

INTERNATIONAL DAY OF HAPPINESS

Toolkit

MARCH 2024



March 20 is the International Day of Happiness!
Proof Positive is celebrating happiness in a big way
— and we invite the Autism Community to join us!

QUICK WAYS TO GET INVOLVED NOW:

▶ [Join the Autism Wellbeing Alliance](#)

▶ Follow us on Social Media



▶ Invite your family, friends, colleagues - and especially those with autism - to celebrate the International Day of Happiness!

Let's dig in and advance the Wellbeing Revolution! Here's all you need...

Learn

about the International Day of Happiness and why we're celebrating.

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Practice & Teach

happiness in the classroom, in your organization, or at home. Free materials included!

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Spread

happiness to your community on your social channels.

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Additional Assets

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LEARN About the International Day of Happiness

On March 20, The International Day of Happiness, millions worldwide will participate in a global movement with activities promoting happiness and wellbeing. Like the United Nations, Proof Positive recognizes happiness as a universal right, which means the autism community—autistic individuals, educators, parents, caregivers, and service providers like you—deserves happiness.



- ▶ At Proof Positive, **we promote the happiness and wellbeing of all people as a partner in disability wellbeing.** We know the world's 70 million autistic people and those who support them may struggle to find happiness, so inclusion in the wellbeing movement and finding happiness is vital to the overall wellbeing of society.



- ▶ Proof Positive **invites you, your classroom, your team, and your family and friends to join us** in celebrating the International Day of Happiness. Get started by practicing and teaching happiness in the classroom, in your organization, or at home and spreading happiness to your community on your social channels.

Thanks for being a **joy multiplier**, advancing the wellbeing revolution, and creating a world where the autism community can access happiness and where wellbeing wins for all.

JOY MULTIPLIER

Champion autism happiness and join **Proof Positive's Autism Wellbeing Alliance** to keep the happy vibes going all year long!

PRACTICE & TEACH Happiness in the Classroom, in your Organization, or at Home



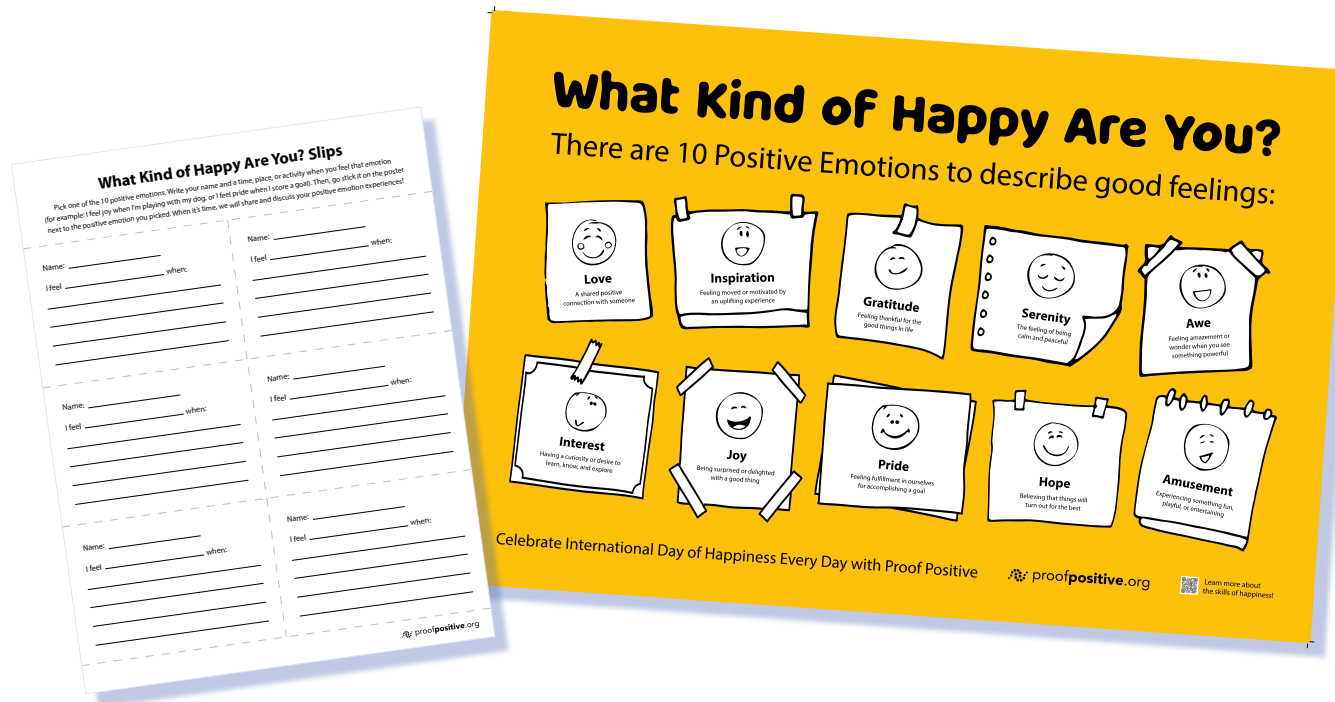
WHAT KIND OF HAPPY ARE YOU?

