

# the emotional wellness

# campaign

**A 2017 Bateman Competition Entry from UNC-Chapel Hill**

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# executive summary

Chapel Hill is an emotional place. From tears during midterm week to tears after national championship victories, The University of North Carolina at Chapel Hill is a place of great pride and community. However, the UNC community is not addressing an important issue that affects all of its members: mental health. We often relegate mental health issues to statistics that lead us to believe that mental health issues only affect a small population. Mental health issues neither discriminate nor select favorites; they affect everyone. It's time that UNC changes direction and starts to place the "we" in wellness because emotional suffering is not a "they" issue; it's a WE issue.

To transform the culture surrounding mental health on campus, our 2017 Bateman team created The Emotional WELLness Campaign in support of The Campaign to Change Direction's national initiative. The Emotional WELLness Campaign created a message that was both inclusive and unifying. We made the university's iconic Old Well a major part of our campaign's logo and title (Emotional WELLness), as it has symbolized unity and camaraderie at UNC-Chapel Hill since its erection in the late 19th century.

Our Emotional WELLness Campaign raised awareness of The Five Signs of Emotional Suffering to establish a universal and comfortable language to stimulate dialogue about mental health. We accomplished this through distributing hundreds of posters, flyers and stickers as well as crafting social media posts to interact with our audiences.

We partnered with Rethink: Psychiatric Illness, an on-campus student organization, to implement three promotional and educational events that allowed us to engage students and faculty in productive and informative discussion about the culture on campus. Learn more about how the Emotional WELLness Campaign facilitated opportunities for mental health discussion and normalization in the UNC community.

## Situation Analysis

The Campaign to Change Direction's mission is to encourage Americans to pay attention to their mental health and that of their loved ones, and to give the same priority to mental and emotional wellness as physical well-being. To do so, Change Direction has established The Five Signs of Emotional Suffering — personality change, agitation, withdrawal, poor self-care and hopelessness — as a focal point of its campaign. The Campaign to Change Direction uses this platform to educate Americans about indicators that someone is in emotional pain and the common barriers to receiving mental health treatment.

Change Direction's goals align very closely with those of Rethink: Psychiatric Illness, a student-led organization that educates The University of North Carolina at Chapel Hill community about the warning signs of mental illnesses through on-campus trainings and changes the way we talk about mental health as a society. This made Rethink: Psychiatric Illness an ideal partner for our Emotional WELLness Campaign on behalf of Change Direction (A-2).

With visits to UNC's Counseling and Psychological Services (CAPS) reaching record-breaking numbers each year and stress levels rising due to impending midterm exams, our Emotional WELLness Campaign launched at a crucial time for Carolina students (A-41 to A-42). Both our primary and secondary research indicated that students are more likely to talk to their friends first when they are struggling with their mental health, so we centered our campaign around educating students about The Five Signs to better equip them to help their peers and loved ones who are suffering emotionally.



UNC students rush Franklin Street to celebrate the Tar Heels' 2017 NCAA Men's Basketball National Championship victory on April 3, 2017.





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# research

Our goal in conducting research for our Emotional WELLness Campaign was to assess participants' awareness of The Campaign to Change Direction, The Five Signs of Emotional Suffering, Rethink: Psychiatric Illness, on-campus mental health resources and to investigate their opinions about how mental health is talked about on UNC's campus. We also explored the ways our research participants would be likely to participate in mental health advocacy and asked them about how to best combat mental health stigmas at UNC-Chapel Hill. Through our research, we wanted to best understand how to configure our messaging in a way that would resonate with our target audiences.

## Secondary Research

### ***Academic Research, conducted from November 2016 to mid-February 2017 (A-3)***

According to the National Alliance on Mental Illness, 64 percent of students who drop out of college do so due to a mental health crisis. Over half of those students reported that they did not receive accommodations for their mental health issues, which they named as the reason they left college. Forty-two percent of students who suffered with mental illness reported that peer support was crucial to their success in college. According to the JED Foundation, over 75 percent of students reported that they would turn to a friend when having mental health issue.

