

Peer Leadership
Programme

SAFESPACE4YOUTH

YOUTH COMMUNITY



Co-funded by
the European Union

MODULE 4: SafeSpace Promotion

By the end of this module, you will know how to...



**Develop
campaign
strategies and
materials**



**Collaborate with
community
organisations to
implement social
action projects**

Unit 1: Developing Campaign Strategies and Materials



Campaign Strategies

- ❑ Campaign strategies are plans and actions used to achieve specific goals in a campaign.
- ❑ They include things like:
 - ✓ identifying the target audience
 - ✓ creating messages
 - ✓ selecting media
 - ✓ planning events
 - ✓ evaluating the campaign's effectiveness



Developing Campaign Strategies

- ❑ **Define Goals:** Identify specific objectives for your campaign, such as raising awareness, promoting self-care, or reducing stigma.
- ❑ **Target Audience:** Understand the demographics and needs of your intended audience to tailor your campaign to their interests and preferences.
- ❑ **Key Messages:** Develop clear, concise, and relatable messages that resonate with your target audience and convey the importance of mental health.
- ❑ **Media Selection:** Choose appropriate platforms and channels, such as social media, school presentations, or community events, to reach your target audience effectively.
- ❑ **Collaborative Approach:** Engage with local organisations, schools, and community groups to amplify the campaign's reach and impact.



Scan to learn more
about building a
campaign strategy



Campaign Materials

- ❑ Campaign materials are the tangible things created for the campaign.
- ❑ They include things like:
 - ✓ posters
 - ✓ flyers
 - ✓ social media graphics
 - ✓ videos
 - ✓ other visual and written content
- ❑ These materials are designed to get people's attention, provide information, and inspire them to take action. They play a key role in delivering the campaign's messages and engaging the target audience.



Scan to see more
types of campaign
materials



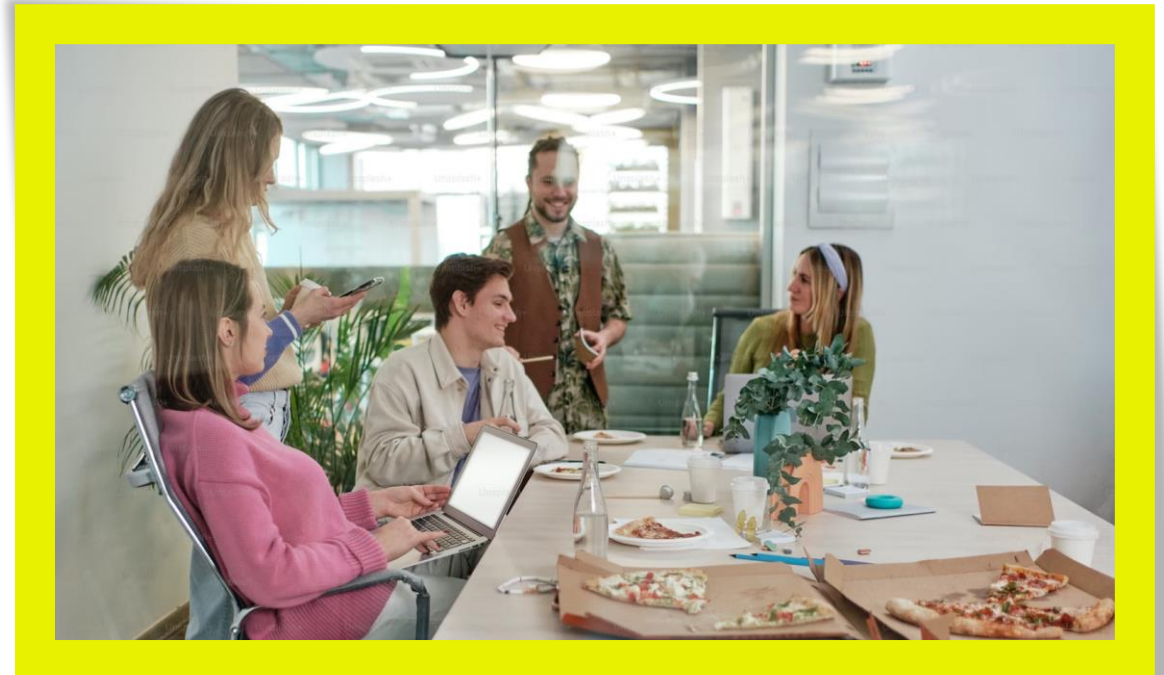
Developing Campaign Materials

- ❑ **Visual Content:** Design eye-catching posters, infographics, and social media graphics to attract attention and convey key messages.
- ❑ **Written Content:** Create informative and engaging articles, blogs, and brochures that provide valuable insights and resources on mental health.
- ❑ **Videos and Presentations:** Use multimedia formats to effectively communicate personal stories, interviews, and educational content related to mental health.
- ❑ **Interactive Activities:** Develop interactive workshops, games, or challenges that encourage participation and active engagement with mental health topics.
- ❑ **Distribution Channels:** Use various channels to disseminate campaign materials, such as schools, community centres, online platforms, and local events.



