



Support Well-being.

Hustle Culture is Harmful
It damages creativity, productivity, and health — often pushing students toward burnout and substance use.

Social Norming Works
Correcting misperceptions of peer behavior (e.g., overestimation of alcohol/drug use) can reduce risky behaviors and promote well-being.

Data-Driven Campaigns Matter
Combining qualitative and quantitative student data helps tailor social norming messages that are honest, empowering, and culturally appropriate.

Partnership is Key
Success depends on cross-campus collaboration, including health, student affairs, and peer educators.

Well-being is Holistic
Supporting student well-being requires addressing mental health, rest, coping strategies, and community engagement —not just academic success.



Your Best is Good Enough
 OK
 WEIRD PLEX CUT
 RISE AGAINST THE GRIND
 TIME TO UNGRIND .COM
 HUSTLE CULTURE IS KILLING US
 WE'RE DONE COPING. WE'RE EJECTING THE CULT OF HUSTLE. WE'RE CHOOSING THEM. SLEEPING MORE, ENJOYING MOD.
 YOUNG PEOPLE NEED TO DO MORE TO PROVE THEMSELVES. THAT'S WHAT I DID
 START HERE
 WAYS TO UNGRIND:
 Start saying no.
 Get some rest.
 Create new habits.
 Live a little.
 Your Best is Good Enough
 REST
 HUSTLE BECAUSE IT'S FRIDAY NIGHT. ENJOY THE WEEKEND
 RISE AGAINST THE GRIND
 NASPA
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 WWW.NASPA.ORG/