

A MONTH OF MINDFULNESS: MINDFUL MENTAL HEALTH



Ohio University Scripps PRSSA Bateman Team

Austin Ambrose ♦ Natalie Butko ♦ Brigitte Meisse ♦ Alyssa Murtagh ♦ Sadie Newman

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EXECUTIVE SUMMARY

One in five citizens in the United States suffer from a mental health condition. These are neighbors, friends, co-workers, classmates and loved ones. Although most people probably know someone who suffers emotionally, there is still taboo about discussing mental health. Society treats mental and emotional health as inferior to our physical health. However, both are vital to our overall wellbeing.

Everyday mental health is just as important as our everyday physical health. We eat regularly to maintain our strength and we rest our bodies when feeling fatigued. Why don't more people feed their emotional needs and give themselves a mental break when worn down? Mental health ranges from the small struggles on a day-to-day basis to the more severe and diagnosable conditions. As a society we need to begin recognizing the importance of nurturing our mental and emotional health and seek the help when the struggles become unmanageable.

With a culture as strong as the Bobcat nation at Ohio University, the PRSSA Bateman team sought to continue building the compassion we have for our classmates through beginning a dialogue about mental health. With the ideas of "Bobcats lookout for Bobcats" and "Bobcat family" instilled into the students on OU's campus, the team worked to push for more understanding and awareness of mental health. With college/university students as one of the target communities with a higher average of emotional suffering, and the fact that Athens is in a rural community, the team determined that the most impact could be made by focusing on this audience.

In an effort to reach the highest number of students, OHIO PRSSA Bateman team worked with events that already existed on campus and health programs. A series of events were held to spread awareness and promote taking the pledge to learn the Five Signs of emotional suffering. With an ever-increasing digital world, the team utilized a digital presence that allowed for video stories and information to easily disseminate across a broad spectrum of individuals.

In an attempt to not only raise awareness about mental health, but to increase understanding of the importance of one's own mental health, the OHIO PRSSA Bateman team developed their campaign: A Month of Mindfulness: Mindful Mental Health. It's not just awareness, but the deliberate act of becoming more mindful about people's mental and emotional well-being. Together, we can improve the culture of mental health.



SITUATION ANALYSIS

The Center for Disease Control declared that depression will be the second leading cause of disability around the world by 2020. Mental health conditions are on the rise, but there tends to be a disconnect when discussing the subject. In the initial research, an overwhelming amount of participants in the survey automatically assumed the team meant mental illness when using the phrase mental health. This becomes problematic because mental health encompasses more than the extreme cases of mental health conditions. This impact ripples to everyone because people tend to neglect their general mental and emotional wellbeing.

Ohio University students are no exception to this problem. Although there are free resources available on campus, many students fail to utilize them for reasons including a lack of time, the social stigma attached to seeking help and the false assumption that you have to have an extreme condition in order to receive help. College is a time of major life changes and high stress. It is crucial for students to understand how to help themselves and the people around them when coping with stressful times.

The purpose of the Campaign to Change Direction is to change the culture surrounding mental health. To do so, the goal is to enable people to view mental health as equal to physical health, create a common language to recognize suffering, and encourage care of our own wellbeing and that of others. Using the Five Signs of emotional suffering, the OHIO PRSSA Bateman team saw the opportunity to create a conversation among the Athens community about how to start placing value on all aspects of mental health.

RESEARCH

Secondary Research

The secondary research covered many different topics and studies. The team researched different types of mental illnesses, the Five Signs, other campaigns for mental health (successful or not), policy research, resources available, perceptions of mental health and how people are affected.

Findings from this research included:

Mental health

- There are more than 200 classified forms of mental illness.
- Some of the more common disorders are depression, bipolar disorder, dementia, schizophrenia and anxiety disorders.

Stigma

- There are two types of stigma- public stigma and self stigma.
- Public stigma refers to how the public views people with mental health issues.
- Self stigma refers to how those with mental health issues view themselves.

Affordable Care Act

- Provides one of the largest expansions of mental health and substance use disorder coverage in a generation.
- Requires most health insurance plans cover mental health and substance use services.

The secondary research guided the creation of the primary research. After reviewing the secondary research, the team identified areas that required their own research because little information was available or more insights were desired about a topic.

Primary Research

The primary research consisted of both qualitative and quantitative data. A web survey was spread to gain information on the demographics to help establish a target audience. Our survey received more than 1,000 responses from 30 states. The demographics sought out were age, gender, ethnicity, county, state and diagnosis of a mental illness. After learning the demographics, qualitative questions were asked to gain responses such as words associated mental health, how mental health can be improved and why some participants did not seek professional help for their mental illness.

Significant data that helped to guide the campaign:

When asked how mental health can be improved:

- 104 participants said by counseling or professional help
- 75 participants said a healthy lifestyle
- 38 participants said education or a conversation

For those who answered they have a self-diagnosed mental health issue, we asked why they have not sought professional help:

- 18 participants said they can handle the issue on their own
- 11 participants cited the stigma associated with mental health
- 10 participants responded with the cost of professional help

When asked what words are associated with mental health:

- 23 participants said depressed/depression
- 20 participants said sad/sadness
- 12 participants said anxiety

AUDIENCE

Primary Audience

Ohio University Athens Campus Students, 18-22: Roughly 23,000 undergraduate and graduate students comprise Ohio University's campus. The team targeted students ranging from 17 to 24 years in age. The campaign focused on this age range because our market research found that of those who identified themselves as living in Athens, Ohio, 87 percent were between the ages of 18 and 22.

Diagnosed: Sixty percent of those who identified as 18-22 and living in Athens, Ohio have been professionally or self-diagnosed with a mental health issue. Understanding this demographic inspired the campaign to empower those who are diagnosed and living a healthy lifestyle.

Undiagnosed: Forty percent of those who identified as 18-22 and living in Athens, Ohio do not have a mental health issue. The other component of the campaign encouraged those who were undiagnosed to advocate for those who need it, in addition to keeping a mindful and healthy lifestyle.

Secondary Audience

Athens, OH Community: The Athens community is extremely important in reinforcing the idea of empowering each other in speaking out about mental health issues or on behalf of those who do not feel comfortable talking about them. This community refers to faculty and staff as well as any other Athens community member ranging in ages 23 to 50. The primary research found that 63 percent of respondents that live in the Athens area and are over the age of 23 have been professionally or self-diagnosed.

MESSAGES

Mindful Mental Health

The idea behind mindful mental health is to have an acute awareness of one's mental stability or lack thereof. So often, people tend to focus on physical characteristics or ailments; however, mental health is as important as physical health. It is crucial for individuals to be conscious of how they are feeling emotionally and how they react to the world around them. The PRSSA Bateman team's goal in using this phrase was to encourage time for self-reflection and healthy discussions. In addition, the team supported the idea of taking action steps to ensure mindful mental health, such as doing yoga during the week or having a relaxing spring break.

The Five Signs

In an effort to benefit others through the campaign, A Month of Mindfulness worked to teach the target audience the Five Signs of emotional suffering. The team hosted an event where students gained an opportunity to sit down and take the online module. In addition, counselors-in-residence attended the event to give students information about the free services they offer to students. After becoming certified in the Five Signs, the team welcomed the students to make a delicious ice cream sundae. It is imperative for people to understand the warning signs of mental health issues if they are to become mindful mental health individuals.

Mental Health Affects Everyone

Mental health is a part of every individual's life and transcends those with diagnosable conditions. Everyday, people experience mental health in unique ways as their emotions fluctuate. A common misconception is that mental health is only in reference to extremes, such as those with severe diagnoses. However, mental health does not equate a condition. Throughout the campaign, A Month of Mindfulness attempted to create a conversation about what people do to maintain their mental health.

