**Press Talking Points**

1. **Understanding the Power of Hope:**
   1. Highlight that hope is defined as positive emotions and inspired actions; hope is teachable, measurable, and learnable.
   2. Explain how higher hope levels lead to goal achievement by fostering agency-related (i.e., the belief that they can attain their goals and are successful in life) and pathway-related thoughts (i.e., the belief that they can overcome barriers and develop alternative solutions to goal attainment when needed).
2. **Impact of Hope Levels**
   1. Discuss the positive impact of higher hope levels:
      1. Increased [resilience](https://pubmed.ncbi.nlm.nih.gov/33223782/) against adversity
      2. [Increased productivity in the workplace by 14%](https://www.apa.org/monitor/2013/10/mission-impossible), outperforming productivity based on the worker’s intelligence, optimism, and self-efficacy
      3. Increased employee [retention](https://onlinelibrary.wiley.com/doi/full/10.1002/bse.3126)
      4. [Increased sleep](https://pubmed.ncbi.nlm.nih.gov/28612621/) quality
      5. Increased t[hriving](https://www.sciencedirect.com/science/article/pii/S2352250X22002718?casa_token=vf4jwSMJIA0AAAAA:fBbu-s1ARTq-u6jP61rHmne2sf8iXf-2bMCqf08DdlpDUgnmUMdLmQKinLxLW8LVQKbU6ayK) work environments
      6. [Increased resilience](https://pubmed.ncbi.nlm.nih.gov/33223782/) during crises and challenges often found in the workplace
      7. Decreased the risk of developing [chronic conditions](https://www.hsph.harvard.edu/news/hsph-in-the-news/health-benefits-of-hope/), such as cardiovascular disease
      8. Decreased and protect against [mental illness](https://www.remedypublications.com/open-access/hope-theory-and-its-relation-to-depression-a-systematic-review-168.pdf)
      9. Decreased  risky behaviors
      10. Decreased [suicide](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4481312/)
3. **Hope and Sustainable Developmental Goals (SDGs)**
   1. Highlight the correlation between higher hope levels and the ability to set and achieve the SDGs
      1. Those [high in hope](https://psycnet.apa.org/record/1991-17270-001) have the drive and determination to persevere and meet goals while hopelessness can hinder an individual's ability to set and achieve goals.
4. **The Urgency to Address Hopelessness**
   1. Explain hopelessness as emotional despair and motivations helplessness often stemming from discrimination and oppression.
   2. Emphasize that everyone experiences moments of hopelessness whether they are small (e.g., being stuck in traffic, forgetting to turn in an assignment) or big (i.e., losing a loved one, being fired).
   3. We must equip everyone with the skills to proactively manage moments of hopelessness to prevent persistent hopelessness, as persistent hopelessness is linked to -
      1. Increased suicidal ideation
      2. Increased risk of mental health disorders, such as depression and anxiety
      3. Increased risky behaviors (e.g., substance use, reckless driving, violence, self-harm, and bullying) in teens and young adults
      4. Increased risk of chronic health outcomes
      5. Increased absenteeism at work and school
      6. Impaired job engagement and performance, leading to quicker turnover
5. **Hope across the sectors**
   1. **Science**: Call on scientists to share information on hope science, while studying hope-related outcomes across various populations to improve our understanding of hope. Encourage everyone to measure their hope level using the Snyder Hope Scales.
   2. **Art:** Illustrate how sunflower artwork serves as both a beautiful addition to the city and a resource for promoting hope activation.
   3. **Workplace:** Emphasize the substantial economic costs of hopelessness and the ROI on investing in employee well-being.
      1. Research suggests that every $1 invested into employee well-being has an ROI of [$4](https://www.yahoo.com/now/employers-invest-mental-health-see-193953609.html).
   4. **Education:** Showcase how teaching hope to our youth sets them up for success by instilling the skills needed to manage moments of hopelessness.
   5. **Healthcare:** Emphasize how teaching people how to manage hopelessness may protect against depression and chronic health conditions. Depression is [the leading](https://www.who.int/news-room/fact-sheets/detail/depression) cause of disability worldwide, and in total, poor mental health was estimated to cost the world economy approximately [$2·5 trillion](https://pubmed.ncbi.nlm.nih.gov/27083119/) per year in poor health and reduced productivity in 2010, a cost projected to rise to $6 trillion by 2030.
   6. **Government:** Encourage government officials to declare the first Monday in May as the International Day of Hope to further encourage hope activation in the city.