

Persuasion

"Let's be aware that depression and mental health issues are the invisible cancer of society, and it's Growing"

Ryan Reacord 15'

Title Slide

So... what's the issue?

Who I want to help:

"I want to increase awareness for those with those suffering from depression and other mental health issues."

And more specifically?

Types:

“Mental health is a huge topic for discussion however the two most commonly described symptoms are stated as “Depression” and “Anxiety”, which effects over a quarter^[1] of the British population in any given year. Of course everyone at one point or another has suffered from these feelings which is why they are so easy to underestimate.”

So what's this mean in the real world?

Facts (Slide 1/4):

“Interestingly I found women are more likely^[2] to be treated for mental health disorders compared to men, of which male suffers are 3 times^[3] more likely to commit suicide compared to their gender counterpart. Of course these are extreme cases but perhaps there is a social culture in society which undermines the mental health of men, with men less comfortable to speak out on such personal issues.”

So what's the NHS doing about it?

Facts (Slide 2/4):

"I also found a distinct lack, or lack of equal investment from the NHS in support of mental health issues compared to other health sectors; to pull a relatively recent quote from BBC News: "(There is) much anger within the mental health (community) .. (towards) NHS England which (has being) accused by many of failing to understand or prioritize mental health"^[4]..."

More on that?

Facts (Slide 3/4):

“..this came after a cut of dedicated beds for severe mental health patients, averaging 101% of filled beds at any given time. In early January this year there were further cuts of £50m to children's mental health services.^[5]”

What do the people say?

Facts (Slide 4/4):

“I also read over a lot of online communities where I’ve also heard many cases where patients don’t usually get given a choice of treatment, cases of doctors not sufficiently qualified to properly diagnose mental health patients and many other 'horror stories’.”

So why do I care?

So Why? (Slide 1/2):

“Depression and anxiety have had great influence over my life and until recently, dictated much over my quality of life; so this is something quite close to heart for me and I would like to help those who are in that position in their life. From my experience and through much reading on the subject there’s a clear misunderstanding of such issues and it’s far too often mistaken as something you can “snap out of” [6]”

In a Metaphor?

So Why? (Slide 2/2):

“..to use a metaphor, ‘what for most could be one bad day at work that you can sleep off is for many suffers, months to potentially years of bad days in the office, and you can’t just sleep it off, at least not on your own.’”

Then there must be other people
already doing something about it?!

Who's out there?

“Upon some initial research, I came across a number of relevant charities like Mind, SANE and the Samaritans. I also come across more local services like student services in Cardiff Metropolitan University.”

So what are they doing to help the situation?

What they offer and how can they help (treatments):

- “Counseling
- E-counseling (or email, text, letter back and forth counseling)
- Hypnotherapy (via Cardiff Met Student Services)
- Phone Hotline (e.g. SANE Callercare, Mind Infoline, legal advice)
- Online Support Forums (e.g. Elefriends)
- Advocacy by Mind (someone to listen and speak for you)
- Medication e.g. Anti-Depressants (NHS)”

Which organization is your favourite Ryan?

Who would I like to work with? (Slide 1/2)

“At the moment I’m split between Mind and working with student services at Cardiff Met. Mind is a large organization who has made a number of great contributions raising awareness and actively helps suffers of mental health issues; they greatly link to my cause and I could do some great promotional outcomes for them.”

On the flip side..

Who would I like to work with? (Slide 2/2)

“On another scale we have student services which I’ve personally accessed their resources before, am quite aware they could improve how they market they’re services to students (and I know how hard it is to take that initial step and talking to them)”

What have they achieved?

What have these organizations achieved:

“These organizations have made great contributions in helping sufferers of mental health issues, one of the more crowning achievements being the “Mental Health (Discrimination) Act 2013” removing one of the last significant forms of discrimination in law. Charities like Mind and the Samaritans also have a large presence across the UK which have well over 100 branches across the UK alone.”

Suits, ties or scarfs?

Existing marketing:

“From a visual stand point a lot of these organization use soft cold colours part of their visual communication. In particular Mind uses subtle soft crayon-like textures, giving the impression of a safe “child” like environment; like cuddling up beside your blanket!”

So what can you do Ryan?

Possible outcomes:

“At this point it’s perhaps a little early to consider what type of outcome I could create however it could be something with both a digital and physical presence (e.g. poster), film, event, animation, booklet, etc.”

So in summary, you want to accomplish?

Target:

“I want to primarily focus my efforts on anxiety and depression mental issues, something anyone can and will suffer from in their life time; it’s also a symptom commonly diagnosed and linked to other mental disorders; I’m open to exploring other mental health issues however.”

Your Aims?

Aims:

- “At the very least, increase awareness for mental health issues.
- Specifically, address common misconceptions about depression, anxiety and potentially other mental health issues.
- Create prompts/tips for dealing with friends/family who suffer from depression/anxiety.
- For sufferers, promote where they can get help. (e.g. when, where, how, etc.)”

Any problems?

Challenges:

“I have identified some potential key challenges to consider and potentially overcome:

- Communication gaps between the client and myself; so keep, if relevant a weekly/bi weekly email update with them
- Scope of project is too big; focus on what’s viable, do-able, factor in time and keep the subject specific and targeted, not overly broad (e.g. anxiety and depression issues opposed to just mental health)
- No response from my chosen organization; contact another charity!”

“Hidden behind every lick of glossy paint is a story of hardship and endurance, remember that.”

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End Slide:

“To end, I leave you with a quote of mine: “Hidden behind every lick of glossy paint is a story of hardship and endurance, remember that.”

Sources

- [1] - <http://www.mentalhealth.org.uk/help-information/mental-health-statistics/UK-worldwide/>
- [2] - <http://www.mentalhealth.org.uk/help-information/mental-health-statistics/men-women/>
- [3] - <http://www.ons.gov.uk/ons/rel/subnational-health4/suicides-in-the-united-kingdom/2013-registrations/index.html>
- [4] - <http://www.bbc.co.uk/news/uk-30236927>
- [5] - <http://www.bbc.co.uk/news/education-30735370>
- [6] - http://www.mentalhealth.wa.gov.au/mental_illness_and_health/Myths_mental_illness.aspx