

# **Public Relations Plan for University of West Alabama's Mental Health Awareness Campaign**

## **Situation:**

The University of West Alabama is dedicated to the health and wellness of its students. UWA wants to contribute to National Mental Health Awareness month in May of 2019. Using a strategic approach, we will run a mixed media campaign to launch this initiative to increase the conversation and break the stigma around mental health on college campuses.

## **Research:**

### **Secondary:**

Bell Let's Talk is an advertising campaign created by the Canadian telecommunications company Bell Canada to raise awareness and fight stigma surrounding mental health in Canada. It has become a global campaign and is extremely popular on social media because of its annual "Bell Let's Talk Day". This year it garnered the attention of celebrities all over and they raised over 7 million dollars for the cause by creating a hashtag and donating every time someone used it in a tweet. There are many mental health awareness campaigns but the Bell Let's Talk campaign stands out the most and has become extremely popular with its target publics. On their website they advertise ways to communicate properly regarding mental illnesses, tips on how to educate yourself, and resources for where you can receive help. This is a great model to follow and can be a good way to approach this on a smaller level by offering these resources.

Also, statistics from Chadron State College show the prevalence of mental illness in college students.

- One in four young adults between the ages of 18 and 24 have a diagnosable mental illness.
- More than 25 percent of college students have been diagnosed or treated by a professional for a mental health condition within the past year.
- More than 11 percent of college students have been diagnosed or treated for anxiety in the past year and more than 10 percent reported being diagnosed or treated for depression.
- More than 40 percent of college students have felt more than an average amount of stress within the past 12 months.
- More than 80 percent of college students felt overwhelmed by all they had to do in the past year and 45 percent have felt things were hopeless.
- Almost 73 percent of students living with a mental health condition experienced a mental health crisis on campus. Yet, 34.2 percent reported that their college did not know about their crisis.
- Colleges across the country have reported large increases in enrollment. At the same time, college counseling centers have also observed an increase in the prevalence and severity of mental health issues experienced by students and an increase in the number of students taking psychotropic medications.
- <https://www.csc.edu/bit/resources/statistics/>

**Primary:**

For primary research it would be most beneficial to do a before and after survey of our students. For example, taking a poll of how much they know prior to the campaign and then taking another one of how much they felt like they learned based on their exposure to it. If they learned new statistics, felt more comfortable talking about their mental health, etc.

For example, some survey questions could be:

- 1) Do you currently or have you ever talked to anyone about any mental health issues, including but not limited to: anxiety, depression, or panic attacks?
- 2) If so, who did you speak with? A family member, a teacher, a counselor, a doctor? Explain what their position was (you don't have to exactly say who they are) and what made you want to talk to them.
- 3) Are you aware that there are counseling services offered on campus?
- 4) Do you feel there is a negative stigma surrounding mental health issues?
- 5) Do you feel that UWA needs to do more to help those with mental illness?
- 6) Would you attend an event that included food and privately discussing your health with certified counselors?

This will help us further connect with our intended target publics and get a better grasp on what we need to do to cater to them.

**Target publics:**

For our campaign, we will focus on students at the University of West Alabama, as well as, faculty and staff.

**Objective:**

The goal is to increase awareness about and start a conversation around mental health within the University of West Alabama students, staff, and faculty members.

**Strategies:**

1. Develop a unique identity for the UWA mental health campaign.
2. Distribute campaign materials on multiple platforms using the unique identity given to the campaign.
3. Hold a campaign event for the target publics.

**Slogan:** The Struggle is Real: Let's Talk About It

**Tactics:**

**1a.** Create a logo to brand the mental health campaign and also draw attention to our audience to be used on all distributed materials.

**2a.** Using the mark and any other marketing materials to create the following:

Posters to promote the campaign and the event

Instagram and Facebook posts to be used on the UWA platforms

Stickers to give out at the event

Information sheets regarding campus and other resources for mental health awareness.

Stories and advertisements on the website along with the informational resources.

**3a.** Hold the "Let's Taco Bout It" event in the SUB lobby.

**3b.** Create promotional posters, social media posts, and informational flyers and pamphlets to give to those that attend the event.

**3c.** Arrange for Barbara L. Fredrickson, social psychologist, counselor, and professor at the University of North Carolina at Chapel Hill to attend and talk about mental health.