Did you know there's more to feeling good than just happiness? Let's start learning and teaching a variety of ways to describe the good feelings and emotions we experience day to day. **Research identifies 10 big positive emotions**, each with many benefits. Pride, gratitude, joy, love, amusement, inspiration, awe, interest, serenity, and hope are all positive emotions.



Our **What Kind of Happy Are You?** poster activity and supplemental resources (made accessible for a variety of learners) are a great way to celebrate the International Day of Happiness.

Download these free activities to practice and teach happiness today and everyday. →



ACTIVITY DOWNLOADS: What Kind of Happy Are You?

Full 36x24 Poster (PDF)

Poster Activity Slips (PDF)

DIY Printable Poster Pieces (PDF)

Poster Activity Instructions (PDF)

ADDITIONAL SUPPLEMENTARY RESOURCES:

Positive Emotions Flash Cards (PDF)

Positive Emotions File Folders (PDF)

Download All

SPREAD Happiness on Social Media



1.

Follow Proof Positive on your favorite social channels:



@proofpositiveorg



@proofpositiveorg



Proof Positive: Autism Wellbeing Alliance



@proofpositiveorg



Proof Positive

2.

Share, like, and repost our content






Post these first two posts prior to the International Day Happiness.

3.

Post your own content on the International Day of Happiness:

- ▶ Explore these suggested social media captions and posts. →

- ▶ Personalize & Download Your Social Media Graphics on Canva.

 Click here to download the Logos, Color Backgrounds, and the Proof Positive Sticker.

- ▶ We encourage you to change your profile photo to the International Day of Happiness logo!

 Click here to download the Logo.

1 MARCH 13 (1 week prior)

 Customize Here



Mark your calendars for March 20th - it's the International Day of Happiness! @Proof Positive is celebrating happiness in a big way — and we invite you to join us!

#WellbeingWins #DayOfHappiness
#AutismWellbeingAlliance

2 MARCH 19 (day before)

 Customize Here



Tomorrow's the International Day of Happiness and I'm joining @Proof Positive in a big celebration of autistic voices and happiness—join us!

#WellbeingWins #DayOfHappiness
#AutismWellbeingAlliance

3 MARCH 20

 Customize Here



It's the International Day of Happiness! I'm celebrating autistic voices and happiness with @Proof Positive Autism Wellbeing Alliance.

Proof Positive is a national nonprofit improving the wellbeing of autistic people and their families, providers and communities by providing free, evidence-informed resources to learn the science and practice the skills of happiness. Learn more at www.ProofPositive.org.

#WellbeingWins #DayOfHappiness
#AutismWellbeingAlliance

- ▶ Refer to the **Campaign Style Guide** (pages 11-13) for additional guidance.

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MARCH 20

 Customize Here


It's the International Day of Happiness! [insert organization's name] is proud to be celebrating autistic voices and happiness with @Proof Positive Autism Wellbeing Alliance.

