making proactive health a part of every community.

Dream4WD

Teaming Up To Celebrate World Mental Health Day

Welcome to Team **Dream4WD**! Together, we're celebrating World Mental Health Day by showing kids the power of dreaming, believing and supporting each other.

DREAM4WD PLAYBOOK CONTENTS

- 4** **Planning Guide:** Pre-Game Preparations, Game Time, Post Game
- 5** **Game Plan**
- 6** **Dream Story Builder + Sample Advice for Kids**
- 8** **Ways to Collect Dreams**
- 10** **Messaging Templates:** Emails
- 11** **Messaging Templates:** Social Media
- 12** **Sharing with Large Groups**

Questions, contact us at hello@p4phealth.org.

Every Dream Counts

Together, we will show kids dreams come true—especially when we believe in + support each other.

COACH OVERVIEW



PRE GAME. Review the **Dream4WD** Game Plan.

- Choose a date + time. World Mental Health Day is Saturday, 10.10 and we're celebrating starting Tuesday, 10.6. Plan ~30-45 min.
- Tailor the Game Plan (page 5) to your team.
- Choose who will share an age appropriate dream story:
 - In Person dream story shared by you or a community member following our Dream Story Builder (page 6).
 - Video dream story featuring all stars - available starting 10.6 at [YouTube.com/@dream4wd](https://www.youtube.com/@dream4wd).
- Choose how to Collect Dreams. Page 8 has ideas.
- Sharing with a Large Team? Page 11 has the how to.

GAME ON. Celebrate World Mental Health Day with **Dream4WD**

- Follow your Game Plan (page 5)
- Enjoy learning about all the dreams + people who can help take the next step.
- Count dreams shared (your dream counts too!)
- If permitted, take a photo or video to share with parents and/or on your schools social media team.

POST GAME COUNT. Complete the short survey to demonstrate our collective impact.

- Click here to complete the short survey.
- Dreams listed in the survey or pictures sent via email to hello@p4phealth.org will be included in the world cloud.
- You are part of our **Dream4WD** team's success. We are grateful for you. Thank you for celebrating World Mental Health Day with us, together we truly are stronger.

SHARE. Option to share **Dream4WD** with parents and on socials.

- Share **Dream4WD** Celebrating World Mental Health Day with parents and/or caregivers via email. Sample emails with one page flyers are available for before and after your team participates (page 10).
- Your team is welcome to join in the fun on social media. Page 9 has sample posts to make sharing easy.

DREAM4WD GAME PLAN

This game plan is meant as a guide for you to bring **Dream4WD** to kids in your life.

Preparation

- Select a Dream Story: in person dream story ([Dream Story Builder](#)) or video from youtube.com/@dream4wd
- Plan to capture dreams, [click here](#) for ideas (ex. Board Brainstorm, Post-It Dream Wall, Dream Jar, Online Survey)

Dream4WD Lesson

Opening Questions ([click here](#) for slides you are welcome to use)

- *Did you know, every October 10th is World Mental Health Day?*
World Mental Health Day is celebrated around the world to raise awareness about mental well-being. It was founded in 1992 by the World Federation for Mental Health. To celebrate let's **Dream4WD** to explore dreams and people who can help move our dreams forward.
- *What are Dreams?*
Dreams paint a picture of your ideal future, the life you want to live or what you want to achieve.
- *Why are Dreams Important?*
Dreams are motivating giving us hope and inspiration.
- Stand up if you have a dream!

Share Dream Story (in person or video at youtube.com/dream4wd)

Dream Story Discussion

- What was [name's] dream?
- What was the challenge [name] faced?
- Who helped [name] overcome the challenge?
- Who helps you overcome challenges? (ex. family, friends, teachers, coaches,...)