How Are Campaign Strategies and Materials Effective in Mental Health Campaigns?

- ❑ Developing effective campaign strategies and materials is critical for empowering young people as mental health advocates.
- ❑ By using compelling messages and impactful visuals, we can raise awareness, reduce stigma, and improve overall well-being prospects for young individuals.



Case Study: SpunOut



To learn more and see how their campaign works, scan this QR code or click this [link](#)!

- **SpunOut's** goal is to educate and enlighten its audience about the significance of overall well-being and the maintenance of good physical and mental health.
- They offer easy access to accurate, trustworthy, and unbiased information through their dynamic and responsive website. The content is regularly updated and free from any judgment or prejudice.
- **SpunOut** is driven by its community of readers and young volunteers. The **SpunOut** Youth Action Panels, consisting of 130 young individuals from various parts of Ireland, provide leadership and direction to the organisation.

Activity #1 – Campaign For You!

- For the next **hour** brainstorm and plan what **campaign strategies and materials** you would use in **your own local campaign** for **promoting positive mental health among people in your community**.



Self-Reflection

- ❑ What are the key messages or themes that I want to convey through my campaign?
- ❑ How can I tailor my campaign strategies and materials to effectively reach and engage my local community?
- ❑ What potential challenges or barriers might I encounter in implementing my campaign, and how can I overcome them?
- ❑ How can I collaborate and build partnerships with local organisations or individuals who share a similar mission or interest in promoting positive mental health?



Unit 2: Collaborating with Community Organisations to Implement Social Action Projects



Collaborating with Community Organisations for Social Action Projects

- ❑ Engaging in social action projects can create positive change in communities.
- ❑ Collaborating with community organisations improves the impact of these projects.



Benefits of Collaboration

- ❑ **Access to resources and expertise:** Community organisations offer valuable resources, such as funding, facilities, and knowledge/experience.
- ❑ **Expanded reach and network:** Partnering with community organisations increases the project's visibility and outreach to a wider audience.
- ❑ **Improved credibility and support:** Collaboration adds credibility and support to social action projects, gaining trust from community members and stakeholders.
- ❑ **Amplifying voices:** Collaborating with community organisations gives young advocates a platform to amplify their voices and reach a wider audience.



Steps for Collaborating with Community Organisations

1. Identify Potential Partners

- Research and identify local community organisations aligned with the project's goals and mission.
- Consider their expertise, experience, and previous involvement in similar projects.



2. Establish Relationships

- Reach out to the identified organisations, expressing interest in collaboration.
- Attend networking events, meetings, or conferences to connect with representatives of community organisations.
- Build relationships based on mutual trust, shared goals, and open communication.



3. Define Roles and Responsibilities

- Clarify the roles and responsibilities of each partner in the social action project.
- Set clear expectations regarding contributions, tasks, and timelines.

Maximising the Collaboration for Successful Social Action Projects

Regular Communication

- Maintain regular communication with community organisations throughout the project.
- Update partners on progress, challenges, and achievements.
- Seek input, feedback, and suggestions from all involved parties.



Foster Collaboration and Engagement

- Encourage active participation and engagement from all collaborators.
- Emphasise the importance of inclusivity, diversity, and equal representation.



Evaluate and Celebrate

- Regularly assess the project's impact, adjusting as needed.
- Celebrate milestones and successes together with community organisations.
- Reflect on lessons learned and apply them to future collaborations.



Case Study: Hello How Are You?



To learn more and see how their campaign works, scan this QR code or click this [link!](#)

- **Carlow Mental Health Association** began the **Hello Carlow How R U?** mental health and wellbeing campaign in May 2015, drawing inspiration from **Australia's R U OK? Day**.
- Since then, the campaign has been run annually in Carlow during May to align with the **Green Ribbon Campaign**. Mayo Mental Health Fair introduced the campaign to Mayo in 2019 and has continued running it every year since.
- In 2021, Meath and Westmeath joined the cause, instituting their campaigns, led by **Mental Health Ireland, Mullingar Mental Health Association, and Meath Partnership**.
- In 2022, **Mental Health Ireland** expanded their **campaign nationwide, reaching communities across the country**.

