# **IMC 585 (Health Communication) – Individual Assignment #2:**

# **Market research for designing your community health campaign**

1. **Identify the community.** Health campaigns can be more effective and engaging when they can account for specific conditions and resources within a particular community. Refer to your problem description brief. Choose one of your audience segments/subgroups (#2) to focus on in this week’s assignment. In the space below:
2. Name and briefly describe the audience segment you are focusing on this week.

In a mental health campaign, it's critical to focus on college professionals because they have to deal with stressful work environments, chronic stress, and burnout, all of which are often made worse by stigma. Taking care of their mental health not only helps their personal lives but also improves productivity, creativity, and the culture of the workplace. Experts' jobs as forces to be reckoned with and promoters can add to destigmatizing emotional wellness conversations and cultivating a social shift toward focusing on prosperity. Additionally, by lowering absence and healthcare costs, improving mental health among professionals makes them an essential segment for bringing about long-term positive change.

1. Describe the health advice you plan to provide to this segment through a local campaign.

The local campaign for professionals will advocate for work-life balance as a cornerstone of mental well-being. The campaign will emphasize setting healthy boundaries, practicing self-care, and utilizing available resources for stress management. By encouraging open dialogue about mental health challenges within the workplace, the campaign aims to break down stigma and promote a supportive work culture. Through workshops, seminars, and online resources, professionals will be empowered to prioritize their mental health, recognizing its positive impact on their personal lives, job performance, and overall quality of work.

1. Name and describe the specific community you choose for your campaign. You might do some online research to help you gather a few specifics. Websites like [census.gov](https://www.census.gov/data.html), [Mississippi Health and Hunger Atlas](https://cps.olemiss.edu/mississippi-health-and-hunger-atlas/), [USDA Food Environment Atlas](https://www.ers.usda.gov/data-products/food-environment-atlas/go-to-the-atlas/), and [CDC.gov](https://www.cdc.gov/health-topics.html) data and statistics, [CDC Social Determinants map](https://gis.cdc.gov/grasp/nchhstpatlas/maps.html), etc. might provide insights.

The specific community I chose for this campaign is Harvard University. Harvard is located in Massachusetts which is in the northeastern region. The university is for sure an urban school. One thing Harvard pride itself on is that they have built a community comprising many backgrounds, cultures, races, beliefs, etc. A noteworthy fact about this campus is that 8 presidents attended there, including Barack Obama. Harvard’s population is currently sitting at 31,345 enrolled students. The demographic of this campus is mostly Caucasian (44%) and Asian (19%) people with female students overpopulating the male students by 12%. 17% of students can be considered low-income as indicated by their Pell Grant with the median household income of $76,879/yr. Since Harvard is known for being a prestigious school, the challenge can come with the overload of work and studying to have a successful college career. Three out of four students were reported to have experienced one stressful life event that has affected their mental health. Mental health diagnosis and suicidal reports are common at Harvard.

1. **Potential community partners.** Do some online research to identify at least 3 specific community-level organizations or local initiatives (not populations) that might support or help promote your chosen campaign.
2. Create a bullet list of at least 3 specific organizations or initiatives (within or near your chosen community).

* The CAMHS Cares (Mental Health Support Line)
* Harvard Pilgrim Health Care
* North Charles Mental Health Research & Training Foundation

1. Next to each bullet point (organization/link), write a statement explaining what you want it to do or help change, in support of your health campaign or its messages.

* This mental health campaign seeks to support the wellbeing and mental health for the Harvard community. Also, there is a hotline for mental health concerns, whether they are in immediate distress or not, on campus or anywhere.
* My mental health care campaign has a parent organization called Point32Health. This mental health care program offers health care experiences to everyone in our diverse communities. So, with this, we have a health care plan for you and treatments starting with talking to your health care provider first.
* My health campaign seeks to offer psychotropic medication, dialectical behavior therapy and couple/family therapy to young adults, adults, and seniors 65 or older.

1. **Social environment questions**: In light of your chosen audience segment within your chosen community, develop 3 specific questions about social environment issues you’d like to learn more about, before launching a local campaign. These questions might explore the social environment surrounding your audience and your advice. For example, questions might explore things like specific community or cultural practices, expectations, attitudes, peer pressure, personal habits or routines, existing laws or rules, “normal” behaviors, local barriers or gaps in health care or health education, factors that contribute to a lack of risk awareness, etc.
2. What pressures have you faced while attending the University?
3. How does the workload play a part in your mental well-being?
4. Are you finding a healthy balance between academic and social/personal activities?

# **Competing choices.**

1. *Fears.* Identify 3 specific fears, worries, or concerns that might discourage members of your chosen segment from following your health advice.
2. Academic Stress
3. Time constraints/overcommitment
4. Perception of weakness
5. *Barriers.* List 3 perceived barriers among your audience members – factors that might prevent them from following your health advice. These reasons do not necessarily need to be real – they might be perceptions that guide beliefs/choices, or logistical barriers such as lack of access to transportation, health care, or other needed resources.
6. Lack of time
7. Ineffectiveness
8. Expectations
9. *Benefits.* List 3 perceived benefits your audience would like to receive, if they followed your health advice.
10. Improved academic performance
11. Positive overall wellbeing
12. Enhanced stress management
13. *Existing behavior.* List 3 relevant activities your segment members are already doing to avoid a perceived risk or to be “healthier.”.
14. Attending wellness groups/workshops
15. Participating in study groups
16. Involving in physical activities
17. *Competing choices*. Develop a statement that accounts for at least two perceived barriers (costs) and at least two perceived benefits*.*

"Even though some Harvard students could wonder whether or not to focus on their mental well-being because of seen time limitations and scholarly tensions, putting resources into taking care of oneself and stress the executive practices can yield important advantages. By recognizing the apparent obstructions of time impediments and requesting coursework, understudies can outfit the possible advantages of further developed center, decreased pressure, and upgraded by and large prosperity. Embracing open grounds assets and looking for help can neutralize these boundaries, prompting a better and really satisfying scholarly excursion."