### ***Rethink Training, completed on Jan. 5, 2017 (A-3 to A-5)***

Additionally, we participated in a four-hour-long mental health training, created and facilitated by members of Rethink: Psychiatric Illness, our campaign partner. The training thoroughly explained the physiological symptoms of various mental illnesses, common barriers to seeking treatment for mental health issues, ways to individually reduce stigma associated with mental health and the local and national mental health resources available to us. It also revealed data about mental health and the prevalence of mental illness on UNC-Chapel Hill's campus.

## Primary Research

### ***Qualtrics Survey, distributed on Jan. 26, 2017 (A-6 to A-10)***

We received 247 total responses to our survey, which revealed the following:

- 46 percent of respondents said that they believed the UNC-Chapel Hill community was open to discussing mental health (A-6).
- 32 percent of respondents felt confident discussing mental health problems with others, while 42 percent felt somewhat confident (A-7).
- 97 percent of respondents had not heard of The Campaign to Change Direction and only 21 percent had heard of Rethink: Psychiatric Illness (A-7).

### ***Focus Group Sessions, held in early February 2017 (A-11 to A-12)***

We held two focus groups with 16 male and female UNC-Chapel Hill students, which revealed the following:

- Participants said the UNC community is somewhat uncomfortable discussing mental health because it is not a "normal" topic of conversation.
- Participants said that at UNC-Chapel Hill, faculty members are not very understanding when students require "mental health days."
- Participants said it is easy to seek professional help for physical health problems, but difficult to do the same for mental health issues.
- Participants said they would be most likely to reach out to their friends if they were experiencing any of The Five Signs of Emotional Suffering.



# target audiences and key messages

## Target Audiences

Conducting our primary and secondary research helped us both shape the message of our campaign and define our target audiences.

**Primary Audience:** UNC-Chapel Hill students

**Secondary Audience:** Faculty and staff members at UNC-Chapel Hill

## Key Messages

1. The Campaign to Change Direction is a national organization that aims to change the culture surrounding mental health in the United States.
2. Understanding The Five Signs of Emotional Suffering — personality change, agitation, withdrawal, poor self-care and hopelessness — is crucial to monitoring one's emotional well-being and that of peers and loved ones.
3. Emotional wellness is just as important as physical wellness.
4. We must erase the "they, not me" mentality because mental health affects all of us and no one is exempt from experiencing emotional suffering.

# challenges and opportunities

## Challenge 1:

Over half of our survey respondents and focus group participants said the UNC-Chapel Hill community was somewhat hesitant to discuss mental health due to general discomfort with the subject (A-6 to A-12).

## Opportunity 1:

We organized and facilitated events that were accessible and intriguing for all members of our target audiences. In an effort to achieve inclusivity, each of our events took place at easy-to-reach locations on campus and were free of charge. Our events incorporated activities that college students enjoy doing like watching a movie and playing with dogs, as well as activities that university faculty/staff members enjoy like attending lectures about underdiscussed topics. At each of our events, we created safe spaces to have honest, open conversations about mental health and everyone's unique experiences with it. We led these discussions by sharing our own personal mental health journeys, which made attendees more comfortable and willing to dive into the subject.

## Challenge 2:

Our target audiences overwhelmingly indicated they were reluctant to discuss any emotional pain with a mental health professional, but would be more willing to talk to friends about their feelings. However, our research demonstrated that members of our target audiences were unfamiliar with the indicators that a peer or loved one was suffering emotionally (A-6 to A-12).

## Opportunity 2:

We educated our target audiences about The Five Signs of Emotional Suffering using various tactics and platforms to ensure UNC students and faculty/staff members would be able to detect when those they care about are experiencing emotional suffering. We designed and distributed flyers and laptop/water bottle stickers featuring information about The Five Signs. We executed a week-long Humans Of New York-style social media campaign using photos of and conversations with UNC-Chapel Hill students and faculty/staff members. Also, we fostered in-depth conversations about The Five Signs at each of our events.

## Challenge 3:

From our focus groups in particular, we noticed participants were often confusing mental health with mental illnesses, and removed themselves from conversing about mental health out of fear of being misinterpreted as having a mental illness (A-11 to A-12).

