

**Mental Health 2.0 Submission:  
The Laurier Wellness Hub  
Information & Communication Plan**

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**Situation Analysis & Impetus**

- Mental Health issues have been on the rise within post-secondary student populations, with about 1/5 of students experiencing a mental health issue that compromises their ability to function personally and/or academically
- Early and/or proactive intervention is crucial to overall wellbeing
- Stigma is a major barrier in help-seeking behaviour
- Research completed by *Mobilizing Minds* indicates that young adults prefer to look to the internet for information about help with their mental health as it is accessible at ALL times, and it protects identity while reducing feelings of loneliness and isolation
- Laurier does not have a single point of communication on the web for students with regard to wellness initiatives, events, groups and resources.



**Purpose**

The Wellness Hub, a Facebook page, is designed to provide the Laurier community with a peer-driven safe space with which to obtain information, active self-help options, personal coping and success stories, and alternative treatment approaches, with regards to mental health and wellness. Additionally, this space provides a forum through which to share initiatives/ events occurring at Laurier and in the wider community regarding wellness.

## **Communication Objectives**

- Provide a coordinated and streamlined communication point for all things related to wellness at Laurier and in the KW and Brantford communities
- Increase student awareness around wellness initiatives, resources and events both on and off campus, online and peer-recommended
- Integrating mental health and wellness into the Laurier discourse, positively contributing to the cultural shift of supporting the wellbeing of those within the Laurier community.
- Receive and showcase the coping and success stories of various Laurier staff, faculty and students, creating meaningful champions while reducing stigma
- Will need to create a disclaimer to let the community know that the page is not monitored by a mental health professional and give crisis line contact information for each campus

## **Content**

- Upcoming events, courses, speakers and professional development opportunities around wellness (on and off campus)
- Information around student health plans and coverage as relevant to wellness (both students' union and graduate students' association)
- Active self-help options (e.g. readings, videos, practice exercises)
- Peer book/resources reviews
- Information about treatment options (e.g. counseling, medication, self-help) and about alternative treatment approaches (e.g. meditation, yoga, exercise)
- The Laurier Wellness Hub will likely be the key communication channel through which the work of the Student Wellness Initiative will be communicated to the Laurier community

## **Key Messages**

- You are not alone
- You are a part of a supportive campus community
- Hope
- There is help both at Laurier and in the larger community
- Conversations about mental health and wellness are encouraged at Laurier

## **Reaching Out**

- Students, Staff and Faculty will all be reached out to in multiple ways during the period before and after the launch:
- Bookmarks and stickers with the Wellness Hub Facebook logo, logos of sponsoring student associations and launch date were created and distributed through various networks: the students' union, graduate students' association and the mental health education group, as well as through the student affairs/dean of students office
- Prior to launch, an all-staff email was sent out through the student affairs department, reaching all student affairs units (including Athletics/Recreation, Residence Life, Health and Counseling/Wellness Services, Accessible Learning Centre, Dean of Students' Office, Learning Services, Career/Co-op, among others).
- A list of all student leaders was obtained through a mental health education group summit that had occurred in September, and through this list all student leaders of existing clubs, groups and services on campus were contacted and provided with the information about the hub and it's associated email contact
- Graduate and undergraduate students were reached through their respective association/union via social media/email with information about the hub
- The process of contacting faculty is occurring now, through key touch-points including department chairs/graduate program coordinators

## **Opportunities**

- Facilitate a compassionate, understanding and supportive campus community
- Through the use of one email address – [wellnesshub@mylaurier.ca](mailto:wellnesshub@mylaurier.ca) - create a single point for groups, services, and departments at Laurier as well as for external community groups and associations to share information for the Laurier community on events, courses, speakers and other opportunities related to wellness both on and off campus
- Potential to have a great impact by expending few resources

THE LAURIER  
*Wellness  
Hub*



Let's *continue* the conversation...

ON  
**3.10.13**  
VISIT



**LAURIER WELLNESS HUB**

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