OBJECTIVES

Objective 1: Begin conversations about mental health.

Reasoning: Based on the survey results of over 1,000 people, 10 percent of respondents believed that one of the best ways to change the culture of mental health begins with starting a conversation and talking about the issues. This was the third highest response. The first objective aimed to implement tactics that allow for a dialogue to begin and educate people on the importance of mental health.

Strategy 1: Use events as a platform to open dialogue with participants.

- Tactic 1: Partner with the event *Flavor of the Week* to spread the message of mental health to students stopping by for their weekly treat.
- Tactic 2: Host a movie night to watch a movie that addresses mental health and host a discussion about the representation in the film with 30 students in attendance.
- Tactic 3: Host a yoga class to promote mental wellness and discuss the importance of partaking in such activities with 15-20 students.
- Tactic 4: Host a poetry night at a local coffee shop to start a conversation about mental health.
- Tactic 5: Create a visual element on a highly trafficked area on campus to have students stop and begin a dialogue about the visual.

Strategy 2: Use digital platforms to distribute information and begin conversations.

- Tactic 1: Post blogs on the campaign's website that discusses issues of mental health and reach 200 viewers.
- Tactic 2: Maintain Facebook, Instagram and Twitter accounts that would distribute snippets of information.
- Tactic 3: Produce a series of video interviews of individuals who have their own stories about mental health conditions.
- Tactic 4: Receive a media placement in a local news station.

Objective 2: Increase awareness of the Five Signs of emotional suffering.

Reasoning: Raising awareness and starting a conversation is only the first step in creating a better culture surrounding mental health. Campaign to Change Direction strives to educate the public on the Five Signs of emotional suffering through their pledge and online module. Wanting to incorporate this into the campaign, the team encouraged recognition and pledging to learn the Five Signs.

Strategy 1: Educate students on the Five Signs of emotional suffering.

- Tactic 1: Have 50 students attend an event to take the online certification module and then receive an ice cream sundae once completed.
- Tactic 2: Design and distribute 300 pins that incorporate learning the Five Signs and passing the pin along to someone identified as emotionally suffering.
- Tactic 3: Secure a media placement and public service announcement with a focus on educating people on the Five Signs.

Objective 3: Have people pledge to be more mindful with their mental health.

Reasoning: To help promote intentional and mindful mental health, the team strategically planned on encouraging individual self-care. Many participants of the survey indicated an ability to manage their mental and emotional health through tactics of their own.

Strategy 1: Use personal pledges to encourage individual self-care.

- Tactic 1: Run a Twitter activity that challenges people to post what they do to improve their mental health.
- Tactic 2: Have participants of events write a personal pledge and post it to a poster board brought to all events.

OBSTACLES

Unforeseen Circumstances

Throughout the campaign, several unforeseen circumstances appeared to cause issues. Hours prior to Yoga Night, the yoga instructor said that she received an injury and was unable to teach the class. In addition, the weather inclement hours before the event. The rain would have encouraged the audience to stay home instead of attending Yoga Night, so the event was canceled. This taught the team how to act quickly in a crisis communication situation and getting the word out about the cancelation of the event. The event that replaced Yoga Night focused on creating a visual that would start a campus-wide conversation about mental health issues. When executing this event, the team could not anticipate the weather and the temperature and wind deterred attendance. The event was not canceled, but did yield lesser attendance than anticipated.

Budget

One main obstacle faced was budgetary restrictions. A lack of in-kind donations made it difficult to secure pizza for the movie night event. While Plus 1 Pizza gave a deal, the team still paid more for food than anticipated, placing stress on the budget. Athens businesses are typically locally owned. This made it hard for these businesses to simply donate due to their being smaller in size. In addition to the smaller size of the businesses, Athens County is the poorest county in the state of Ohio. This creates a strain on local businesses, thus lacking in their ability to offer donations. However, after facing the challenge of receiving no in-kind donations, the team learned to be resourceful.

Overly Ambitious

When preparing for the events, the team tended to be over ambitious when planning on how many people would attend our events. The goals did not match the actual turnout for the events.

Event Changes

While planning our Poetry Night event the team ran into a booking problem. After trying to get in contact with the owners of a local coffee shop, the team attempted to locate another venue. When no prospects turned out, the team decided to change our event. The plans altered to create an event that would encourage community conversation about mental health issues, changing our tactic four to tactic five. Even though our initial event did not work out, the second event allowed the entire community to get involved.

EVALUATION

Objective 1: Begin conversations about mental health. **ACHIEVED.**

Strategy 1: Use events as a platform to open dialogue with participants.

- Approximately 40 to 50 students attended Flavor of the Week and stopped at our table to discuss the purpose of the campaign and ways they can get involved.
- Seventeen people attended the mental health movie night. Pizza was provided and attendees were given three movie options to vote on through a Twitter poll: *Silver Linings Playbook*, *Perks of Being a Wallflower* and *Fight Club*. A 46 percent majority voted on *Fight Club* and a conversation about the portrayal of mental health in movies followed. Although the goal of 30 wasn't met, the team was able to start a valuable conversation.
- Due to severe weather conditions and the yoga instructor becoming injured, yoga night was canceled.
- Using about 500 glow sticks, the team created an arrow in the middle of campus and explained the purpose of campaign to people passing by. The glowsticks were linked together and represented the idea by coming together as a society, we can light the way to change the culture surrounding mental health.

Strategy 2: Use digital platforms to distribute information and begin conversations.

- Over the course of the campaign, eight blogs were published on the team's website. Several Ohio University students wrote for the blog because they felt drawn to this issue. One hundred seventy-eight people viewed the website throughout the month and the highest referral rates came from social media platforms.

- The team launched a Facebook, Twitter and Instagram account at the beginning of implementation. By the final day, the accounts gained 53 likes on Facebook, 57 followers on Twitter and 53 followers on Instagram. The most successful Facebook post reached 1.1 thousand people and engaged over 280 people. The tweets made an impression on over 23 thousand people and the profile was visited by close to 2,000 people.
- Four OU students participated in a video series called “Mental Health: An Inside Look.” These students shared their own stories of mental health, and all the videos were shared on the social media platforms. A total of 122 people viewed these videos.
- The team received media coverage through ACTV23 in Athens. One team member participated in an hour long television interview with the program “Sojourners Along the Way”. This episode was on-air and posted to ACTV23’s YouTube account. The YouTube video received 37 views by the end of our month long campaign.

Objective 2: Increase awareness of the Five Signs of emotional suffering. **ACHIEVED.**

Strategy 1: Educate students on the Five Signs of emotional suffering.

- Thirty-five people attended the online module event, which was less than the original goal of 50. Upon completing a module that teaches participants about the Five Signs, they received a free ice cream sundae.
- Three hundred pins were distributed to people around campus. The pin included a small information sheet explaining the Five Signs and challenged recipients to pass the pin on as a sign of support when they notice someone exhibiting one of the signs.
- The team partnered with ACTV23 to film multiple Public Service Announcements about the Five Signs of emotional suffering. These PSAs were broadcasted on-air during the campaign.

Objective 3: Have people pledge to be more mindful with their mental health. **EXCEEDED.**

Strategy 1: Use personal pledges to encourage individual self-care.