Activity #2 – Campaign For You!

- For the next **hour** brainstorm **community organisations** that you could potentially **collaborate** with your campaign for promoting positive mental health among young people in your community, and plan how you would **ensure a successful collaboration**.



Self-Reflection

- ❑ What resources or support can I provide to the community organisations to strengthen their involvement in the campaign?
- ❑ How can I address any potential challenges or conflicts that may arise during the collaboration?
- ❑ What steps can I take to establish clear expectations and responsibilities for each organisation involved?
- ❑ How can I foster a sense of inclusivity and shared ownership among the collaborating organisations?
- ❑ What opportunities for learning and growth can arise from collaborating with community organisations, and how can I reflect on these experiences to improve future collaborations?



Assessment

Q1. Which of the following best describes the purpose of developing campaign strategies and materials?

- a. Enhancing personal skills and knowledge
- b. Promoting mental health awareness
- c. Building strong community relationships
- d. Generating financial resources



Assessment

Q2. What is the key benefit of collaborating with community organisations in implementing social action projects?

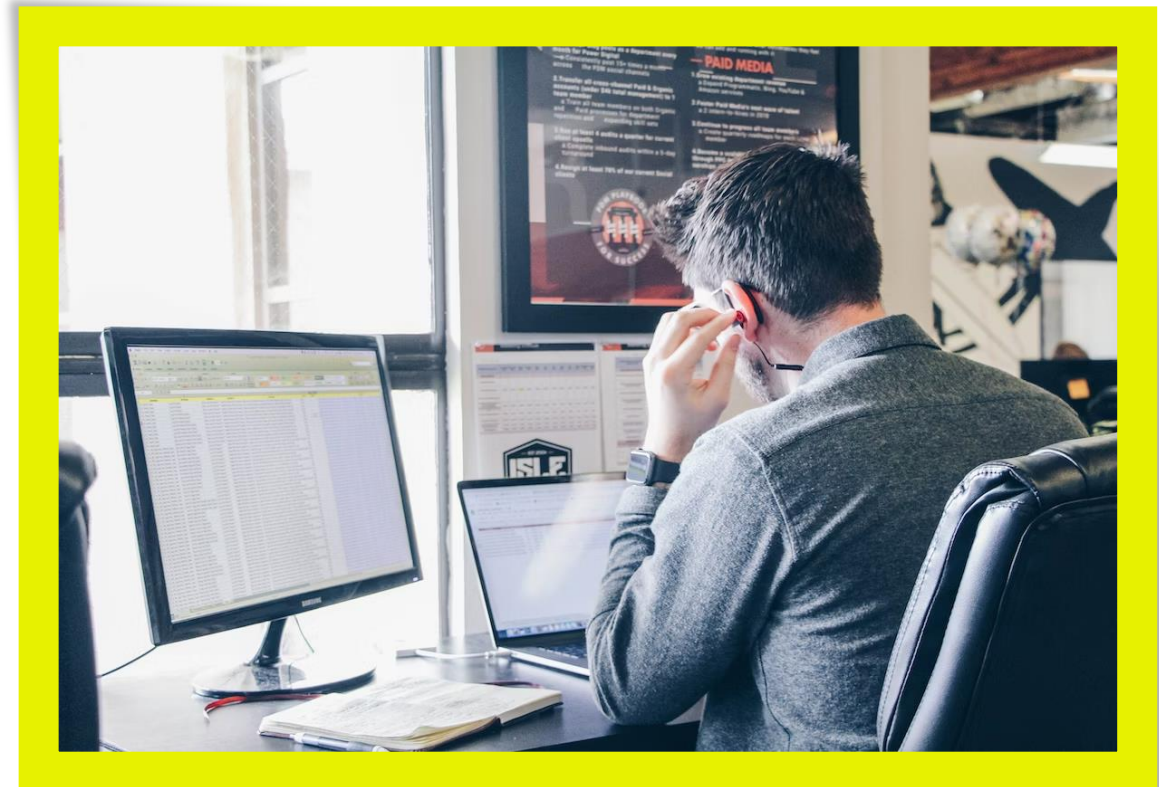
- a. Increasing personal recognition and fame
- b. Gaining access to additional funding
- c. Expanding the reach and impact of the project
- d. Reducing the need for active community engagement



Assessment

Q3. Which of the following is an important consideration when developing campaign materials?

