MEDIA CAMPAIGN

Head to Health

By Valeria Villanueva

2020

COVID-19
GLOBAL PANDEMIC

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GLOBAL PANDEMIC

According to the WHO:

- Coronavirus disease (COVID-19) is an infectious disease caused by a new virus.
- More than 1.9 million confirmed cases and more than 120,000 deaths around the globe.

"The Covid-19 coronavirus has spread around the world, and been declared a pandemic (11/03/2020) by the World Health Organization"
- The Guardian, Australia

"The coronavirus COVID-19 pandemic is the defining global health crisis of our time and the greatest challenge we have faced since World War Two"
- UNDP, 2020

"The World Health Organization has announced that COVID-19 is a pandemic."
- Department of Health, Australian Government

https://www.who.int/news-room/q-a-detail/q-a-coronaviruses
https://www.undp.org/content/undp/en/home/coronavirus.html
https://www.health.gov.au/news/health-alerts/novel-coronavirus-2019-ncov-health-alert

CORONAVIRUS
QUARANTINE
MGN

QUARANTINE PSYCHOLOGICAL EFFECTS

According to an study made by The Lancet (British Medical Journal):

- Most reviewed studies reported **negative psychological effects including post-traumatic stress symptoms, confusion, and anger.**
- Stressors included longer quarantine duration, infection **fears, frustration, boredom, inadequate supplies, inadequate information, financial loss, and stigma**.
- Some researchers have suggested **long-lasting effects.**

https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(20)30460-8/fulltext

WHAT ARE THE NEGATIVE PSYCHOLOGICAL CONSEQUENCES OF COVID-19?

According to The Black Dog Institute:

- Common consequences of disease outbreaks include **anxiety and panic, depression, anger, confusion and uncertainty, and financial stress**, with estimates of between 25% to 33% of the community experiencing high levels of worry and anxiety during similar pandemics.
- People with pre-existing anxiety disorders are at risk of experiencing higher anxiety levels during the COVID-19 outbreak, and **may require more support or access to mental health treatment during this period.**

https://blackdoginstitute.org.au/docs/default-source/default-document-library/20200319_covid19-evidence-and-reccomendations.pdf

2017

MENTAL HEALTH PROGRAM

Head to Health

PROVIDED BY THE AUSTRALIAN DEPARTMENT OF HEALTH

https://headtohealth.gov.au/

What is 'Head to Health'?

AUSTRALIAN GOVERNMENT'S DIGITAL MENTAL HEALTH GATEWAY.

'Brings together apps, online programs, online forums, and phone services, as well as a range of digital information resources from Australia's most trusted mental health organisations' - Life in Mind Australia, 2020.

TARGET AUDIENCE:

-People that are trying to improve their own well-being.
-People looking for help with something that it is bothering them.
-People looking for advice on how to help a tertiary party.

SERVICE PROVIDERS:

1800RESPECT

Australia's national sexual assault, domestic and family violence counselling, information, and referral service. Providing free and confidential support 24 hours a day, every day of the year.

Black Dog

The Black Dog Institute is a translational research institute that aims to reduce the incidence of mental illness and the stigma around it, to actively reduce suicide rates and empower everyone to live the most mentally healthy lives possible.

Beyond Blue

Beyond Blue provides information and support to help everyone in Australia achieve their best possible mental health, whatever their age and wherever they live.

Butterfly Foundation

The Butterfly Foundation represents all people affected by eating disorders and negative body image – a person with the illness, their family, and their friends.

Lifeline

Lifeline is a national charity providing all Australians experiencing a personal crisis with access to 24-hour crisis support and suicide prevention services.

Australian Psychological Society

The Australian Psychological Society (APS) is the peak body for psychologists in Australia and represents over 24,000 members. The APS advocates for the profession of psychology, supports high standards, promotes community wellbeing, and is dedicated to providing benefits to support members.

30+

"ACOVID-19 is primarily a concern for our physical health. But the precautions needed to slow the spread of the disease, such as isolating yourself from others, may make you feel **anxious and stressed**, even if you're not ill from the virus"
- Australian Academy of Science

"As the number of coronavirus cases rise across Australia, the level of **anxiety** within the community is increasing"
- Australian Psychological Society

"Feelings of **anxiety** are common in the uncertainty of COVID-19"
- Black Dog Institute

MEDIA CAMPAIGN

GOAL: Increase the usage of Head to Health Digital Platform among Australians.