- On Feb. 18, a social media campaign launched that challenged people to post a picture of something they do to improve their mental health and emotional well-being. Participants were to post this picture with #MindfulMentalHealth on their personal accounts and challenge three other people. The challenge originally started on Instagram and made its way on Twitter. Over 50 people participated in the challenge which is well above what was originally anticipated.
- A poster board stood at every single event that featured the statement “I pledge to improve my mental health by...” and event attendees were encouraged to write a pledge on a post it note and stick that to the board. Thirty people made a pledge that ranged from activities like meditative practices to acknowledging problems when they appear.

CONCLUSION

A Month of Mindfulness

- More than 1,000 individuals across the country for primary research
- Thirty-five individuals became certified in knowing the Five Signs
- Three hundred individuals were given two pins representing the Five Signs and in an effort to keep one pin and pass along the other to someone identified as emotionally suffering
- Four individuals shared their personal stories and experiences with mental health conditions in a video series which reached -- people through social media platforms
- About 53 twitter users posted using #MindfulMentalHealth to share how they maintain their mental health and to challenge others to do the same

The *Month of Mindfulness: Mindful Mental Health* campaign was not only about awareness. It aimed to impact the Ohio University campus by assisting students in becoming more mindful of each other's mental and emotional well-being. The campaign encouraged healthy conversation about the topic and sought to offer an outlet for those seeking further knowledge on mental health. After all, almost everyone knows someone who has struggled with mental health. It is time to take action and learn how to help these individuals and ourselves.

This campaign goes far beyond its social media presence. It intended to create a conversation about mental health in the community in an effort to take first steps toward ridding of stigmas associated with mental health issues and encouraging healthy, everyday mindfulness. A solution cannot arise without conversation about the problem.

The Ohio University's Bateman Case Study Competition team believes the culture surrounding mental health can, and will, improve. All it takes is a dash of mindfulness and an ounce of awareness. While the number for turnout was small, the impact was still large for those it touched and those it will touch in the future.





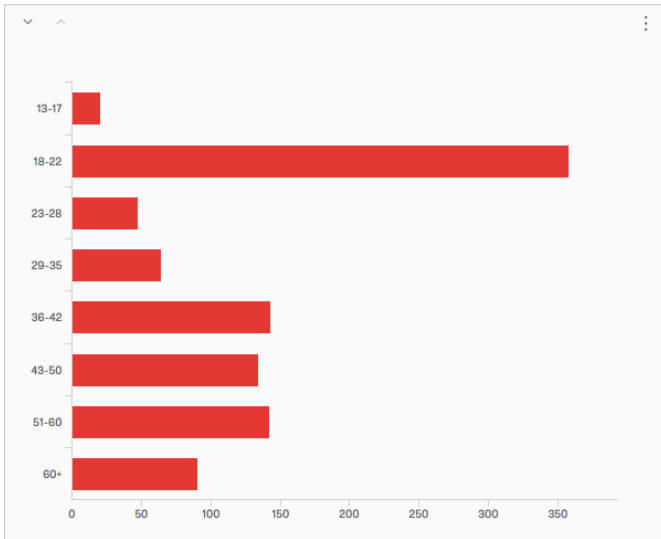
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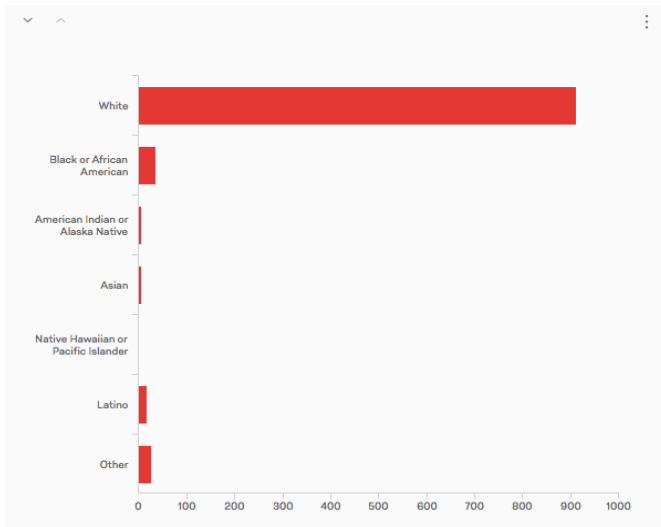


MARKET RESEARCH

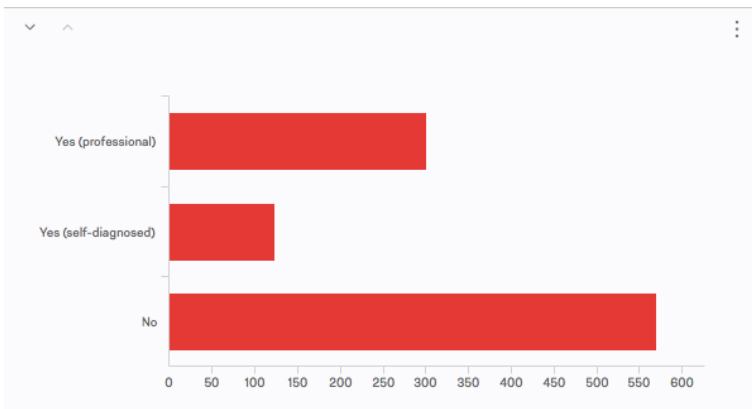
What is your age?



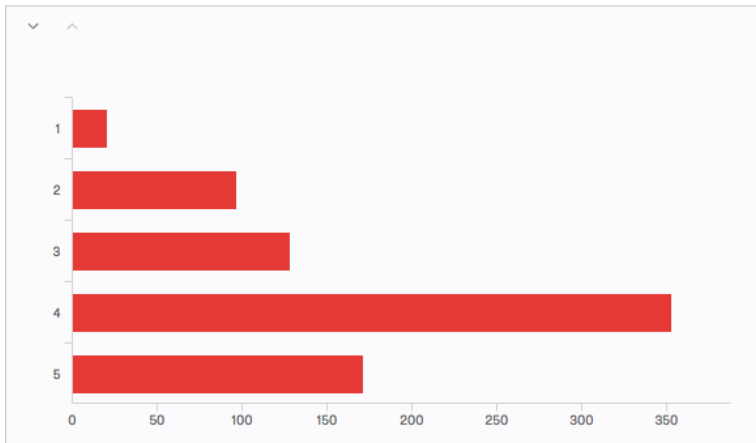
What race do you identify with?



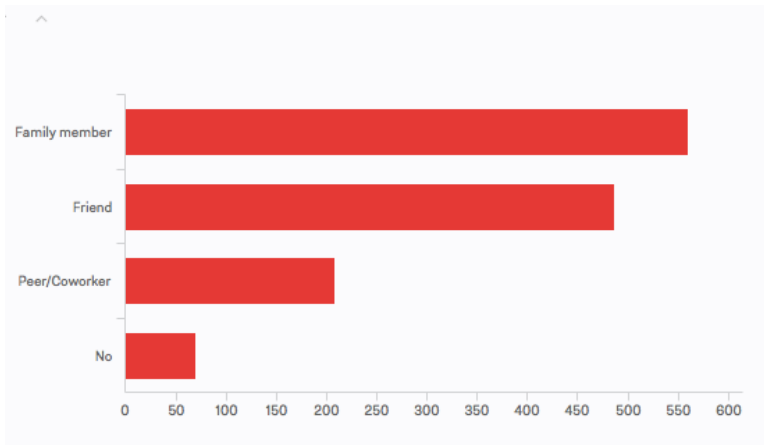
Have you been diagnosed with a mental health issue?



