



Healthy Campus Case Study



HEA

An tÚdarás um Ard-Oideachas
The Higher Education Authority

Open Up Mental Health Campaign

Institution/ Organisation
Aontas na Mac Léinn in Éirinn (AMLÉ)
Who leads/ led the project?
Mental Health Programme Manager Sarah Hughes, supported by Vice-President for Welfare Emma Manahan
Date and timeframe
2021 - ongoing
Project Rationale
To meet students where they are (primarily on-campus and online) with information, signposting and mental health support as needed

Project Overview/ Summary
Plan
<ul style="list-style-type: none"> A yearly review is conducted and a plan created with the incoming Vice President for Welfare and local welfare officers around the country Continual planning with partner organisations such as NOSP, Movember Ireland, local unions, Mental Health Ireland etc.
Implementation
<ul style="list-style-type: none"> Campus visits are conducted across the country in conjunction with local students' unions; often in association with relevant local campaigns such as mental health weeks Social media is utilised as a key method of reaching students with mental health messaging on stigma via Instagram. A dedicated website hosts resource pages and a regularly updated blog as well as an information hub for local students' union
<ul style="list-style-type: none"> A podcast interviews guests on a monthly basis on mental health topics An online newsletter is created monthly including updates on the campaign Merchandise is curated to incentivise engagement and to encourage help-seeking In-person events include student mental health conferences Awareness days are marked as part of an ancillary campaign process under the overall umbrella campaign such as suicide prevention day, world mental health day, eating disorders prevention week, and exam distress campaigns
Evaluation
<ul style="list-style-type: none"> Review with local student union teams to ascertain effectiveness of campus visits Collection of research data on student mental health to ensure project continues to align with student need

Key Learning Points
Reaching students is the main focus of this campaign, but post-COVID reaching students in an effective way can be challenging. Utilising multiple approaches has been key to success; combining online and in-person mechanisms.
The campaign has adapted over time through talking to students about what they need, and what they think is good about the campaign. We have worked to build relationships with as many partners as possible – both on and off campus; and in particular with students' unions as a mechanism to reach students. For us, students' unions invite us on campus, and help to advertise our work on social media.
We have learned to be flexible but also creative. A campaign needs to stick out from the crowd in order to get attention from students.



Limerick Framework for Action		Whole Campus Approach	Type of Evaluation
Culture	Students	Health Focused Area (Pillar 5)	Process Evaluation
Partnership	Research		

