

# A Social Design Project for Students from Students

## A CAMPAIGN TO RAISE AWARENESS

Our campaign aims to reach and encourage students to speak up. Through simple and iconic questions we will invite them to take a one-minute break and reflect about how they are feeling. The campaign will also provide them with first aid contacts, tips and access to online services.

## PHYSICAL TOUCHPOINTS

### PRINTED POSTERS

Where are students usually by themselves?  
Elevator, library, toilet,...

Example: at the coffee machine: "How are you today? ...but no, how are you really?"

## DIGITAL TOUCHPOINTS

How do we take this into digital environment (Ilia, Zoom,...)? Pop-up reminder, iconic questions

Think of more digital means (online platform, app, blog,...)

## 3 POINTS OF ACTIONS - CONCEPT IDEA

### PROJECT GOAL

#### INFORM STUDENTS

#### CREATE PRACTICE

#### DIRECTING TO EXISTING SUPPORT

### PROJECT INPUT

inform students about stress, worry, tiredness caused by the studies which can lead to mental health issues.

create small practices to keep on reminding the students about their mental health

after being the first point of contact for the students we want to redirect them to support services depending on their needs

### PHYSICAL TOUCHPOINT/TOOL

info point at first day of school and later in the semester

interaction board/ mindfulness exercises/ poster

poster/flyers about existing services

### DIGITAL TOUCHPOINT/TOOL

video promo for our mental health campaign on first day of school/ reminder after the first semester

video promo for our mental health campaign on first day of school/ reminder after the first semester

video promo for our mental health campaign on first day of school/ reminder after the first semester

### TIMELINE

IN THE BEGINNING OF THE SEMESTER

DURING THE SEMESTER

DURING THE SEMESTER