## Opportunity 3:

To combat this misconception, we chose to focus our message on the fact that no one is exempt from experiencing emotional suffering. We each have unique experiences and have all gone through periods of emotional distress. Using people-centered language (such as "The 'WE' in Wellness: A Short Lecture Series") and making clear distinctions between mental health and mental illness in all of our messaging, we encouraged our target audiences to reflect on their emotional well-being and start talking about it.

# campaign mission

To raise awareness about The Campaign to Change Direction and reshape attitudes about mental health in the UNC-Chapel Hill community using The Five Signs of Emotional Suffering and facilitating open, honest discussions about mental health.

# objectives, strategies and tactics

## Objective 1: raise awareness

To increase awareness of The Campaign to Change Direction and its Five Signs of Emotional Suffering platform by reaching at least 500 members of our target audiences and achieving at least 2,000 social media impressions from Feb. 15, 2017, to March 15, 2017.

### Strategy 1:

Craft a relevant campaign message that resonates with our intended audiences.

**Rationale:** From our secondary research, we learned that constructing culturally relevant and community-centered messages are an effective way to appeal to audiences regarding mental health topics.

### **Tactic 1:**

Incorporate the Old Well in our themes and messaging in order to create a sense of familiarity and unity that would resonate with our target audiences and reinforce our message that we all endure periods of emotional distress (A-56).

### **Tactic 2:**

Speak to our target audiences through a commonly read and respected newspaper within the UNC-Chapel Hill community, *The Daily Tar Heel*, which has a circulation of over 38,000. Submit a letter to the editor, tailored to UNC students and faculty/staff members that will inform them about The Five Signs of Emotional Suffering, as well as our campaign's mission and goals (A-43).

### **Strategy 2:**

Craft promotional materials such as flyers, posters and stickers that highlight The Campaign to Change Direction and its Five Signs of Emotional Suffering platform (A-20, A-36).

**Rationale:** According to our Qualtrics survey, 97 percent of respondents said they were unaware of Change Direction and The Five Signs (A-7).

### **Tactic 1:**

Place promotional materials in high-visibility locations around campus: in bathrooms, classrooms, library cubicles and on Student Union event boards.

### **Tactic 2:**

Stand in high-traffic areas on campus with posters, distributing stickers and flyers to UNC-Chapel Hill students and faculty/staff passing by (A-44).

### **Strategy 3:**

Use Rethink's Facebook, Twitter and Instagram accounts to inform our target audiences about The Five Signs of Emotional Suffering.

**Rationale:** From our survey, we learned that Facebook, Twitter and Instagram were the top three social media platforms on which respondents were most likely to engage in conversations about mental health (A-10).

### **Tactic 1:**

Create Facebook, Twitter and Instagram posts that mirror those of *Humans of New York*, focusing on a different Sign of Emotional Suffering each weekday during the first full week of our campaign. Include a UNC student or faculty/staff member's photograph and personal account of their experiences with mental health and emotional suffering in each post. This allows our target audiences to put a face and story with each sign, and reflect upon their own mental health journeys (A-20 to A-24).

### **Tactic 2:**

Use Facebook Advertising to reach members of our target audiences outside of Rethink's followers (A-49).

## **Objective 2:** *take the pledge*

Get 200 people to take the pledge to know The Five Signs of Emotional Suffering and to change the culture surrounding mental health, mental illness and wellness from Feb. 15, 2017, to March 15, 2017 (A-57).

## Strategy 1:

Reshape the way our target audiences view mental health and emotional well-being by hosting events that will allow attendees to interact with one another in safe, comfortable spaces.

**Rationale:** In our focus groups, multiple participants confused mental health with mental illness, and many voiced concerns about sharing aspects of their emotional well-being with others because of fear of judgment (A-11 to A-12).

### Tactic 1:

Hold a free screening of the movie “Inside Out,” as it embodies The Five Signs of Emotional Suffering and introduces mental health in a way that is relatable and understandable for our target audiences. Before the movie, lead an open dialogue about mental health, emphasizing that it affects everyone in unique ways. Administer an exit survey to evaluate participants’ opinions about the event and gauge their understanding of The Campaign to Change to Direction and The Five Signs of Emotional Suffering before and after the event (A-16 to A-19).

