

Boutique Firm Joins Forces with CDC Foundation in Support of School Well-being

OPUA announces collaboration in promoting the wellness campaign, for public-school K-12 teachers and staff.

DUNWOODY, GA, UNITED STATES, March 27, 2024 /EINPresswire.com/ -- Optimistic People Unified for Awareness (OPUA) is thrilled to announce its partnership with the CDC Foundation in promoting the award-winning How Right Now (HRN) campaign. This collaboration now includes a dedicated initiative for public-school K-12 Teachers and School Staff, aiming to address their heightened levels of stress, burnout, and grief.

The HRN campaign is tailored to understand and support the emotional health challenges faced by educators, providing resources to enhance awareness, coping skills, adaptability, and resilience. Reed champions the wellbeing of teachers who are vital pillars in nurturing the potential of every student they encounter. "I see teachers as dream keepers, as they are the ones who helped me through the darkest periods of my life to hold on to my dreams. As a health marketing communicator and behavioral change expert, I am committed to leveraging cutting-edge technology and platforms to enact positive change," shares Reed. "My own journey, marked by adverse childhood experiences, fuels my determination to break generational cycles and uplift marginalized communities."

Reed sees an opportunity for OPUA to catalyze transformative change. She is currently performing roadshows, speaking on podcasts, hosting webinars and planning to host a Summit in the metro Atlanta-area to promote holistic well-being in schools. As a condition of Reed's Certification as Chief Well-being Officer, she had to conduct in-depth studies of the latest research that highlights the U.S. Surgeon General's Framework for Workplace Mental Health and will leverage this to facilitate and champion change.



Champion for Future Health NOW and Founder of OPUA, a boutique health communications and marketing firm based in Atlanta, GA.

Reed recently facilitated breakout sessions at the Newark Board of Education's 3rd Annual Women's Leadership Conference and plans to partner with local Atlanta metro school systems for The EmpowerED Project Summit. This Summit, in partnership with "Stand Tall Steve," aims to empower teachers and staff, addressing the impact of loneliness and isolation.

Together, they aspire to create a world where health disparities are eradicated, and every individual can thrive.

To explore the wealth of resources and social media graphics available through the HRN Teacher's initiative, please visit the [How Right Now campaign landing page](#). We encourage you to share these resources with your networks to amplify their impact.

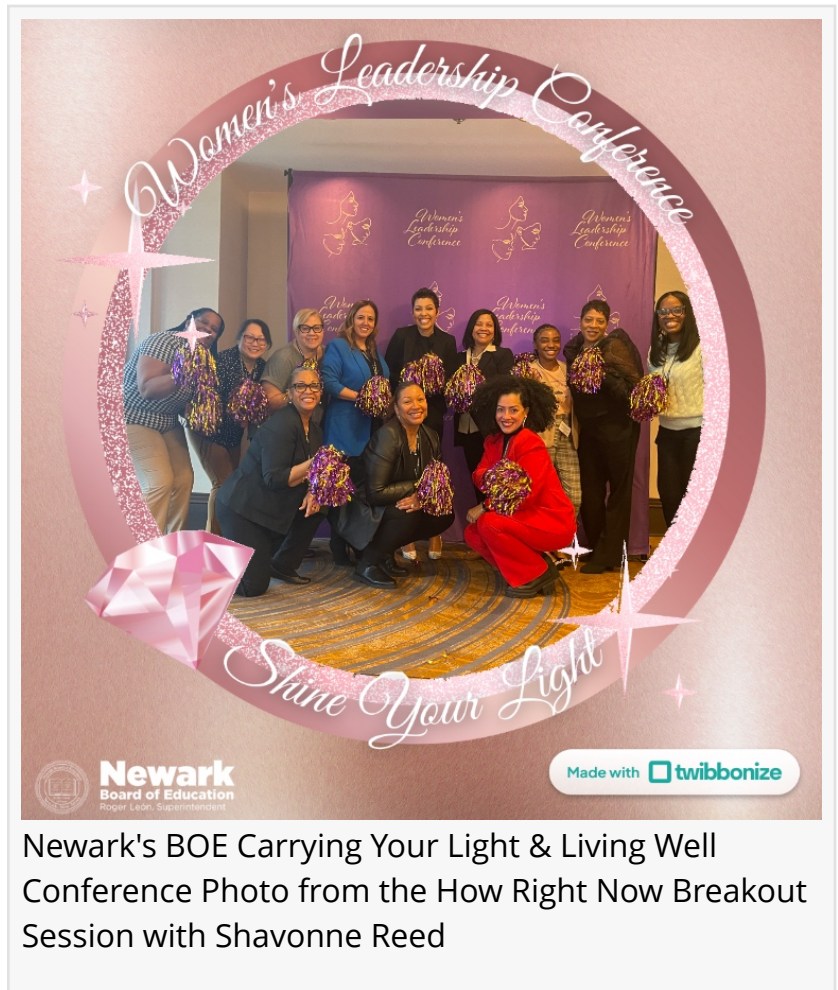
About OPUA

“

Teachers are dream keepers, the ones who helped me through the darkest periods of my life to hold on to my dreams. I am committed to championing positive change.”