MEDIA CAMPAIGN

CHANNELS

SOCIAL MEDIA

Generate content that links to Head to Health Website and share it on the Australian Government Department of Health

- Images.
- Videos.

TV

Commercials playing a shorter version of the already made video to advertise the program.

UNIVERSITIES

Talk with the Universities across Australia to implement a media campaign to Head to Health advertiser in their social media.

FACEBOOK

PHASE 1-

INCREASE AWARENESS

- **Who:** Australian Government Department of Health
- **What:** Share content inviting the users to dig into the Head to Health webpage by posting images and/or videos.
  - Images: tips to feel better & directing the audience to the website.
  - Videos: Inviting people to enter to the website.
- **Where:** Their Facebook official page.
- **How:** Usage of paid advertisement to launch the content to the targeted audience – young adults to seniors (20-65yo).
- **Why:** Increase awareness of Head to Health website among australians.
- **Duration:** May-August 2020 (4m).
- **Posts' Schedule:**
  - May: Twice per week (10 in total).
  - June: 1-2-1-2 weekly (6 in total).
  - July and August: Once per week (4 in total).

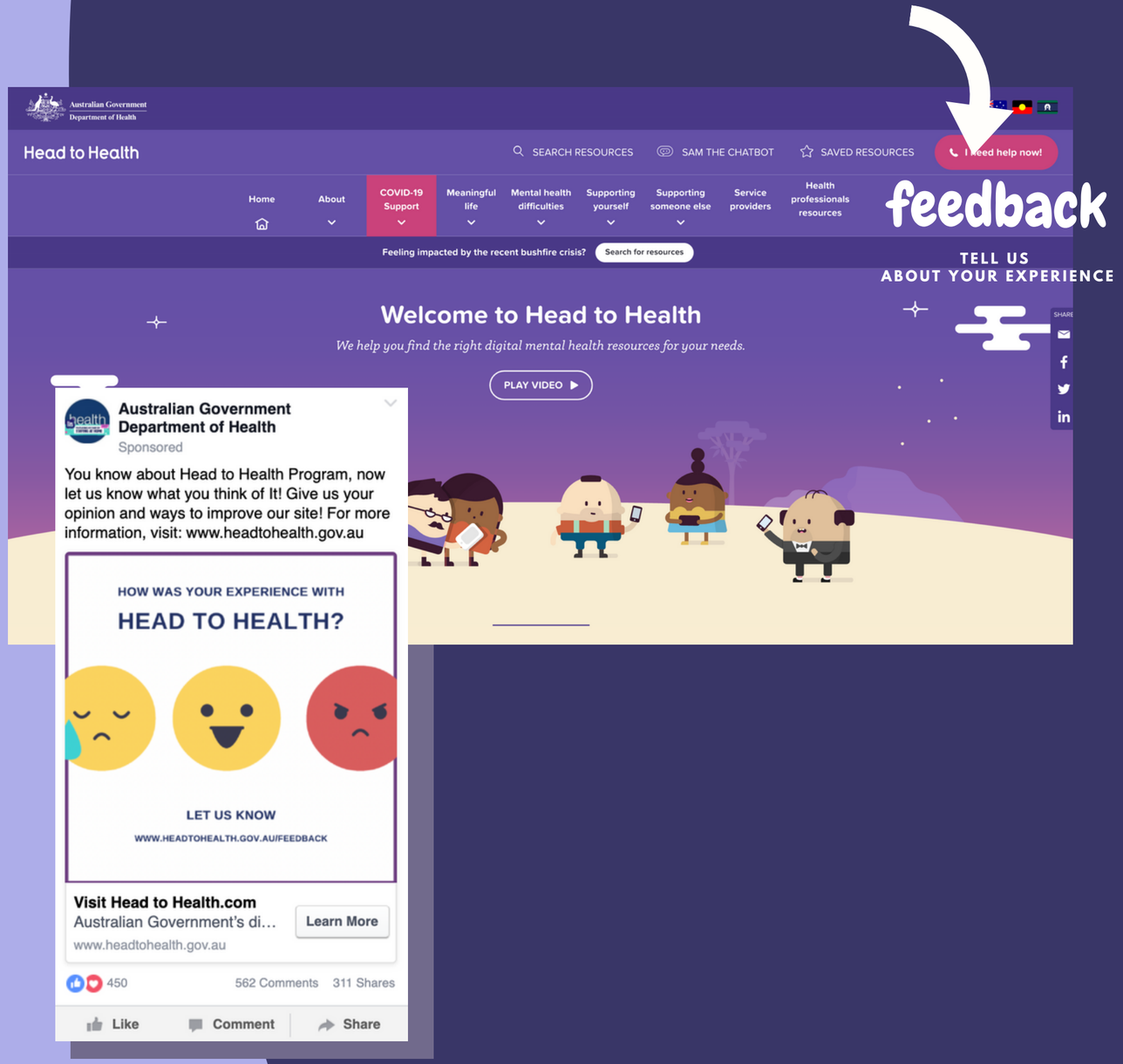
MOBILE VERSION

COMPUTER VERSION

PHASE 2-
COVID-19 EMPHASIS

Same type of content as Phase 1
+ Testimonials of people getting help through the website.

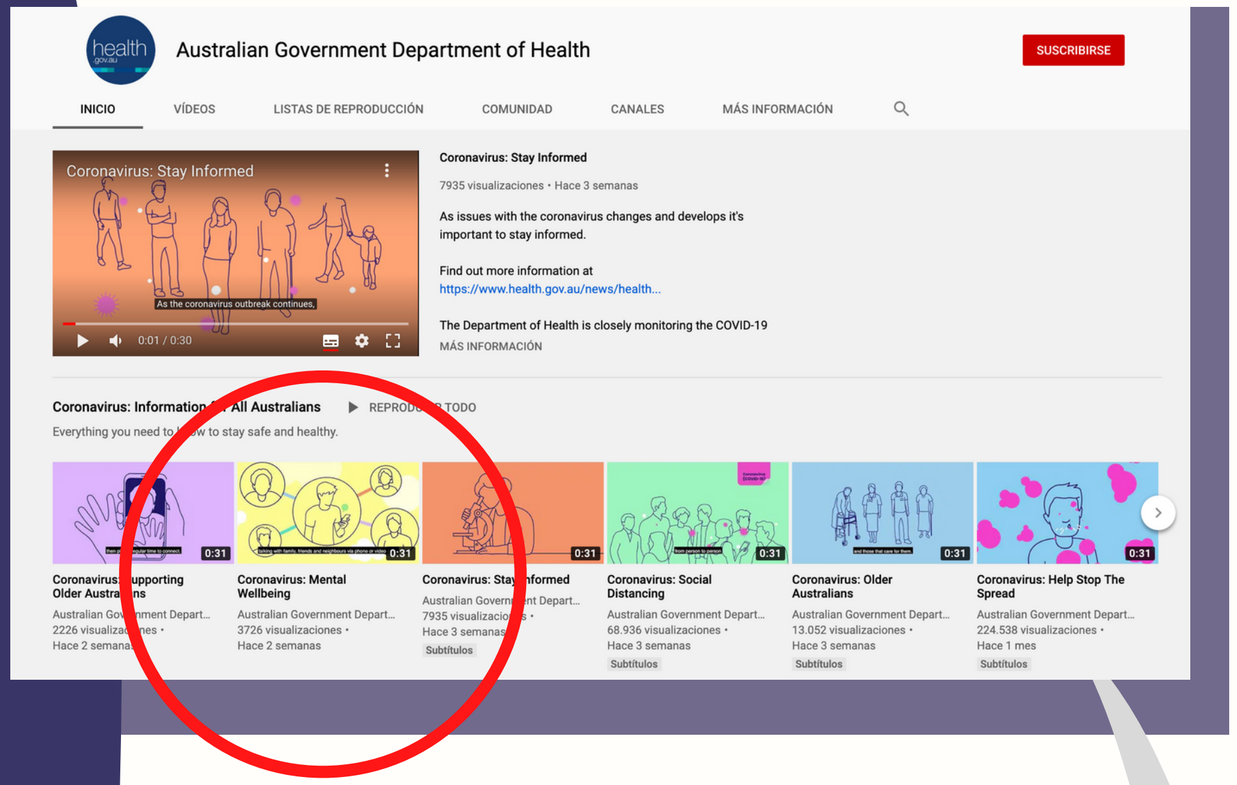
- National Survey.
  - Tab on the official website directing the user to take a voluntarily survey about his experience using Head to Health.
  - Posts on Facebook asking for Feedback.
    - Schedule: once every 3 weeks.
- **Content:**
  - Images:
    - Same as Phase 1.
    - Photo of a testimonial with a quote stating a good feedback about the website. Redirecting it to the website.
  - Videos:
    - 30 sec testimonial, portrait mode. Redirecting the viewers to the website.
- **Duration:** August-December 2020.