### Tactic 2:

Host a lecture series titled, “The ‘WE’ in Wellness: A Short Lecture Series,” to analyze the various ways mental health is discussed in the communities represented at UNC-Chapel Hill. Through discourse and conversation, demonstrate the importance of emotional well-being and emphasize the roles each of us play in reshaping the culture surrounding mental health. Conduct exit surveys following the event to evaluate participants’ opinions about the event’s execution and evaluate their understanding of Change Direction and The Five Signs before and after the event (A-25 to A-31).

## Strategy 2:

Hold an attention-grabbing event in an accessible location and at a convenient time, so more UNC-Chapel Hill students and faculty/staff would be willing to learn about The Campaign to Change Direction’s mission and take its pledge.

**Rationale:** According to our survey, 49 percent of respondents said they would take The Campaign to Change Direction’s pledge to know The Five Signs of Emotional Suffering to change societal perceptions about mental health, but when they realized they would have to take extra steps and time to do so, they became less inclined (A-8 to A-9).

### Tactic 1:

While spring break approaches and midterms are in full force, hold two events in The Quad as UNC students and faculty/staff pass by called “Paws’ and Pledge” (A-35 to A-39). Use the event to encourage students to take a “paws” from their stressful week and play with therapy dogs and puppies. During the events, facilitate one-on-one interactions with participants and explain how stressful times, like exam weeks, can be detrimental to one’s mental health. Educate participants about The Five Signs and invite them to take Change Direction’s pledge at laptops stationed nearby.

# evaluation

## Objective 1: EXCEEDED

Our initial objective was to reach at least 500 target audience members through our culturally relevant messaging tactics and by gaining at least 2,000 social media impressions during our month-long campaign. Additionally, we wanted to reach students through campus-centric platforms with which they were familiar. We far exceeded these objectives, as our promotional efforts and events generated widespread reach, they resonated well with our target audiences and allowed us to have open and candid dialogues about emotional wellness.



- Through our three on-campus events, we interacted with over 800 members of the target audiences and distributed over 500 Emotional WELLness Campaign stickers and flyers (A-36, A-20).
- Our social media promotional efforts were equally successful. Our Facebook content reached 5,681 users, our tweets garnered about 35,100 impressions and our Instagram followers increased by 362 percent during our month-long campaign (A-48 to A-55).
- Our letter to the editor of *The Daily Tar Heel* was published and circulated to its substantial community readership (A-43).
- Through the evaluative surveys and one-on-one interactions we facilitated at each of our events, respondents indicated that our event(s) helped them understand The Five Signs of Emotional Suffering and The Campaign to Change Direction (A-19, A-31). They also indicated that the events fostered an open and accessible atmosphere to talk about mental health (A-32).

## Objective 2: EXCEEDED

The second objective of our Emotional WELLness Campaign was to get at least 200 students to sign The Campaign to Change Direction's pledge, stating they were aware of The Five Signs of Emotional Suffering and willing to do their part to change attitudes surrounding mental health. We knew that this would be a challenging task since it required interacting directly with students and faculty/staff members who are often pressed for time.

- We exceeded our initial goal and had 342 students sign Change Direction's pledge (A-57).
- We achieved this by hosting events that catered to our target audiences' tastes and schedules.
- We were purposeful in planning our events, making sure that they were accessible, informative and engaging. During each of the events, we invited participants to sign Change Direction's pledge and share their own experiences with mental health. The majority of participants were heavily involved in these discussions and eager to sign the pledge (A-57).

## media coverage

### **The Daily Tar Heel (A-32 to A-34, A-43)**

We successfully pitched the messages of our Emotional WELLness Campaign and our "The 'WE' in Wellness: A Short Lecture Series" event to *The Daily Tar Heel*, UNC-Chapel Hill's student-run newspaper with a readership of about 38,000 UNC-Chapel Hill community members. The article, "Rethink campaigns to address mental, emotional health on campus," ran on March 2, 2017. It was also shared on The Campaign to Change Direction's official Facebook page. Our letter to the editor of *The Daily Tar Heel*, explaining The Five Signs of Emotional Suffering and how our campaign aimed to change perceptions about mental health in the UNC-Chapel Hill community, was pitched to the news organization on March 9, 2017 and published on March 22, 2017.