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#WellbeingWins #DayOfHappiness
#AutismWellbeingAlliance

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MARCH 20

 Customize Here


Did you know there's more to feeling good than just happiness? Research identifies 10 big positive emotions: pride, gratitude, joy, love, amusement, inspiration, awe, interest, serenity, and hope.

It's the International Day of Happiness, and today I'm feeling [insert positive emotion]! I'm proud to be joining @Proof Positive in celebrating autistic voices and happiness today and every day. Join me and share YOUR kind of happy!

#WellbeingWins #DayOfHappiness
#AutismWellbeingAlliance
#WhatKindOfHappyAreYou

6

MARCH 20

 Customize Here


"Positivity opens us. The first core truth about positive emotions is that they open our hearts and our minds, making us more receptive and more creative." — Dr. Barbara Fredrickson —

Did you know there's more to feeling good than just happiness? Research identifies 10 big positive emotions: pride, gratitude, joy, love, amusement, inspiration, awe, interest, serenity, and hope.

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#WellbeingWins #DayOfHappiness
#AutismWellbeingAlliance
#WhatKindOfHappyAreYou

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MARCH 20

 Customize Here


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#WellbeingWins #DayOfHappiness
#AutismWellbeingAlliance

4.

Use the hashtags

#WellbeingWins

#DayOfHappiness

#WhatKindOfHappyAreYou

#AutismWellbeingAlliance

- ▶ When you're sharing about the International Day of Happiness on social media, we encourage you to tag our accounts, use the hashtags and link to our website!

Proof Positive website:

www.proofpositive.org

Join the Autism Wellbeing Alliance

Through our Alliance, we hope to increase the total tonnage of happiness in the world. Together, we are building a movement where people are empowered to take control of their own wellbeing and promote the wellbeing of others. We believe that everyone deserves happiness, including every member of the autism community. And, it starts with you.

JOIN US

QUESTIONS? If you have any questions, please don't hesitate to reach out!

Contact: communications@proofpositive.org

Thank you for helping to spread the science and skills of happiness to the autism community!

Logos [Download](#)

Primary Version



The drop shadow is not included in the logo files, but if it's needed, make it subtle with minimal blur.

Alternate Versions



The drop shadow is not included in the logo files, but if it's needed, make it subtle with minimal blur.

Single-Color Versions



Colors

#ffffff

#eacc2a

#f47920

#78e6f5

#4764af

#243a7a

Typography

Title / Heading

Henriette Medium

Quote

Henriette Medium Italic

Subtitle / Subheading / CTA

Myriad Pro Semibold

Body / Caption

Myriad Pro Regular / *Myriad Pro Italic*

Section Header / Eyebrow

MYRIAD PRO BOLD (All Caps / Wide Tracking)

Fun & Positive

DK LEMON YELLOW SUN REGULAR

Color Backgrounds [Download](#)



Portrait Treatments

The preferable portrait treatment is to remove the backgrounds, if possible.

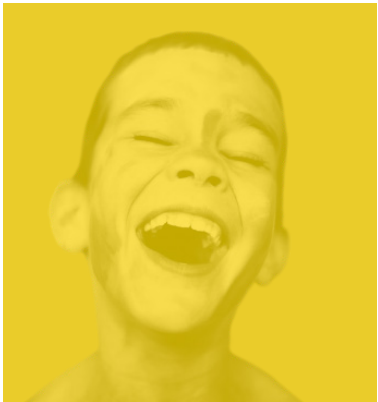


Another acceptable portrait treatment is the usage of Duotone (created in Canva) or Gradient Map (created in Photoshop).



Colors Used

- #a0eef8
- #1ea5c2

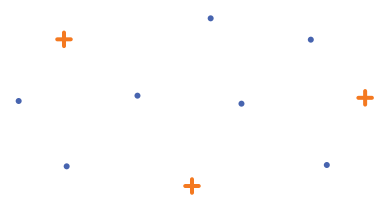


Colors Used

- #fce253
- #c4aa00

Additional Graphic Elements

Confetti (create in Canva)



Triangles / Slants (create in Canva)



Buttons (create in Canva)



Proof Positive Logo Sticker  Download