PHASE 3-

MAINTENANCE

- **Repeat Phase 2** changing the emphasis on a monthly basis.
  - Anxiety Disorders
  - Bipolar and depressing disorders
  - Eating disorders
  - Addictions
  - Etc
- **Duration:** Forever.
- **Upload** to the official website, **already existing material** about Mental Health.
  - Youtube videos.
- **Link everything** related to MENTAL HEALTH to HEAD TO HEALTH.
  - Youtube videos.



INSTAGRAM

CONTENT

IMAGES

- Use the ones for Facebook.
- Create a portrait version of the ones of Facebook to share them as Instagram Stories.

VIDEOS

- Use the ones for Facebook for the posts.
- Create a portrait version of the ones of Facebook to share them as Instagram Stories.

ENGAGE WITH THE AUDIENCE

- Surveys using IG STORIES.
  - Ask about:
    - Awareness of Head to Health.
    - Usefulness of Head to Health.

TWITTER

CONTENT

IMAGES

- Use the ones for Facebook.

VIDEOS

- Use the ones for Facebook for the posts.

HASHTAGS

#headtohealth #mentalhealth #health

TV

COMMERCIALS

START W COVID-19

- **Youtube video**
  - **Duration: 30 seconds** ✓

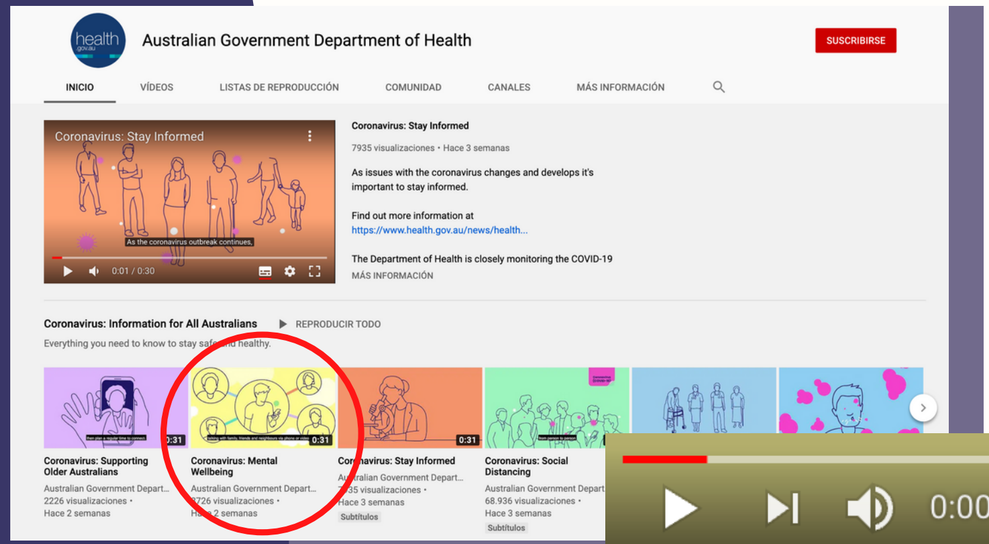
CREATE NEW CONTENT

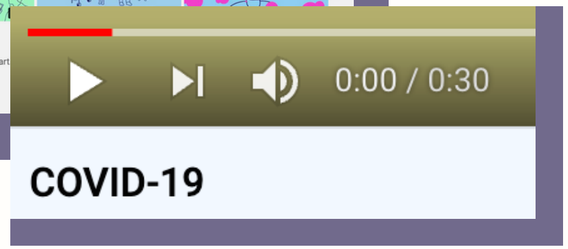
Duration: 30 - 60 seconds maximum.

