



mhca's e-Newsletter

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Hope is Measurable, Teachable, Learnable!

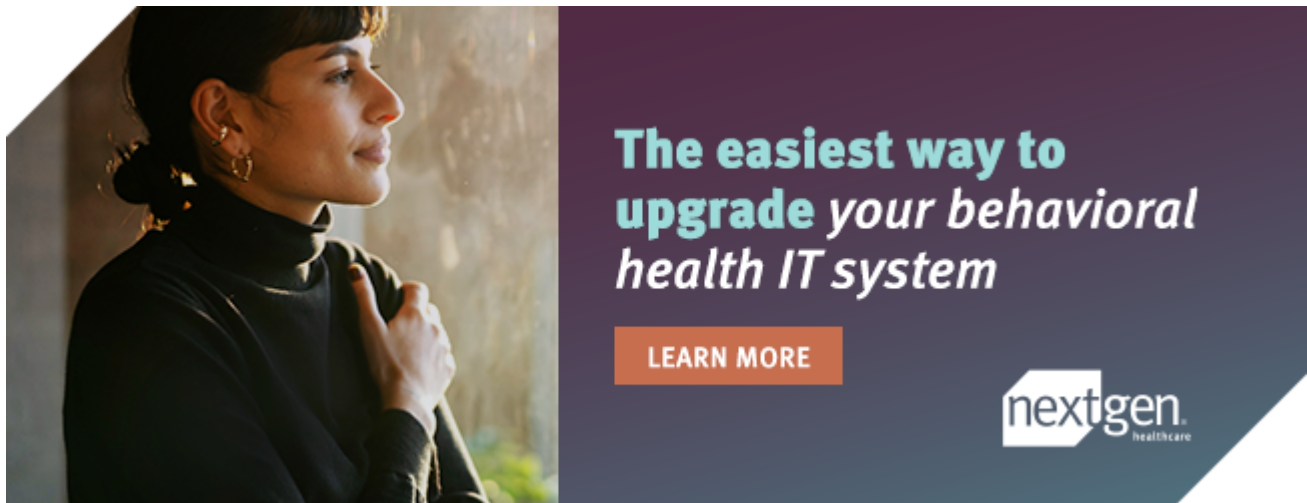
Guest article by Chairman, Founder and Chief Hope Officer at The Shine Hope Company Kathryn Goetzke

Hope is a protective factor for anxiety, depression, suicide, addiction, and violence, yet we are never taught 'how' to hope. Hope is [measurable](#) and teachable, as shown by [The Shine Hope Company](#), and with 57% of teen girls in the US experiencing persistent hopelessness, it is a skill all must be taught. [Hopeful Minds](#), recognized as an innovation by the World Bank, teaches the 'how' to hope through educator guides for K-6, a Parent's Guide, and a peer-to-peer teen program.

The work has expanded to include [Hopeful Cities](#), a whole-city approach to activating hope. It includes a Hopeful Cities Playbook, and tools to engage cities through government, education, art, awareness (public health campaign), science, and the workplace, and wants to get all in cities activated so they know what hopelessness is, and how to get to hope. The Shine Hope Company licenses the framework to cities for a fee and provides programs to activate hope throughout the city. The idea is to get the public aware of resources available before times of crisis, and elevate the need to measure, and improve, hope.

Kathryn Goetzke, Chief Hope Officer of The [Shine Hope Company](#) and Founder of [iFred](#), presented at our 2014 Summer Conference in Minneapolis where she spoke about rebranding mental health, eradicating stigma and teaching hope. She has been working the last 10 years on hope, and is passionate about ensuring all know the what, why and how of hope. She is offering a 10% discount on all her programming, and an additional 5% donation to **mhca**, if you work with her to activate your communities (can be cities, individuals, colleges, or clients. Please reach out to her at kathryn@theshinehopecompany.com if you have interest in her programming. And look for news coming on a possible [International Day of Hope](#) at the UN in 2024! [Sign-up for her Hopebeat Weekly](#) for more.

Kathryn will be joining us in Milwaukee this Spring to share more about the power of hope. We hope to see you there! :)



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