Dream4WD Brainstorm

- We just heard about [name's] dream. Let's each think of 1 DREAM you want to achieve.
- Does anyone need help thinking of 1 DREAM? (Think of something you want to achieve or be when you grow up)
- Invite everyone to share their 1 DREAM.
- It's amazing to hear about all your dreams! Now, let's each think of 1 PERSON who can help you achieve your dream.
- Does anyone need help thinking of 1 PERSON who can help you? (Ex. family, friends, teachers or coaches)
- Invite everyone share the 1 PERSON who can help move their dream forward (name + how you know them).
- It's amazing to hear about all the people who can help us move our dreams forward!

Dream4WD Advice + Celebrate

- Remind kids of advice from the dream story.
- To celebrate when I say dream, you say forward. (3 times). Everyone claps!

Dream4WD Overtime

After you conclude the lesson play a game (ex. sport, board game,...) with your team. It could be part of practice.

Follow-up

[Click here](#) to complete the survey tracking the number of dreams shared. Your response will help us show the impact of **Dream4WD**. [Click here](#) for a flyer to share with the group and their parents.

Together, we're showing kids we believe! Grateful for you joining team **Dream4WD, encouraging kids to dream + identify support to bring their dreams to reality in celebration of World Mental Health Day.**

DREAM STORY BUILDER

Dream Stories share an authentic story of a dream you've achieved including a challenge you overcame and someone who supported you to move your dream forward. Below is an outline with questions to help build your story. Remember kids attention span is short and they love good stories, so conversational language with smooth transitions wins their attention

Brief Introduction (15-30 seconds):

- My dream [YOUR DREAM].
- I'm [NAME]. Brief introduction – who are you?
Ex. where do you live, kids/pets, where do you go to school, what team do you love, where do you work,...
- Let's dream forward to celebrate World Mental Health Day!

One Dream (15-60 seconds)

- Restate your dream.
- The story behind your dream.
What led you to this dream? What inspired you to dream? Why was your dream important to you?

One Challenge (15-45 seconds)

- What is one challenge you persevered through to achieve your dream?
- How did you feel when you hit this challenge?
- How did you get past this challenge? What inspired you to overcome the challenge?

One Person Who Helped You Move Forward (15-45 seconds)

- Share one person who helped you overcome the challenge and achieve your dream? Someone who inspired you to keep moving forward chasing your dream.
- How did this person help you?

Achieving Your Dream (15-30 seconds)

- How long did it take to achieve your dream?
- How did it feel to achieve your dream?

Closing One Piece of Advice + Invitation to Dream4WD (15-30 seconds)

- One piece of kid friendly advice. Write your own, share what someone told you or a quote. Need inspiration, samples are on the next page.
- I achieved my dream of [YOUR DREAM]. Now it's your turn to dream forward and celebrate World Mental Health Day!

Your dream story will inspire kids across the nation boosting their mental health by empowering joyful activities. Thank you for sharing your dream story, you are positively impacting kids.

SAMPLE ADVICE FOR KIDS

- Perseverance
 - Keep – going you’ve got this!
 - When the game gets tough – champions keep going!
 - Try again. And again. And again!
- Resilience
 - Fall down? Get up stronger!
 - Mistakes = learning power!
 - Tough days make tough kids!
 - Every loss teaches you something.
- Finding People to Help
 - Ask for help – even heroes need teams!
 - Coaches, teachers, family and friends are dream boosters!
 - Great players, need great coaches!
 - Teamwork = dream work!
- Sharing your dream out loud
 - Say your dream out loud – make it real!
 - Tell someone what you want to be!
 - Big dreams start with big words!
 - Say your dream. Chase it hard.
- Taking one step at a time
 - One rep at a time. One win at a time.
 - Tiny plays lead to big wins!
 - Keep moving forward, one step at a time!
 - Enjoy the journey, every step forward is one step closer!
- Stay focused
 - Eyes on the dream!
 - Block out the noise – play your game!
 - You’ve got this. Keep your eyes on the prize!
- Have fun
 - Dream big. Play hard. Laugh harder.
 - Work hard. Laugh harder.
 - Enjoy the game – every minute of it.
- Find others with similar dreams.
 - Dream buddies make it better!
 - Find your team and dream together!
 - Together = unstoppable!
 - Dream big. Team up.