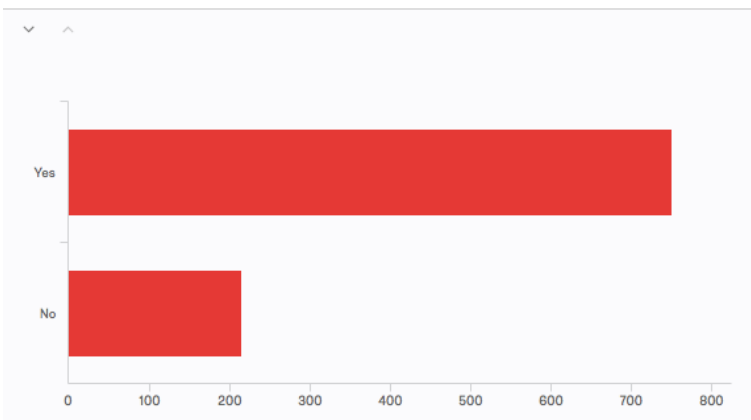
How would you rate your mental health?



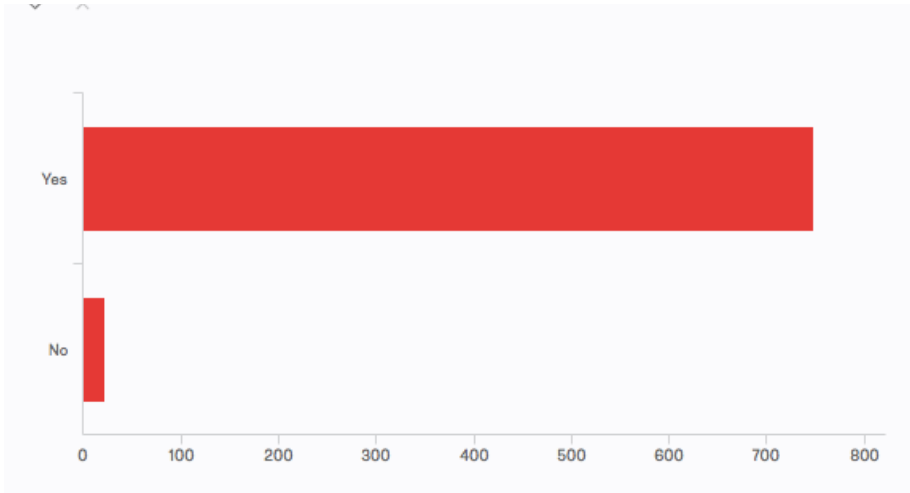
Do you know someone with a mental health issue?



Do you know the signs of when someone exhibits symptoms of a mental health issue?



Do you think there is a stigma attached to mental health?



Why do you think there is/isn't a stigma?

Because people are afraid to admit they have a mental illness as if it were a mark against their personal character. People with mental illness sometimes need a little extra understanding and support from their family, friends, and work environment. Some think that you can't function properly or there are a lot of things you can't do when you are mentally ill but this is really only true in special cases and for the severely mentally ill. Evidence that people are afraid to talk about it shows there is a stigma.

I believe there is stigma associated with mental health disorders because a lot of people will use mental health disorders as an insult, a way to seek attention, or self diagnose with no actual symptoms, which causes others to not take mental health disorders seriously.

There's definitely a stigma, because people may act differently towards someone if they have a mental disorder. And that could keep someone from disclosing or seeking treatment. There's also shame attached to it, and an idea of inability to take care of oneself and things in general.

There is a stigma that having a mental problem means you might be violent. Or that you're weak in some way.

I think there is a stigma because the people I do know that have a mental illness are afraid to let anyone know they have it and think it is unacceptable to think about it in public.

Showing Records: 6 - 10 Of 662

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List three words you would associate with a mental health issue.

deluded, dependent, optimistic

Confusion, altered states, depression

Uncontrollable, disease, lifetime

depressed, lost, and uncomfortable

therapy, medication, coping

Showing Records: 21 - 25 Of 768

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TWITTER

Analytics Home Tweets Audiences Events More

Month of Mindfulness

Sign up for Twitter Ads



Account home

Month of Mindfulness @Mindful_Month

Page updated daily

28 day summary with change over previous period



Mar 2017 • 14 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 1,025 impressions

Use #MentalBreak to show us how you are enjoying some time off during Spring Break! Celestia Hathhorn is in Montgomery w/ #UCivilRide pic.twitter.com/wbmr4jm9



Top mention earned 7 engagements

Jess Carnprobst
@jess_carnprobst · Mar 1

I'm realizing this even as I enter the "real world." Thanks for the reminders, @RealSlimSadie & @Mindful_Month!! You guys are wonderful 😊
twitter.com/mindful_month/...

♥ 2

View Tweet

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

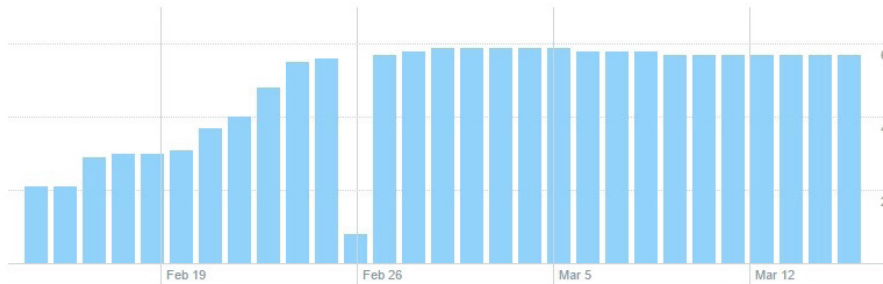
Get started

MAR 2017 SUMMARY

Tweets 16	Tweet impressions 7,537
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OVERVIEW

Summary



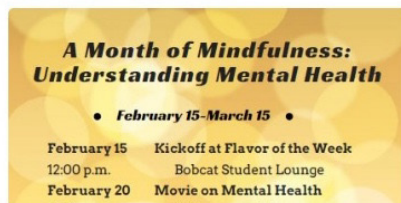
Your current follower audience size is 57
That's 36 more than the same time 30 days ago. You've gained around 1 new followers per day

Feb 2017 • 28 days

TWEET HIGHLIGHTS

Top Tweet earned 3,337 impressions

Welcome! Today is the official kick off of a Month of Mindfulness. Join us at noon for Flavor of the Week #MindfulMentalHealth pic.twitter.com/uJvVIALZJj



🔗 10 ♥ 8

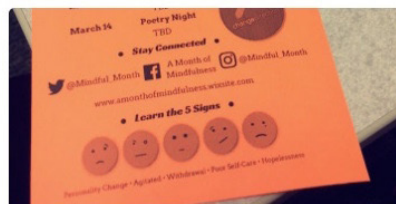
View Tweet activity

View all Tweet activity

Top mention earned 147 engagements

Emily Barber
@emilybarbershop · Feb 15

Thanks @OhioUPC and @Mindful_Month for a great flavor of the week and promoting mental health awareness!
pic.twitter.com/lQnYK7Lxpp



🔗 4 ♥ 7

View Tweet

FEB 2017 SUMMARY



Tweets 37	Tweet impressions 15.9K
Profile visits 1,606	Mentions 23
New followers 38	



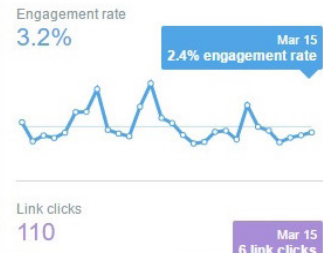
Your Tweets earned **23.4K impressions** over this 28 day period



YOUR TWEETS
During this 28 day period, you earned **785 impressions** per day.