### **The UNC-Chapel Hill School of Media and Journalism (A-46)**

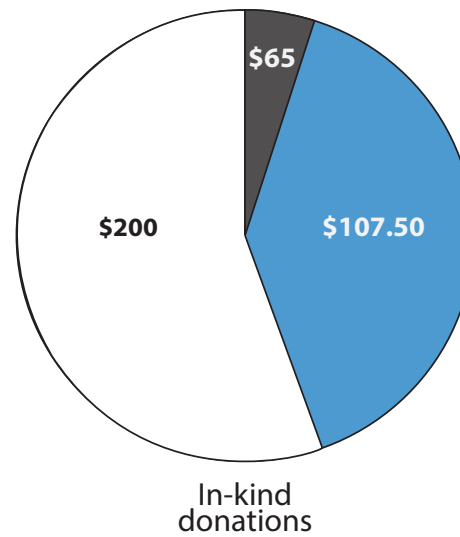
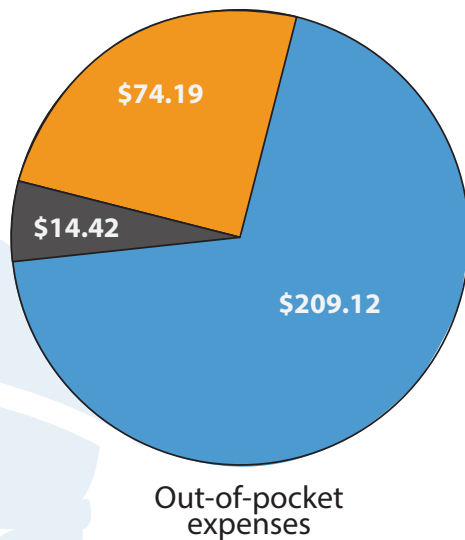
For the duration of our Emotional WELLness Campaign, UNC-Chapel Hill's School of Media and Journalism consistently publicized our events and key messages. The MJ-school did so with frequent retweets from its Twitter account, which has 10,793 followers and by incorporating our events into its weekly e-newsletter, which is distributed to 1,399 UNC-Chapel Hill students and faculty/staff members.

### **UNC Public Relations Blog (A-44)**

A UNC-Chapel Hill student wrote a blog post about our Emotional WELLness Campaign and our "Paws' and Pledge" events for the UNC Public Relations blog that was published on March 20, 2017. The UNC Public Relations blog is frequented by UNC-Chapel Hill students and faculty, particularly those in the UNC School of Media and Journalism.

# budget

We successfully met our budget requirements outlined in the competition guidelines, thanks to the support of local donors. For an itemized budget, see A-40.



- Promotional materials
- Event materials
- Food
- Printing and shipping campaign summaries

# conclusion

Our Emotional WELLness Campaign has successfully educated UNC-Chapel Hill students and faculty/staff about The Campaign to Change Direction and its Five Signs of Emotional Suffering platform, while facilitating open and genuine conversations about mental health. By crafting messages that equated the importance of mental health to that of physical health and by emphasizing that we all experience emotional distress from time to time, our campaign has encouraged target audience members to pay closer attention to their emotional well-being and that of their loved ones. These key messages combined with intriguing, inclusive events, pushed the UNC-Chapel Hill community toward changing the culture surrounding mental health.

## Impact

The Emotional WELLness Campaign gave our target audiences a safe place to talk about mental health. It empowered them to speak up about their own struggles and know what signs to look for in others. The Emotional WELLness Campaign exceeded its goals of raising awareness about The Campaign to Change Direction. Our campaign's messages were thoroughly disseminated around UNC's campus through face-to-face interactions with over 800 students and faculty as well as 40,000 social media impressions to numerous others. Additionally, 342 people signed the pledge to know The Five Signs.

## Longevity

The Emotional WELLness Campaign's partnership with Rethink: Psychiatric Illness and CAPS ensures that our message will continue to be spread after our campaign is over. Our choice of partners with missions similar to our own made it simple to integrate our message into their educational materials. Our events provided students with the information they need to focus on their own well-being as well as that of their friends and community members. These are lifelong tools that will create a better understanding of emotional wellness on UNC's campus.