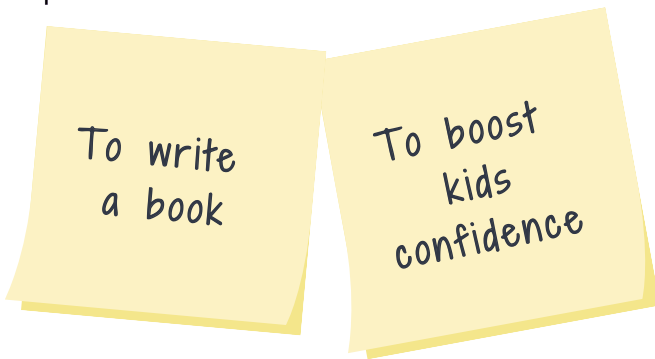
COLLECTING DREAMS

Choose how you collect dreams. Below are a few ideas.

Post-It Dream Wall

Create a dream wall with post-it notes showing the power of dreams.

- Supplies (1/person): Post it Notes + Pens
- Hand out 1 post-it note and 1 pen to each person.
- Invite everyone to write their dream on the post-it note.
- Select a place on the wall to put all the post-it notes.
- Celebrate all the dreams and take a picture of the dream wall.



Dream Jar

Build a dream jar collecting each dream on a slip of paper.

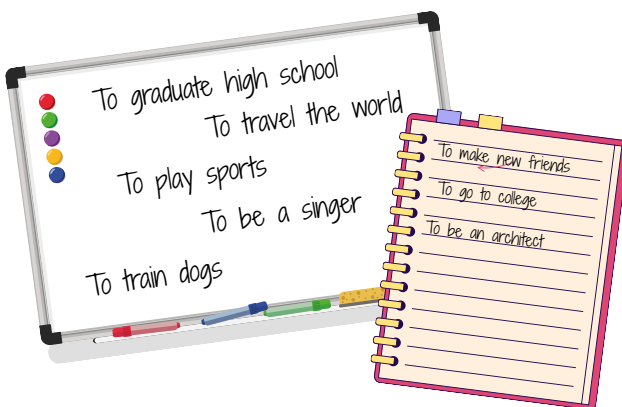
- Supplies: 1 mason jar + Strips of Paper and Pens (1/person)
- Handout 1 strip of paper and 1 pen to each person.
- Invite everyone to write their dream on a strip of paper.
- As each person drops their strip of paper in the jar invite them to share their dream



Classroom Share

Share using what's in the classroom. This could include:

- Board Brainstorm. Write dreams on the board (ex. white or smart).
- Share out loud and have 1 person take notes.
- Pass around a list for everyone to add their dream to.



Online Survey

Create an online survey for everyone to respond to.

- Supplies (1/person): Device and access to the survey
- Online survey should include the question: What is your dream?
- Project the dreams for everyone to see



SOCIAL MEDIA POSTS

Below are social media templates to inspire kids of all ages to **Dream4WD**.
If you need help contact us at hello@p4phealth.org.

Pre Game Dream Post

Your post will inspire others to dream! Post on your page or in your story + tag @dream4wd. For more information or to make your post official with the **Dream4WD** close visit p4phealth.org/dream4wd-share.

Video Script:

Our Dream [DREAM]. We're [TEAM NAME] [AFFILIATION ex. city or school] and we're in for dream forward celebrating World Mental Health Day on October 10th.

Sample Caption:

We're IN for #dreamfwd!

Join us to celebrate World Mental Health Day



Sign up at p4phealth.org/dream4wd



October 10



@dream4wd is presented by @plays4joy + @p4phealth

#WorldMentalHealthDay #Dream4WD #MentalHealthAwareness #DreamSupportBelieve
#Plays4Joy

Post Game Celebrate Post

Your post celebrates kids believing + achieving their dreams! Post on your page or in your story + tag @dream4wd. For more information or to make your post official with the **Dream4WD** close visit p4phealth.org/dream4wd-share.