**3d.** Bring in various counselors for around Alabama and allow students to speak with them, make appointments, and discuss mental health awareness.

**Social Media:**

<b>Facebook:</b>	<b>Copy:</b>
May 6, 2019 @ 3:00pm - The logo pushed out into a picture layout with information about the campaign.	"May is National Mental Health Awareness Month! Join UWA in breaking the stigma around mental health and help each other realize that The Struggle is Real... for all of us. #letstalkaboutit #uwamentalhealthawareness"
May 13, 2019 @ - Logo and event logo on a picture with information about when and where.	"Don't miss our "Let's Taco 'Bout It" event on Friday May 17, 2019 @ 3:00. A taco bar for your tummies and talkin' for you minds! Come out and TACO 'bout what's on your mind. *Insert taco emoji* #thestruggleisreal #uwamentalhealthawareness"
May 17,2019 @ 12:00pm – Graphic with logo and a taco and information incorporated.	"Today at 3pm is our Let's Taco 'Bout It" event. Be there to get your taco and talking on. #breakthestigma #uwamentalhealthawareness #thestruggleisreal"

<b>Instagram:</b>	<b>Copy:</b>
May 6, 2019 @ 3:00pm - The logo pushed out into a picture layout with information about the campaign.	“May is National Mental Health Awareness Month! Join UWA in breaking the stigma around mental health and help each other realize that The Struggle is Real... for all of us. #letstalkaboutit #uwamentalhealthawareness”
May 13, 2019 @ - Logo and event logo on a picture with information about when and where.	“Don’t miss our “Let’s Taco ‘Bout It” event on Friday May 17, 2019 @ 3:00. A taco bar for your tummies and talkin’ for you minds! Come out and TACO ‘bout what’s on your mind. *Insert taco emoji* #thestruggleisreal #uwamentalhealthawareness”
May 17,2019 @ 5:00pm – Pictures taken at the event.	“Today was our Let’s Taco ‘Bout It” event. And it went off without a hitch! Thank you to those who joined us in our movement and remember that help is always available to you because THE STRUGGLE IS REAL... for all of us. #breakthestigma #uwamentalhealthawareness”

\* Social media posts would continue after this for the rest of the month offering resources and help options for those who need it and statistics to raise awareness. \*

**Budget/Cost:**

We are going to have to focus on costs associated with the taco bar, drinks, and servers. There might potentially have to pay for the time of the psychologists and the guest speaker (the goal is to have them volunteer their time), and we also have to take into account printing costs and the possibility of having to pay to rent out a space if the Student Union Building is not available at that time.

In all, we should plan for a budget well under 1,000 dollars because we were utilizing resources that are already available on campus.

## **Timeline:**

First 2 weeks of April:

Begin the preparation of the branding and the printed material. Book the Student Union Building, guest speaker, and the psychologists.

Last two weeks of April:

Confirm the venue and the guest speaker. Arrange the catering from the caf and order what is needed.

May 1st, 2019:

Begin the social media posting and put up all the signage advertising for mental health awareness and the event.

May 17th, 2019:

Hold the event.

The rest of May:

Continue advertising for mental health awareness on campus.

## **Evaluation:**

To measure how successful this campaign was we will first use analytics on social media to measure interactions with our posts and how many impressions they make.

Also, to measure how many students we reach, we will count how many brochures and information sheets we hand out over the entire month and then monitor the rise or fall of appointments with the campus counselors.

And finally, to measure attendance at the "Let's Taco 'Bout It" event, we will have a sign in sheet, so when the event is over, we can count how many students came out to the event.

Visual Asset: Flyer

Today 4:00 PM

Dude...

The Struggle is REAL!!!

Read 4:07 PM

Okay. Let's Talk.

# MAY 2019 IS MENTAL HEALTH AWARENESS MONTH

**JOIN UWA COUSENLING  
SERVICES IN BREAKING  
THE STIGMA AROUND  
MENTAL HEALTH.**

**SO... LET'S TALK  
BECAUSE THE  
STRUGGLE IS REAL FOR  
EVERYONE.**

**FOR ADDITIONAL INFORMATION OR TO SCHEDULE AN APPOINTMENT CALL (205) 652-3651 OR E-MAIL AT [JCOLEMAN@UWA.EDU](mailto:jcoleman@uwa.edu).**