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## Abstract

May is designated as National Mental Health Awareness Month (MHAM). In May 2014, UC San Diego unveiled a month long awareness campaign, themed "Mind Your Health." MHAM aims to draw attention to suicide prevention, while also reducing the stigma and discrimination against those affected by mental health disorders. UC San Diego enlisted support and involvement across the campus, including system-wide campus leaders. UCSD CAPS also employed a social media and marketing campaign.

## Introduction



To increase mental health awareness on our campus, we launched our initial version of May is Mental Health Awareness month in 2013. We focused our initial efforts to promote mental health awareness by implementing various CAPS events throughout our campus. This past year, we expanded our efforts to spread mental health awareness to the campus community by integrating other departments, student organizations, and various social media and marketing campaigns with the hope that MMHA would become an annual tradition.

## Program

MHAM events were supported and organized by a number of organizations and departments at UC San Diego. Including student organizations and campus departments leverages marketing because they also market to their communities.



For details, visit:  
[caps.ucsd.edu/may](http://caps.ucsd.edu/may)

05.01	<b>Good Life Festival</b> <a href="http://goodlife.ucsd.edu">goodlife.ucsd.edu</a> FREE Rubios for the first 1000 students!	Town Square 5:00pm - 9:00pm
05.08	<b>Real World Career Series -The Wonder Woman Myth: Balancing School, Work, and Life Decisions</b>	Women's Center 12:00pm - 1:30pm
05.09	<b>Art with Impact</b> Free Dinner and Movies for Mental Health!	Price Center 5:00pm - 8:00pm
05.13	<b>Mental Health Matters Day Student Panel</b> Wear a Green Ribbon to Support Mental Health	Bear Room, Price Center West 4:00pm - 5:00pm
05.14	<b>Asian/Asian-American Psychology Panel</b>	Cross Cultural Center 11:30am - 1:30pm
05.15	<b>PI(e) Day III</b> Free pie and hugs hosted by InTouch	The Hump in Front, Old Student Center 5:00pm - 7:00pm
05.21	<b>#Real Talk: The Truth about Black Women and Depression: A Discussion of Mental Health</b>	Black Resource Center 12:00pm - 1:30pm
05.28	<b>The "Other" Students: Filipino Americans, Education, and Power</b>	Cross Cultural Center 11:30am - 1:00pm
05.28	<b>Mental Health Fair with Active Minds @ UCSD</b>	Library Walk 9:00am - 3:00pm
05.29	<b>"Stress Less": Relaxation Workshop</b>	Veterans Resource Center 4:30pm - 5:30pm

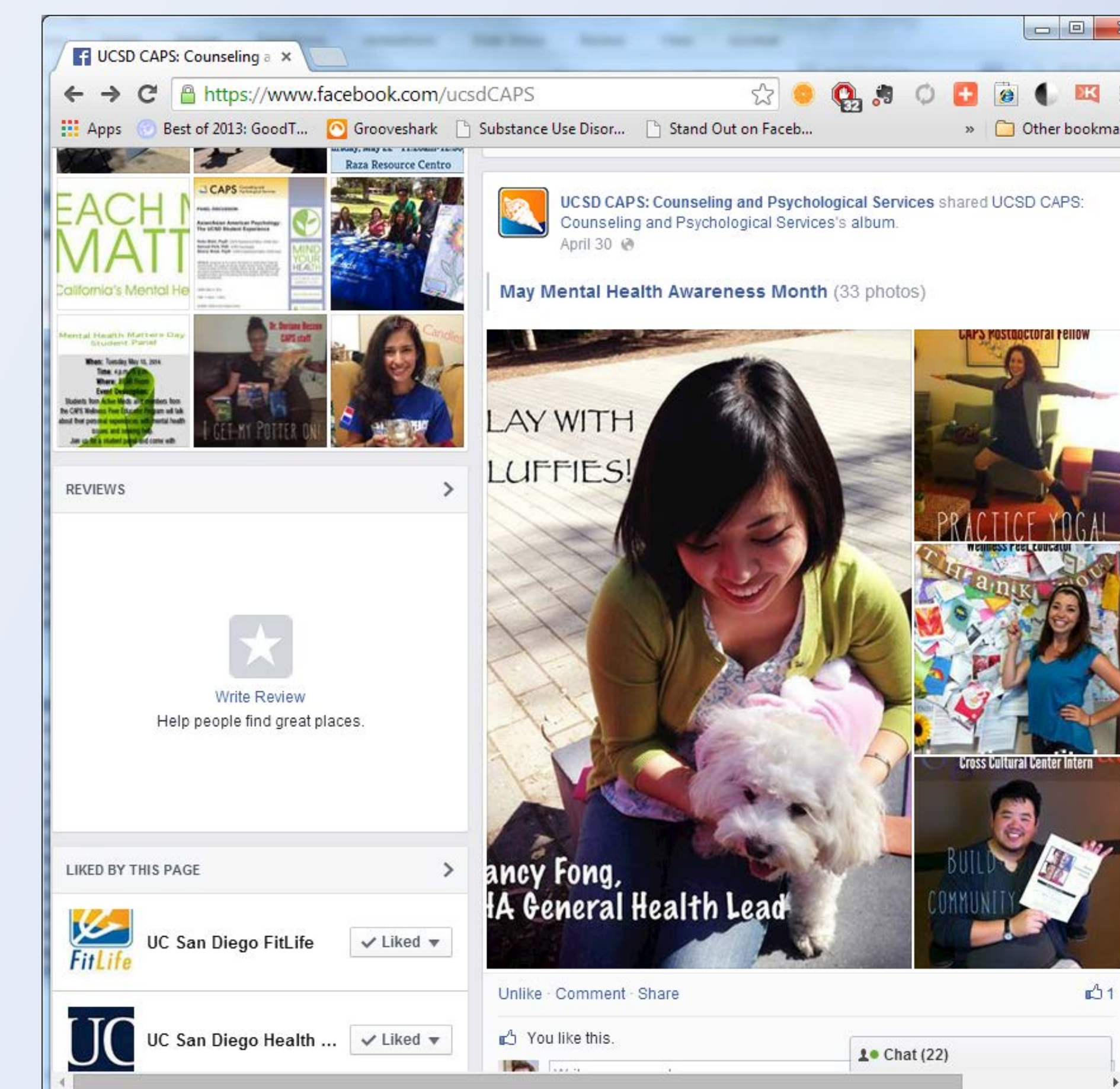


## Participation

Number of campus-wide events: 14  
Number of departments/organizations collaborated with: 11  
Number of visitors: 15-20 per event

## Marketing

Social Media campaign – daily photo of CAPS staff/student leaders  
*"What do you do to promote your mental health?"* #31MentalHealthDays



Flyers, postcards, TV monitor ads and website banner ads.



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All campus email sent by senior administrator inviting staff, faculty and students.

Dedicated webpage for event  
<http://caps.ucsd.edu/may.html>

## MENTAL HEALTH AWARENESS MONTH



Join us in **MAY** for  
Mental Health  
Awareness Month!



[caps.ucsd.edu](http://caps.ucsd.edu)  
(858)-534-3755

## Recommendations

- Start planning in January
- Collaborate with departments
- Select a theme
- Utilize social media and marketing strategies
- Invite staff, faculty and student organizations to participate
- Collaborate with Faculty and Staff Assistance Program (EAP)

## Conclusions

Comprehensive prevention efforts necessitate a collaborative planning, Mental Health Awareness Month addresses the need for increased presence of campus resources, promotion of community involvement, destigmatization of mental health issues, and visibility of university-wide support.



MENTAL HEALTH AWARENESS MONTH