- a. Including complex scientific terminology
- b. Focusing only on personal opinions
- c. Ensuring materials are visually appealing and accessible
- d. Using generic and non-contextualised content



Assessment

Q4. What is the primary goal of developing campaign strategies?

- a. Maximising personal financial gains
- b. Engaging the target audience and inspiring action
- c. Achieving complete perfection in project implementation
- d. Maintaining strict control over all project activities



Assessment

Q5. How can collaborating with community organisations enhance the success of social action projects?

- a. By creating unnecessary conflicts and competition
- b. By limiting the available resources and support
- c. By providing diverse perspectives and expertise
- d. By increasing bureaucratic processes and delays



Congratulations

Well done on completing the self-directed learning component of Module 4! You have gained valuable knowledge and skills in developing campaign strategies and materials and collaborating with community organisations for promoting positive mental health. Your dedication as a mental health advocate is truly inspiring. Keep making a difference and fostering a supportive environment!



Evaluation

Please answer the self-reflection questions below to assess your overall learning:

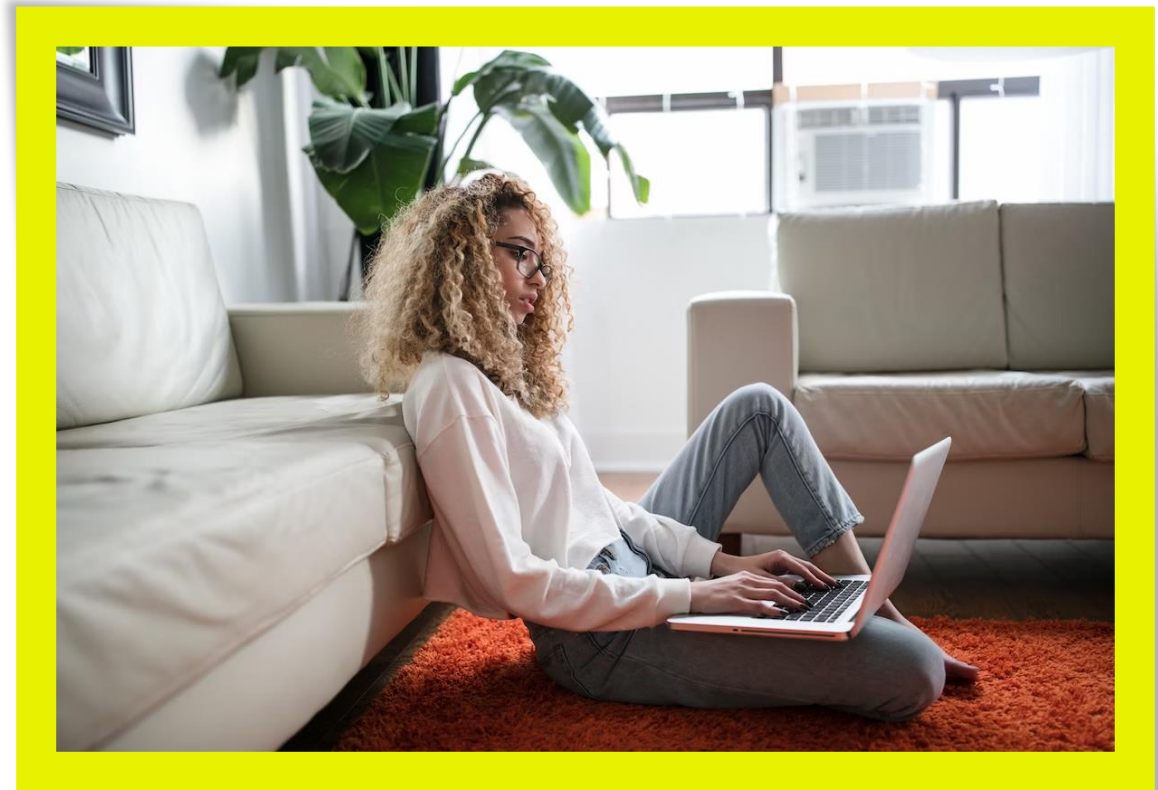
- Reflect on the challenges you encountered during the module and how you overcame them. How did these challenges contribute to your personal growth as a mental health advocate?
- Assess the impact of the module on your overall well-being and attitude towards mental health advocacy. How has your participation in the module influenced your perspectives and behaviours related to promoting positive mental health?



Extra Resources

If you would like to further your knowledge on this module, please use the following resources:

- ❑ [Elements of Campaign Strategy](#)
- ❑ [Four Tips to Creating Successful Mental Health Campaigns](#)
- ❑ [Campaigns](#)
- ❑ [Community Collaboration](#)



References

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