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Month of Mindfulness @Mindful_Month · Feb 25	Are you feeling overwhelmed? Stressed? Anxious? Join us on Tuesday at Wolf Tree Collective for Yoga Night... a perfect way to clear the mind pic.twitter.com/MRSB92vMaF		1,939	77	4.0%
	Month of Mindfulness @Mindful_Month · Feb 20	Don't forget to join us tonight at 8 p.m. in Schoonover 450 for a movie about mental health and free pizza! pic.twitter.com/uuQtmKc6aD		1,380	41	3.0%

Engagements
Showing 28 days with daily frequency



Month of Mindfulness @Mindful_Month · Mar 8

Physical activity is a great way to improve your mental health. @AustinCAmbrose is spending his spring break hiking in Idaho #MentalBreak



2 replies 2 likes

You Retweeted

Jay Jackman @thatnewsdude · Feb 27

@Mindful_Month I love adventure. Finding a trail or water helps me find my #Zen #MindfulMentalHealth @itsLYNnotLINE @nojo15 @TheSartajAuja




Month of Mindfulness @Mindful_Month · Feb 20

Don't forget to join us tonight at 8 p.m. in Schoonover 450 for a movie about mental health and free pizza!



Month of Mindfulness @Mindful_Month · Feb 27

Excited to share our first video interview in our new mental health series. Check it out!



Mental Health: An Inside Look with Ellenore
Mental health problems take on a variety of forms. Ohio University senior, Ellenore Holbrook, describes her struggle with anxiety and depression in ... youtube.com

1 reply 2 likes

INSTAGRAM

The image shows the Instagram profile for 'mindful_month'. At the top, there is a plus sign icon, the username 'mindful_month' with a dropdown arrow, and a gear icon for settings. Below this is a circular profile picture of a hand with fingers spread. To the right of the profile picture, it shows '17 posts', '53 followers', and '0 following'. A white button with the text 'Edit Profile' is centered below these statistics. Underneath the button, the bio reads 'A Month of Mindfulness' followed by 'A Month of Mindfulness: Understanding Mental Health' and the website 'amonthofmindfulness.wixsite.com/mysite'. Below the bio are four navigation icons: a grid, a list, a person, and a bookmark. The main content area is a grid of nine images: a night view of a building with green lights, a woman at a table with signs, a colorful poster for 'Glowing on the Green for Mental Health' with event details, a city skyline, a hand holding a sign, a woman speaking, a tweet about a canceled event, a woman speaking, and a poster for 'Yoga Night'. At the bottom are the standard Instagram navigation icons: home, search, post, heart, and profile.



 mindful_month
Schoonover Center

19 likes 3w

mindful_month We are only two days away from our 5 signs pledge and sundae bar! Be sure to stop by Schoonover Lower Atrium between 3pm and 5pm this Thursday to pledge that you know the 5 signs of emotional suffering! Plus free ice-cream! #mentalhealth #5signs #mindful_month #sundae #icecream

 Add a comment... 



mindful_month

12 likes 3w

mindful_month Each and every one of us shows signs of emotional suffering from time to time. Maybe you have a severe mental health issue or maybe you are just feeling a lot of pressure from life's every day challenges. Whether it be going for a run, practicing yoga, or reading a good book we want to know what techniques you use to feel better!
Post a picture with #MindfulMentalHealth while you are doing something aimed at improving your emotional well-being. Then tag 2 friends and challenge them to post picture as well.
To get started, we challenge @scrippsrsr and @scrippsjschool to post a picture! Together we can #changementalhealth

♡ Add a comment... ○○○



mindful_month
Schoonover Center

14 likes 3w

mindful_month Just beginning our pledges to improve mental health! Stop by Schoonover now through 5 and pledge to improve your mental health! #mentalhealth #awareness #mindful_month #pledge

♡ Add a comment... ○○○



mindful_month
Crystal Cove, California

18 likes 1w

mindful_month Happy Spring Break! Our #MindfulMentalHealth pins have made their way all the way over the west coast. How are you spending your time off? #MentalBreak

taylor_dilley I'm relaxing in Cancun with my best friends beachside! 🌴☀️

♡ Add a comment... ○○○

FACEBOOK



A Month of Mindfulness: Understanding Mental Health
Published by Brigitte Meisse [?] · February 15 · 🌐

Like Page

Welcome!

Today is officially the first day for a Month of Mindfulness. As a part of [The Campaign to Change Direction](#), our goal is to change the perception of mental health and emotional suffering. Over the next month we will be hosting a series of events around the Ohio University campus and we would love for you to attend.

Our first event is TODAY at noon! Join us at Baker University Center for Flavor of the Week to learn more about A Month of Mindfulness and get a special ... [See More](#)



Get More Likes, Comments and Shares
Boost this post for \$5 to reach up to 1,400 people.

1,091 people reached [Boost Post](#)

21 [Love](#) [Comment](#) [Share](#)

1,091 People Reached

86 Reactions, Comments & Shares

75 Like	19 On Post	56 On Shares
4 Love	2 On Post	2 On Shares
0 Comments	0 On Post	0 On Shares
7 Shares	7 On Post	0 On Shares


195 Post Clicks

59 Photo Views	5 Link Clicks	131 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

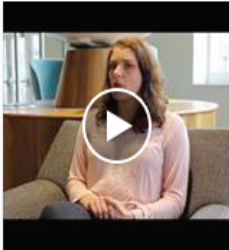
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A Month of Mindfulness: Understanding Mental Health
Published by YouTube [?] · February 27 at 2:33pm · 🌐

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Check out our first video in an interview series about mental health!



Mental Health: An Inside Look with Ellenore

Mental health problems take on a variety of forms. Ohio University senior, Ellenore Holbrook, describes her struggle with anxiety and depression in an...

