

## Urban October Toolkit – 2023

### *Celebrating Kindness in Ohio Communities*

Plans are underway for OSU Extension to join the global community to celebrate [Urban October](#). Urban October was created by UN Habitat as an opportunity for everyone to be part of the conversation about the challenges and opportunities created by the fast rate of change in cities and towns. Ohio's theme is Celebrating Kindness in Ohio Communities – Where We Live, Work, Play, Learn & Serve.

Celebrating Urban October this year provides a foundation for deeper engagement that contributes to healthy urban communities and urban-, suburban-, and rural-relationships. The Ohio State University collaborates with communities throughout the state through alumni, faculty, staff, students/interns, volunteers, and community partners. As part of the university's Land-Grant mission, OSU Extension engages with all of Ohio's 88 counties, including the metro areas.

This year's Ohio Urban October plans include:

- OSU Grow Kindness on October 17 in three Columbus locations and during mid-October in five statewide campus locations
- University- and statewide-campaigns throughout October to increase awareness of OSU Extension and The Ohio State University's connections throughout Ohio.

Urban October will continue to develop in coming years to foster local, state, national, and global connections.

### **Short blurb that can be localized**

“Celebrating Kindness in Ohio Communities”

Ohio State University Extension is celebrating “Urban October,” a worldwide campaign the United Nations launched to focus on the opportunities and challenges created by the fast rate of change in cities. The theme of Ohio's monthlong campaign is “Celebrating Kindness in Ohio Communities.” This is OSU Extension's third year participating in Urban October. In the coming years, the Extension team looks forward to collaborating with additional university and community partners to build on this foundation and foster local, state, national, and global connections. For more information about Extension's Urban October efforts, visit [go.osu.edu/urbanoctober](https://go.osu.edu/urbanoctober).

Direct people to the [1-minute Celebrating Kindness in Ohio Communities video](https://vimeo.com/867903277) (<https://vimeo.com/867903277>)

## **Join Us This Year and Promote Virtual, Physical, and Hybrid Activities**

This year we are encouraging urban communities across the state to promote or tag events during the month of October that might increase awareness of The Ohio State University's Land-Grant mission and OSU Extension's engagement in Ohio's communities.

- Share this [video](#) to promote OSU Extension's involvement in your community.
- Customize [this press release template](#) and send it to your local media contacts.
- Promote Urban October through social media by tagging your social posts for Urban October with #UrbanOctober, #UrbanOctoberOSU, and #OSUExtension

## **Raise Awareness in Your City or Community**

You can build a higher level of involvement by organizing an event or including the following ideas in an event to raise awareness.

Event suggestions include (adapted from UN Habitat's Toolkit):

- Brand an Urban October event by using the logo or graphics.
- Promote Urban October through social media – Tag your posts for Urban October. #UrbanOctober, #UrbanOctoberOSU, and #OSUExtension (always use)
- Use this occasion to publicize, reward, and demonstrate tangible improvements in urban issues in your community.
- Organize a discussion either online or onsite on how your city or community can act and contribute to promoting a better urban future.
- Engage a well-known person or local expert to support your event to bring positive attention to a specific activity or Urban October as a whole.
- Organize a public information campaign, use local actors, musicians, or poets to create awareness of the issues affecting your city or community.
- Organize a film screening either online or onsite to bring people together in a common space and promote local creativity.
- Approach local media to write articles or do radio or television pieces on the themes or organize interviews or panels policy makers, government officials, academics, journalists, other professionals, and community representatives.
- Engage in essay writing or painting competition to help create awareness of Urban October in schools and colleges.
- Offer a talk on the Urban October theme.
- Organize a picture exhibition focused on the Urban October theme.
- Launch reports and projects in relation to the Urban October theme.
- Create a video interview series on champions of the Urban October theme.
- Organize a donation drive to assist your city or community regarding their important issues.
- Engage in a X (Twitter) chat about the Urban October theme.

### Graphics for Urban October

All three variations of Ohio State's Urban October title graphics are downloadable in three sizes: 600x400 (email/can also be used as a Zoom background), 1200x630 (social), and 1008x370 (website banner). There are also 11"x17" sign-size graphics.

Samples below. [Use this link](#) to download the appropriate size graphics you want to use. Also, in the folder are urban photos and the signs shown in the video.



[Click here](#) to download logo that is being used globally.

This Urban October Toolkit was adapted from the UN's toolkit.

**Let Us Know What You Did**

Please share with us ([gaston.6@osu.edu](mailto:gaston.6@osu.edu)) what you did in your community to celebrate Urban October this year. We will compile Ohio's report to share with you, Ohio State, and the UN Habitat to add to their 2023 Urban October Report.