Shavonne Reed, Founder & CEO of OPUA

OPUA Agency is a boutique health marketing communications firm on a mission to educate, mobilize, and empower Gen Z to develop healthy lifestyles through awareness. The agency is trusted with building brands, campaigns, and capacity to generate reach, awareness, engagement, and to promote healthy futures. OPUA is committed to making future generations healthier through the Future Health NOW Movement.



Newark's BOE Carrying Your Light & Living Well Conference Photo from the How Right Now Breakout Session with Shavonne Reed

Shavonne Reed

OPUA

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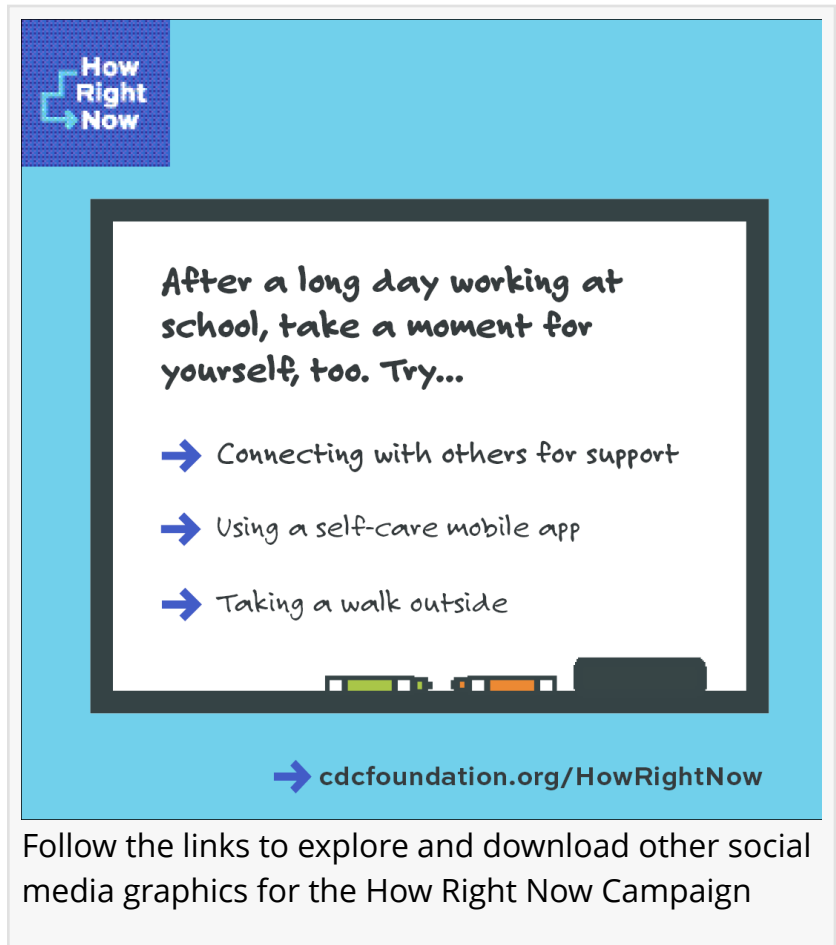
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The graphic features a blue background with a white central box. In the top left corner of the blue area is a logo with the text 'How Right Now' and a blue arrow pointing right. The white box contains the text 'After a long day working at school, take a moment for yourself, too. Try...' followed by three blue arrows pointing right, each followed by a suggestion: 'Connecting with others for support', 'Using a self-care mobile app', and 'Taking a walk outside'. At the bottom of the white box is a small illustration of a mobile phone. Below the white box, a blue arrow points to the URL 'cdcfoundation.org/HowRightNow'. Below the entire graphic, a line of text reads: 'Follow the links to explore and download other social media graphics for the How Right Now Campaign'.

This press release can be viewed online at: <https://www.einpresswire.com/article/698910874>

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