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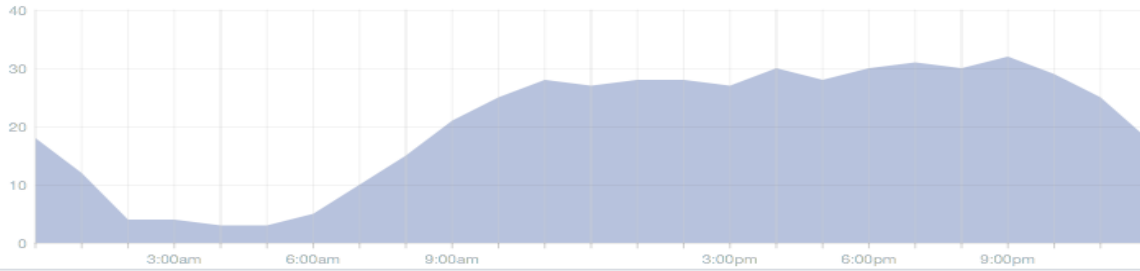
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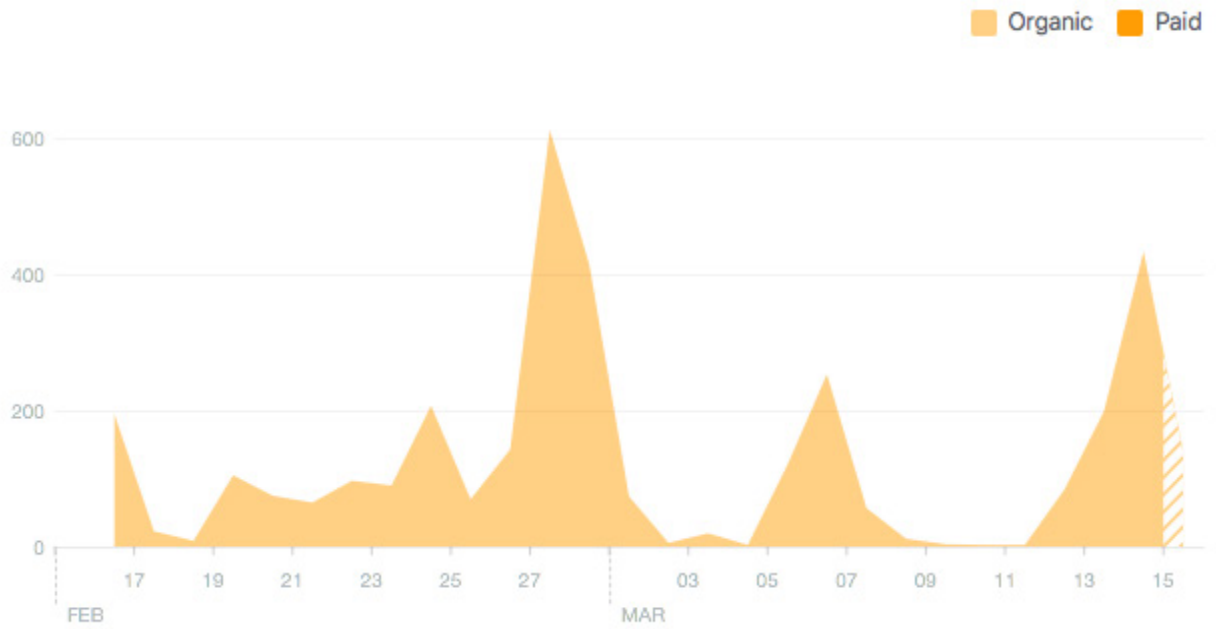
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03/15/2017 12:21 pm	Today is the final day for A Month of Mindfulness. Click here to learn			38 ▬	2 1 ▬	Boost Post
03/14/2017 8:18 pm	Our final video in the interview series is here! Take a moment to hea			148 ▬	4 5 ▬	Boost Post
03/13/2017 11:45 pm	Tomorrow we will be hosting our final event! Swing by College Gree			464 ▬	18 18 ▬	Boost Post
03/12/2017 10:01 pm	Episode Three of "Mental Health: An Inside Look" is here! Check ou			206 ▬	14 6 ▬	Boost Post
03/06/2017 1:34 pm	Episode Two of our four part series "Mental Health: An Inside Look"			271 ▬	32 13 ▬	Boost Post

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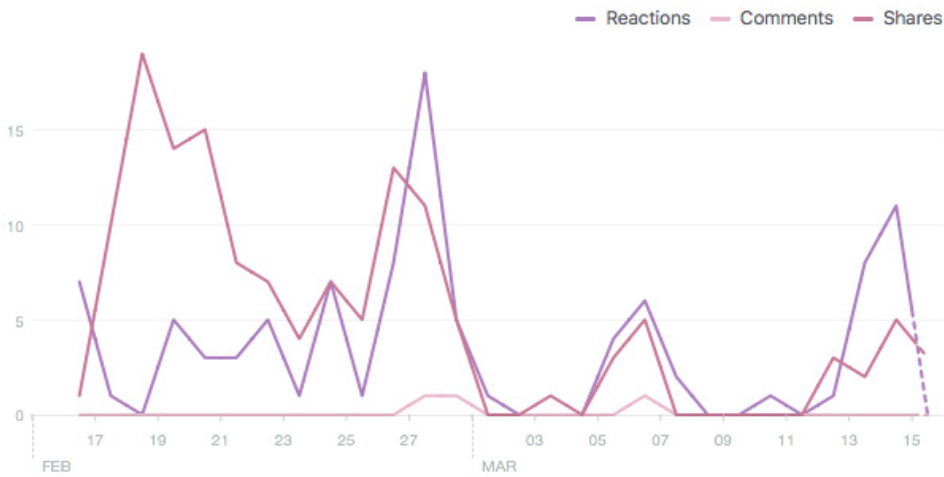
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Reactions

Comments

Shares

■ 30%
People Reached

■ 15%
Your Fans

Country	People Reached	City	People Reached	Language	People Reached
United States of America	2,610	Athens, OH	534	English (US)	2,606
United Kingdom	9	Columbus, OH	170	English (UK)	49
Germany	7	West Mifflin, PA	81	French (France)	4
Spain	5	Ontario, OH	56	Russian	4
South Korea	5	Pittsburgh, PA	55	German	3
Canada	4	Akron, OH	38	Korean	3
Ukraine	4	Hartville, OH	35	Spanish	3
Australia	4	Cincinnati, OH	33	English (India)	1
Finland	3	Uniontown, OH	27	English (Pirate)	1
France	3	Kent, OH	26	Spanish (Spain)	1

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A Month of Mindfulness: Understanding Mental Health Subscribe 1

We are a month long campaign working to change the perception of mental health and emotional suffering. Follow along on Twitter, Facebook... Show more

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- Episode Three: Sam 2:53 25 views • 4 days ago
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- Mental Health: An Inside Look with Ellenore 2:57 65 views • 2 weeks ago



A Month of Mindfulness: Understanding Mental Health

Created: Feb 27, 2017 • Videos: 5

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1:49 ▲



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Sojourners Along the Way: "Mindful Mental Health" - Learn to care for your Mental Health.



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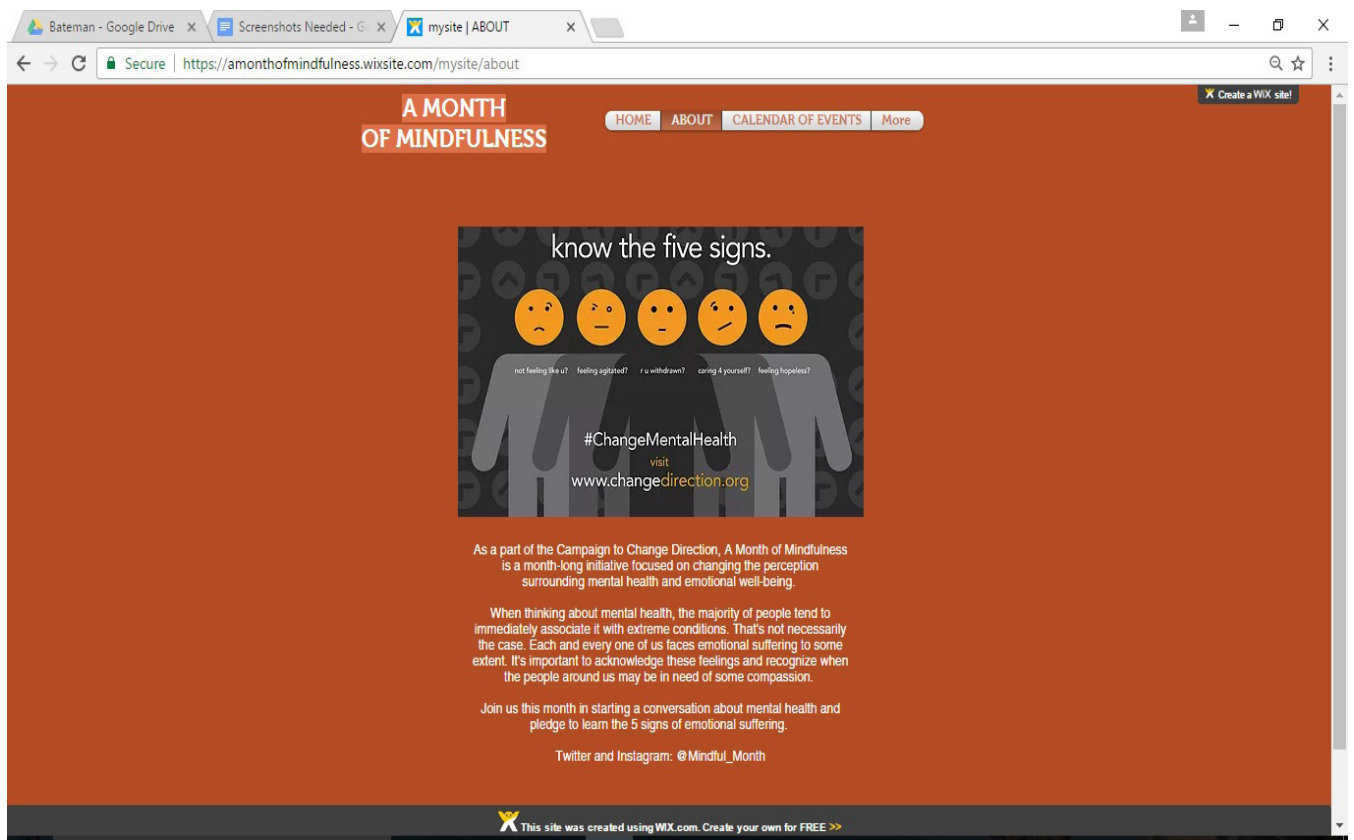
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A MONTH OF MINDFULNESS

