

## OFFICER PROJECT DEFINITION FORM

Project Title	Start Date	End Date
Let's Be Honest – <i>a mental health campaign</i>	10 <sup>th</sup> October 2016	July 2017

<b>Lead Officer</b>	Grace Anderson	<b>Project Sponsor</b>	
<b>Staff Support</b>	Megan Bennett	<b>Secondary Staff Support</b>	

Project Team
Executive Officers Dan Login Emma Howes Lizzie Cody Fiona Caslake – communications

Departmental Involvement	
<b>HR and People Operations Consulted</b>	✓
<b>Communications Consulted</b>	✓
<b>Finance Consulted</b>	✓
Departments Involved in Delivery	
Student Voice Team Head of Student Advice and Academic Quality	

Link to Strategic goals	Which segment(s) is this Project aimed at?
<p><b>Goal Four</b> - <i>We will proactively support students to thrive in an inclusive and welcoming environment.</i></p> <p>We will facilitate events, run campaigns and provide activities which promote student wellbeing, celebrate diversity and highlight support services within ARU and externally.</p> <p>We will work to understand and improve the wellbeing and mental health of our students and propose university-wide actions to improve all aspects of student life.</p>	<p><i>Identify one or more of the 5 student segments and describe how this project will engage them.</i></p>

What Project includes	What Project does not include
<p><b>The Anglia Ruskin community will be educated about mental health issues and the services available to students;</b>            Creating a survey to find out about the current mental health of our students and what support services they are aware of. Using this research to inform our future work in the creation of wellbeing guidance, staff toolkits and the development and promotion of existing services to improve students' wellbeing and mental health.</p> <p><b>Students feel comfortable talking about mental health issues and are equipped to support each other, creating a real ethos of care within our community;</b>            Facilitating mental health first aid training for our elected representatives and staff to enable them to effectively signpost and appropriately support our students. Running a social media campaign to encourage self-care and committing to face to face time with students.</p> <p><b>The University will address and change if necessary, their provision relating to the mental health of our students;</b>            Lobbying the University to review and change as appropriate, their current provisions, including a free timetable on Wednesday afternoons, and taking an active stance against any cuts to related funding (locally and nationally).</p>	<ul style="list-style-type: none"> <li>- Giving mental health advice/counselling to students</li> <li>- Implementing changes to current university provision (including services, accommodation policies, timetabling)</li> <li>- Implementation of personal tutor toolkit</li> </ul>

Internal Resources Required and Available	Further Resources Required and Currently Unavailable
<p>£5000 campaigns budget available</p> <p>Staff time/travel/refreshments</p>	

Key Objective(s)	Key Performance Indicators	
<p><b>Creating a brand</b></p> <ul style="list-style-type: none"> <li>- Designing a brand</li> <li>- Creating a content plan</li> <li>- Ordering marketing materials</li> <li>- Update campaigns webpage</li> </ul>	Number of students completing the Let's Actually Be Honest survey	1500
	Number of hits to the website	?
	Increase in the use of support services	?
<p><b>Educate: we will undertake research to understand the specific issues facing our students</b></p> <ul style="list-style-type: none"> <li>- Survey to be created and approved by Exec Committee and Counselling &amp; Wellbeing</li> <li>- Survey to be included in all student emails, social media, the app and university media</li> <li>- Identifying key warning signs (for individuals and friends) with the Counselling &amp; Wellbeing team</li> <li>- Promote key warning signs</li> <li>- Working with the University to promote the services and support available to students</li> <li>- Researching and creating a toolkit for personal tutors about key warning signs and appropriate signposting</li> <li>- Creating and distributing advice, guidance and opportunities to encourage a healthy lifestyle</li> </ul>	Number of students engaging with #Xdaysofselfcare	?
	Accommodation policy	Updated: 2 nights
	Wednesday afternoons	Free for all students
	University has increased funding to mental health support services	?
	Mental health "self-care" guidebooks created and distributing	?
<p><b>Support - students feel comfortable talking about mental health issues and are equipped to support each other, creating a real ethos of care within our community</b></p> <ul style="list-style-type: none"> <li>- Running and promoting a self-care social media campaign</li> <li>- Proposal to be submitted for funding Mental Health First Aid training for our elected representatives and staff</li> <li>- Committing 14 hours a month to "being a friend" to students</li> <li>- Reviewing and updating our wellbeing booklet for clubs &amp; societies</li> </ul>		
<p><b>Provide - the University will address and change if necessary, their provision relating to the mental health of our students</b></p> <ul style="list-style-type: none"> <li>- Using the our Let's Actually Be Honest outcomes, lobbying the University for a review of the current services and support available</li> <li>- Lobbying for a change in the overnight visitor policy for students living in managed accommodation</li> <li>- Actively standing against any cuts to related funding, either locally or nationally</li> <li>- Lobbying for a free timetable after midday on a Wednesday to allow for the opportunity to engage in extra and co-curricular activities</li> </ul>		

Project Time Line														
Milestones	Date / Timeline													Who Delivers
	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	
Project Sign Off														DL
Survey created														GA/MB
Survey approved by Exec and Counselling & Wellbeing														MB/GA
Campaign page updated														EXEC/MB
Let's Be Honest webpage created/updated														FC
Intro text for webpage created														LR
Helpful tips postcard content														GA
Postcard designed														CH
Teaser video created														HK
Flowchart created														GA
Flowchart designed														CH
Flowchart round campus														SB
Flowchart shared on social media														FC
Design brief created for campaign branding														CH
Branding created														MB
Campaign content plan created														FC
Campaign promoted														EXEC/FC
All student email to be sent outlining campaign and link to survey/voter email														DL
Survey promoted														FC
Warning signs content created														LR/GA