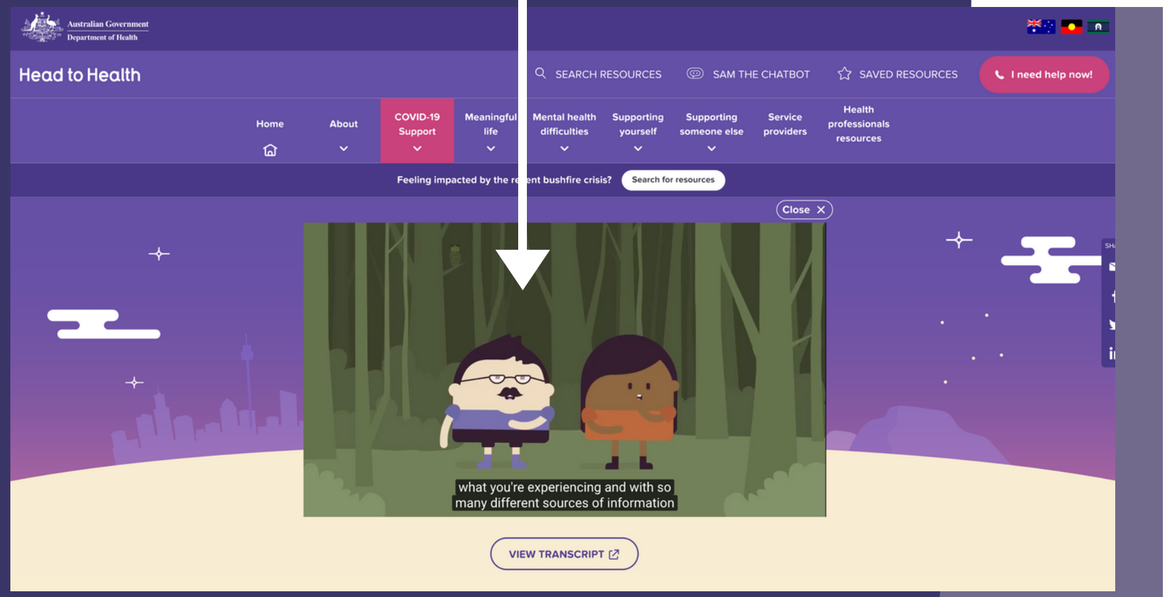
a. **WHAT'S HEAD TO HEALTH?**

Make a shorter version of the one of the website.

- What is it?
- What it's purpose?
- How to find it?

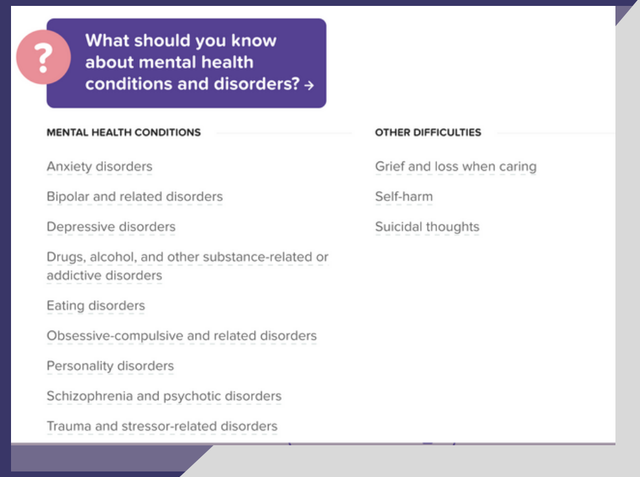






CREATE NEW CONTENT

- **EVERY MONTH CHOOSE A DIFFERENT MENTAL HEALTH CONDITION.**
  - 4 different videos per condition for the different audiences.
    - Teenagers
    - Young adults
    - Adults
    - Seniors
  - Roughly 12 x 4 = 48 videos.
  - Play every week, covering almost a year of advertising.
    - So much material!
- **USE PEOPLE FOR THE COMMERCIALS.**
- **UPLOAD THE CONTENT TO FACEBOOK PAGE AND THE WEBSITE.**



UNIVERSITIES

A WHOLE PLATFORM

USE OF THEIR NETWORK!

- Students.
  - Young adults
    - Undergraduate programs
    - Prospective students.
  - Adults & Seniors
    - Post-graduate programs.
    - Prospective students.
- Academics.
- Managers, Administrators and Professional Staff.

no need to create the content

JUST SHARE

Social Media Channels

Any content posted about Head to Health in the official pages of The Australian Government Department of Health must be share in their platforms by the Universities:

FACEBOOK

TWITTER

INSTAGRAM

No need to spend so many hours creating different material

REFOLD CONTENT

Help more Australians by advertising Head to Health site

AWARENESS

Apply the formula over and over

MAINTENANCE

MEDIA CAMPAIGN

Head to Health

THANK YOU