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A Month of Mindfulness-Final Thoughts

March 15, 2017 | Brigitte Meisse

As a Month of Mindfulness comes to a close, we would like to thank everyone for taking part in our mission to change the perception of mental health and emotional suffering. While our work here is nowhere close to being done, we are thrilled to have started a conversat...

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The Five Signs of Emotional Suffering

March 3, 2017 | Austin Ambrose



We all suffer from physical ailments. Headaches are a nuisance, colds drag us down, and paper cuts are the worst. It's easy to recognize when you or someone you know has something physically wrong with them. Their complaints being a good indicator. It's commonplace to...

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The Thing About Therapists

February 28, 2017 | Sara Delfaugh



"I really just don't think that's for me." I remember saying to my doctor, "I don't need

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February 22, 2017

What Does it Mean to be 'Mindful'?
February 19, 2017

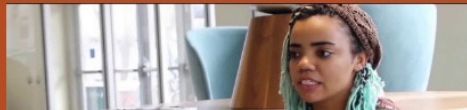
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Mental Health: An Inside Look with Ellenore Holbrook



Mental Health: An Inside Look with Carolyn Hunter



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0 LIVE VISITORS

70% BOUNCE RATE The visits percentage with one pageview. It doesn't matter how long the visitor was on the page or how they left. We call it a bounce if it's a visit with only one interaction.

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Wix Visitor Analytics Dashboard - Geographic Distribution

Showing last 78 visitors

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LIST OF LATEST VISITS

What Does it Mean to be "Mindful"?

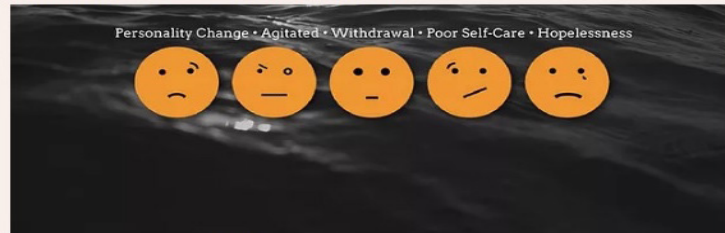
February 19, 2017 | Brigitte Melcoe

The Merriam-Webster's dictionary defines "mindful" as being aware/bearing in mind. When thinking about mental health, we encourage you to not only be aware of how you are feeling, but also those surrounding you. Far too often do we ignore our own battles with emotional suffering because we are too busy or don't think mental health matters. That is far from the truth. Everything you are feeling is valid and needs to be acknowledged.

Meanwhile, we can be going through our daily routines without ever notice the person next to us is suffering. According to the Center for Disease Control, only 17 percent of adults in the United States are considered to have optimal mental health. Likewise, the National Alliance on Mental Illness reported that approximately 1 in 5 adults in the U.S. experience a mental illness in any given year. This means many of the people you interact with on a daily basis could be suffering whether it be one of your family members, friends, peers, or coworkers. By being mindful of how the people around you are feeling and behaving you can reach out, show some compassion, and maybe even make a major difference in their life.

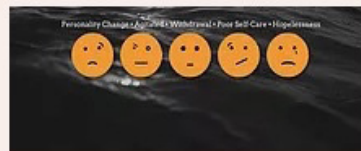
You may be wondering how you are supposed to be able to tell if someone is struggling with a mental health problem. One of the most effective ways is to become familiar with the 5 Signs of Emotional Suffering. These include personality change, agitation, withdrawal, poor self-care, and hopelessness. If someone you know is exhibiting one of these signs connect with them and offer your help. A little bit of compassion can go a long way. To learn more about the Five Signs of Emotional Suffering, [click here](#).

During A Month of Mindfulness, we challenge you to acknowledge your own feelings and explore ways to improve your well-being. Then take some time to learn the Five Signs so you can help someone else in return. A smile, a hug, or even some words of support can help change mental health.



The Five Signs of Emotional Suffering

March 3, 2017 | Austin Ambrose



We all suffer from physical ailments. Headaches are a nuisance, colds drag us down, and paper cuts are the

worst. It's easy to recognize when you or someone you know has something physically wrong with them. Their complaints being a good indicator.

It's commonplace to sympathize for one who is suffering physically. But what about those who are struggling mentally and emotionally? Why not give the same courtesy to that type of suffering?

Emotional and mental suffering get ignored or pushed aside because someone cannot see an internal struggle. However, our mental and emotional health is equally as important as our physical health. We deserve to treat mental health the same. Having an off day hinders your performance the same way a cold would.

Since emotional and mental suffering hides within someone, we have to learn the signs that help us recognize when someone exhibits the sign(s) of suffering. The Campaign to Change Direction promote these

signs as a tool for recognizing someone who may be emotional suffering. These signs are not a diagnostic tool, but are indicators to notice.

Sign 1: Personality Change – This sign is easy to recognize if you know someone well. Are they behaving atypically? Do their actions catch you as surprising? This is one sign you may notice.

Sign 2: Agitated – Does someone seem on edge all the time? A person may be having difficulty controlling their anger and unable to remain calm.

Sign 3: Withdrawal – Is the person typically a social person? Are they less inclined to say hello in passing? If a person begins to disengage from activities they enjoy, this may demonstrate a beginning of withdrawing. It's important to note the difference between this and simple introversion.

