



# Healthy Campus Case Study



HEA

An tÚdarás um Ard-Oideachas  
The Higher Education Authority

# Mental Health Week

### Institution/ Organisation

TU Dublin

### Who leads/ led the project?

Student Counselling Service and Staff Development

### Date and timeframe

October 6th-10th 2025

### Project Rationale

Promote mental health awareness and access to supports among the whole university community, including initiatives which provide information on mental health and wellbeing services both within TU Dublin and externally, and strengthen links with external mental health agencies and stakeholders.

### Project Overview/ Summary

1. Planning commenced in July with bi-monthly meetings with wide participation from local stakeholders on multiple campuses.
2. Student Counselling Service and staff development lead the initiative with ongoing support and collaboration from students support services, healthy campus, estates and the marketing and comms team.
3. The event was promoted via website, emailing campaign, social media, campus screens, newsletters.
4. Events were held for both students and staff across different campuses on different days across the week, to reach the whole university community and promote discussion and awareness around the area of mental health.
5. Local external stakeholders participated in promotional stands and events across 3 campuses throughout the week, along with internal stakeholders to provide information on mental health topics and access to available support services.
6. An official launch of the new Student Mental Health Policy and Elephant in the Room Campaign was held with participation from the university Executive Team and the HEA.
7. Mental health cafés were held on three campuses, across three days of the week.
8. The launch of the new Student Mental Health Policy was supplemented by an online series of 'Lite Bite' talks for staff, that outlined different aspects of the policy and guides.

### Key Learning Points

1. There is a high level of planning needed to implement a large-scale initiative across multiple campuses. This requires a long lead time to organise, coordinate, and promote.
2. Evaluation is important to improve processes and planning for future iterations of the event.
3. Division of tasks and labour among key staff on each campus is essential.
4. The involvement of internal and external key stakeholders is essential in the delivery of this initiative.
5. Planning the day around related campaigns/events such as launch of new Student Mental Health Policy, World Mental Health Day, Elephant in the Room etc works effectively.



| Limerick Framework for Action |          | Whole Campus Approach | Type of Evaluation                           |                      |
|-------------------------------|----------|-----------------------|--|----------------------|
| Act                           | Policies | Partnership           | Leadership, Strategy & Governance (Pillar 1) | Formative Evaluation |
| Localise                      | Culture  |                       | Campus Culture & Communications (Pillar 3)   | Process Evaluation   |
|                               |          |                       | Health Focused Area (Pillar 5)               | Outcome Evaluation   |
|                               |          |                       | Health Focused Area (Pillar 5)               | Summative Evaluation |