1. *Needs*. Describe at least 3 things your segment needs to help them overcome fears or barriers and ultimately follow your health advice – as well as creative ideas for addressing these needs.

1. Available Psychological Wellness:

- Need: Harvard students require simple admittance to psychological well-being assets and guiding administrations to address their feelings of trepidation and boundaries.

- Creative Idea: Execute a devoted versatile application that offers moment admittance to directing meetings, stress-help procedures, and virtual care groups, guaranteeing students can look for help watchfully and helpfully.

2. Strong University Culture:

- Need: students need a grounds culture that destigmatizes emotional well-being conversations and advances a comprehension of the significance of prosperity.

- Creative Idea: Send off a friend drove mindfulness crusade, highlighting interesting student stories and tributes, which can cultivate compassion and support open discussions around emotional wellness.

3. Time Usage Procedures:

- Need: Harvard students need compelling time usage procedures custom-made to their requesting scholarly timetables.

- Creative Idea: Present a time usage studio that incorporates scholastic preparation, taking care of oneself schedules, and care methods, assisting students with adjusting their obligations while focusing on mental prosperity.

1. **Best practice takeaways** (“stealable” ideas): Do some online research, to find at least 3 different websites and/or social media health campaigns that provide relevant, good-quality health advice to your chosen segment.
2. Type the full name of each site and its sponsor/organization, along with the full URL of the page that links to the most relevant content.

* Active Minds <https://www.activeminds.org>
* National Institute of Mental Health <https://www.nimh.nih.gov>
* Instagram - The Jed Foundation: #MindfulMondays <https://www.instagram.com/jedfoundation/>

1. Below each title/URL, list at least 5 bullet points/specific takeaways (descriptions of things they are doing to engage with your audience. These might include things like strategies they are using, creative or engaging messages, innovative use of technology or social media, visuals, interactive activities for audiences, community outreach activities, contests, free/giveaway items, partner organizations, etc.

**Active Minds (activeminds.org):**

1. For instructions on how to use campus mental health support services, look at the "Get Help" section.

2. Peruse individual stories shared by other students to understand that you're in good company in your battles.

3. Take advantage of the "Self-Care Strategies" resources for useful advice on stress management and improving your health.

4. Join or begin a section of Active Minds at your college to take part in emotional well-being backing and mindfulness exercises.

5. Take part in discussions with experts and learn more about mental health issues by attending Active Minds' webinars and events.

Active Minds gives a complete cluster of assets that can be custom-made to Harvard students' requirements. By redoing individual stories from Harvard students who have explored comparative difficulties, the mission can make the substance interesting and energize commitment. Sorting out ground’s occasions lined up with Dynamic Personalities' support exercises, similar to mindfulness missions and studios, can use their aptitude to make effective, student-centered mediations.

**#MindfulMondays by The Jed Foundation (Instagram: @jedfoundation):**

1. Look at every Monday's post for another care exercise to integrate into your daily practice.

2. Draw in with the local area by offering your experience to the care rehearses in the remarks.

3. Take a look at the highlights from previous #MindfulMondays posts in the "Stories" section, and then go back to the exercises that appeal to you.

4. Find tips on the most proficient method to oversee pressure and remain intellectually well during testing scholarly periods.

5. Follow @jedfoundation for customary updates on emotional well-being assets, occasions, and drives.

Utilizing #MindfulMondays can inject normal dosages of care into Harvard students' schedules. By integrating the given care practices into the college's current health drives, the mission can make a steady and connecting way for students to focus on their psychological prosperity. Empowering students to impart their encounters to the care practices by means of a devoted hashtag can cultivate a feeling of local area and backing around mental health.

**NIMH - Students and Emotional Well-Being (nimh.nih.gov):**

1. Find out about normal psychological wellness conditions predominant among students and their side effects.

2. Access the "Find Help for Mental Illness" page to figure out various treatment choices and where to look for help.

3. Download free distributions and leaflets to acquire further bits of knowledge into different psychological wellness subjects.

4. Learn about the significance of mental health screenings and when to consider them by utilizing the resources that are provided.

5. Find out about ways of dealing with especially difficult times and self-improvement strategies that can assist with overseeing pressure and uneasiness during school life.

The NIMH assets can be utilized to instruct Harvard students about normal psychological well-being conditions and decrease shame. Tweaking the accessible distributions and pamphlets with Harvard-explicit data can upgrade their importance to the understudy populace. Advancing the publications of emotional wellness screenings during key scholarly periods, like finals week, can be an important use of the mission's endeavors, empowering students to proactively look for help.