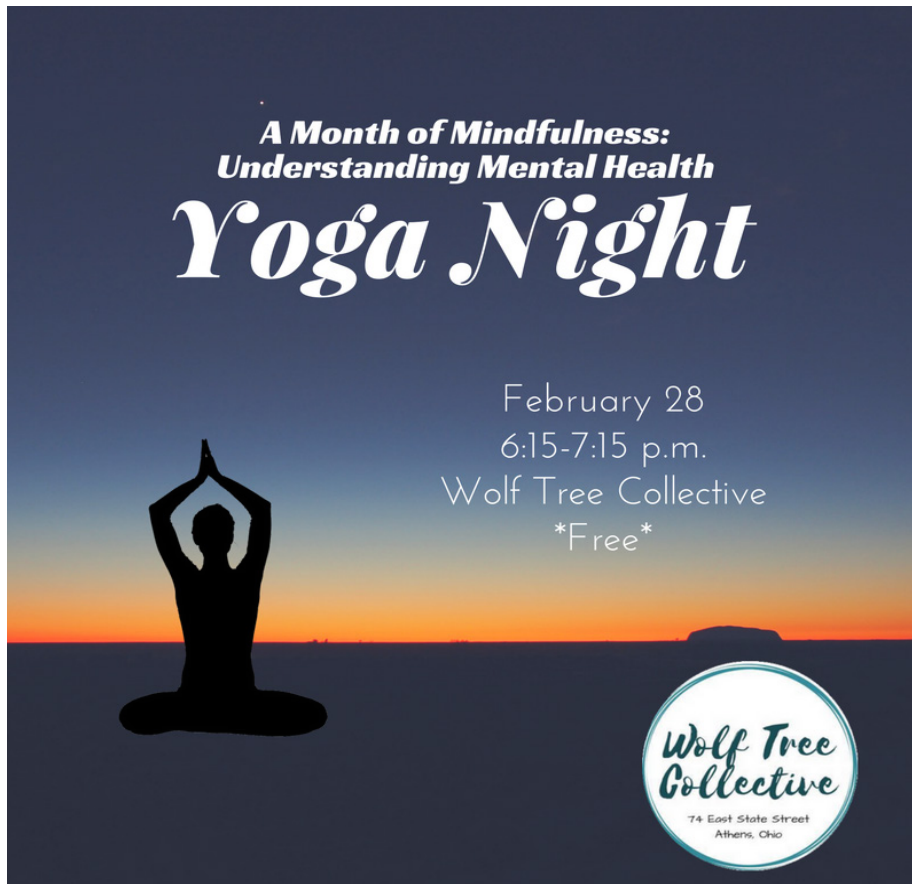
Sign 4: Poor Self-Care – Is someone partaking in activities without regard for their personal safety? Are they simply lacking on general personal hygiene? This person might be exhibiting signs of poor self-care. These actions have different levels of severity, but it's important to notice them all.

Sign 5: Hopelessness – Has someone begun to act as if the weight of the world is too much for them to handle? They can't find anything to be positive toward? If a person's demeanor turns pessimistic and hopeless, it could be a buildup of emotional suffering.

Pledge to learn these five signs. Then reach out when someone exhibits one of them. It could be a simple action of just asking how they are doing. Be genuine and show that you care about that person's well-being. Help change the culture and make it acceptable to discuss our mental and emotional suffering. You never know how much of an impact you'll make in someone's life.

Tags: Five Signs emotional suffering mental health personality change agitated withdrawal poor self care hopelessness

VISUALS



**A Month of Mindfulness:
Understanding Mental Health**

Yoga Night

February 28
6:15-7:15 p.m.
Wolf Tree Collective
Free


Wolf Tree Collective
74 East State Street
Athens, Ohio

@Mindful_Month

Glowing on the Green for Mental Health

March 14, 2017, 5-9 p.m.
Class Gateway
Breaking of glow-sticks @9 p.m.

Stop by Class Gateway to write the name of someone you know effected by mental health. All of the names will be attached to glow-sticks that will glow bright on College Green.



A Month of Mindfulness: Understanding Mental Health

• February 15–March 15 •

February 15 Kickoff at Flavor of the Week

12:00 p.m. Bobcat Student Lounge

February 20 Movie on Mental Health

8:00 p.m. Schoonover 450

February 23 5 Signs Pledge

3:00-5:00 p.m. Schoonover Lower Atrium

March 1 Yoga Night

TBD

March 14 Poetry Night

TBD



• Stay Connected •

@Mindful_Month
 A Month of Mindfulness
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www.amonthofmindfulness.wixsite.com/mysite

#MindfulMentalHealth

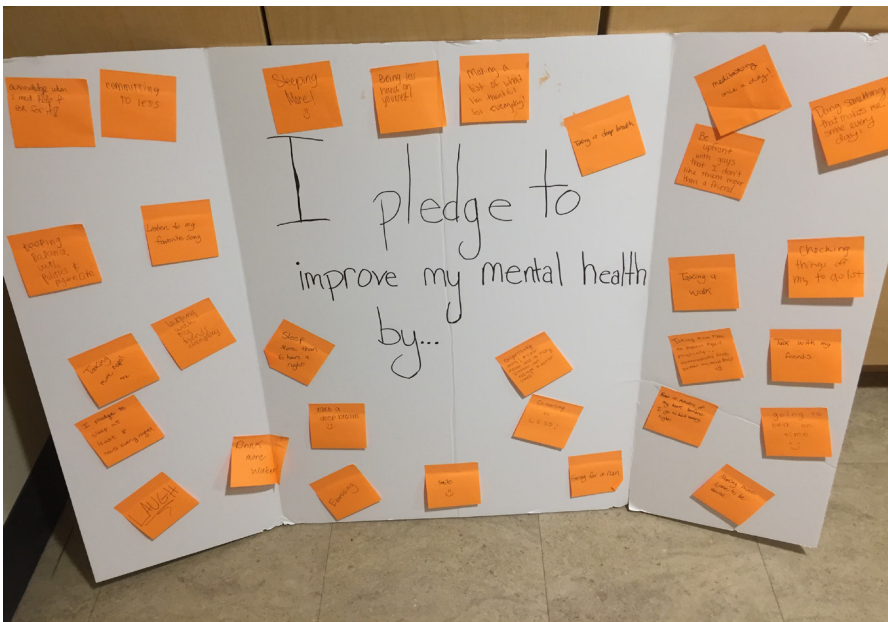
• Learn the 5 Signs •



Personality Change • Agitated • Withdrawal • Poor Self-Care • Hopelessness

#MindfulMentalHealth

Learn the five signs: personality change, agitated, withdrawal, poor self-care, and hopelessness. We all undergo some severity of emotional suffering. Recognize when others are suffering and reach out. Give them your pin to show your support and encourage them to learn the five signs and pass the pin on to someone else.



BUDGET SUMMARY

What was bought	Type of spending	How much	Total
Poster Boards/Paper	Expense	16.90	16.90
Candy	Expense	25.21	42.11
Buttons	Expense	86.00	128.11
Ice Cream	Expense	59.98	188.09
Pizza	Expense	31.80	219.89
Expense	Expense	42.38	262.27

Pizza	Donation	24.90	24.90
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Amazon.com - Order 107-5315593-3972246

3/16/17, 7:54 PM

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Final Details for Order #107-5315593-3972246

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Order Placed: March 6, 2017
Amazon.com order number: 107-5315593-3972246
Order Total: \$42.38

Shipped on March 7, 2017

Items Ordered **Price**
2 of: *Glow Sticks Bulk 300 Count - 8" PartySticks Brand Premium Glow In The Dark Light Sticks - Makes Tons of Glow Necklaces and Glow Bracelets (3 Tubes of 100)* \$19.99
Sold by: USA Toyz (seller profile)

Condition: New
A % of every sale will be donated to Make-A-Wish International. Thank you for your support. 100% Satisfaction Guaranteed!!

Shipping Address: Item(s) Subtotal: \$39.98
1111 University Ave
Athens, OH 45701-2888 Shipping & Handling: \$0.00
United States -----
Total before tax: \$39.98
Sales Tax: \$2.40

Total for This Shipment: \$42.38

Shipping Speed:
Two-Day Shipping

Payment information

Payment Method: Item(s) Subtotal: \$39.98
Debit Card | Last digits: Shipping & Handling: \$0.00

Billing address Total before tax: \$39.98
1111 University Ave
Athens, OH 45701-2888 Estimated tax to be collected: \$2.40
United States -----
Grand Total: \$42.38

Credit Card transactions MasterCard ending in XXXX March 7, 2017: \$42.38

To view the status of your order, return to [Order Summary](#).

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