Photo, Reel or Video from **Dream4WD** celebrating World Mental Health Day.

Sample Caption:

Dream4WD with [TEAM] from [CITY] to celebrate World Mental Health Day! [SHARE A HIGHLIGHT]. Together we're showing kids dreams come true especially when we believe in + support each other!

Get in the game watching inspiring video dream stories at youtube.com/@dream4wd + share your dream. Special thanks to @plays4joy + @p4phealth for hosting @dream4wd. Learn more at p4phealth.org/dream4wd.

#WorldMentalHealthDay #Dream4WD #MentalHealthAwareness #DreamSupportBelieve
#Plays4Joy

EMAIL MESSAGING

Below are email templates you are welcome to use to plan and confirm **Dream4WD**. Questions or need help answering a groups question, contact us at hello@p4phealth.org.

Pre Dream4WD Email

Subject: Dream4WD - Celebrating World Mental Health Day 🌍

Hello Parents,

We are excited to be part of a nationwide initiative, **Dream4WD**, to celebrate World Mental Health Day. Our team will be participating on [DATE].

This will include a video dream story — ✨ a dream, 🏔️ a challenge, and 🤝 a person who helped you move forward — and invites each teammate to share **one dream** and **one person** who can help them move forward. It's interactive, age-appropriate and designed to spark hope + connection.

[Click here](#) for a flyer to learn more. We look forward to celebrating World Mental Health Day with **Dream4WD** by showing kids dreams come true, especially when we believe in and support each other.

Gratefully,
[Your Name]

Post Dream4WD Email

Subject: Dream4WD 🌟 - Celebrating World Mental Health Day

Greetings Parents,

Our team is grateful we got to be part of **Dream4WD** a nationwide celebration of World Mental Health Day. One of the most powerful moments was when [INSERT HIGHLIGHT]. These are the kinds of moments that remind us why these conversations matter. 📸 Attached is a photo from the session [optional – include only if permitted].

To keep the conversation going at home, [click here](#) for a flyer. Your family is welcome to join in on the celebration. **Dream4WD** has video dream stories available online at youtube.com/@dream4wd. To learn more about **Dream4WD** visit p4phealth.org/dream4wd.

Thank you for being a champion for your child's mental health!

Gratefully,
[Your Name]

LARGE GROUPS

Bring **Dream4WD** to a large group with personalized impact.
Feel free to adapt for your group.

Prepare

We have a large group and a speaker who is coming to share!

- Determine the size of your group.
- Plan to divide the group up into smaller teams of 5-10 to ensure everyone has an opportunity to share.
- Identify a captain for each team.
- Provide each captain with the supplies to collect dreams from their group.



Dream Story Share

Bring the whole group together to start and share a dream story.

- Select a space that will accommodate the large group.
- Follow the lesson plan with the following as a large group:
 - Opening Questions (~5 min)
 - Share Dream Story (~5 min)
 - Dream Story Discussion (~5 min)



Small Group Brainstorm

Break out into small groups for the **Dream4WD** Brainstorm (~5 min to transition and 10-15 min).

- Each group has a captain and supplies to record dreams shared.
- The **Dream4WD** Brainstorm and sharing is done in teams to ensure everyone has the opportunity to share.



Celebrate Together

Bring the whole group back together for the **Dream4WD** advice + celebrate (~5 min to transition and ~10-15 min).

- Celebrate the group for sharing their dreams and identifying someone who can help them move forward.
- Remind everyone of the Dream Story Advice.
- **Dream4WD** Group Picture
- **Dream4WD** Cheer: I say dream, you say forward - repeat 3x (makes a cute reel)





Dream4WD

Teaming Up To Celebrate World Mental Health Day

Every Dream Counts

Together, we will show kids dreams come true—
especially when we believe in + support each other.



Get in the Game
Learn More + Sign up at
p4phealth.org/dream4wd

Together, let's celebrate
World Mental Health Day
by sharing 1M+ dreams!

Dream4WD