

SUSTAINABILITY SCHOLARS PROGRAM

Summer 2020

The UBC Sustainability Initiative (USI) is pleased to offer current UBC graduate students the opportunity to work on funded sustainability internship projects. Successful candidates work under the mentorship of a partner organization, and are immersed in real world learning where they can apply their research skills and contribute to advancing sustainability across the region.

- Visit the [Sustainability Scholars Program website](#) to learn [how the program works](#) and to [apply](#).
 - Be sure to review the [application guide](#) to confirm your eligibility before applying.
 - **Applications close at midnight on Sunday February 2, 2020.**
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Research project title: Mental health literacy campaign best practices review and recommendations

Goal or Operations Plan objective

Thrive is a month-long campaign focused on helping everyone at UBC explore their path to mental health. There are many different and relevant ways to foster and maintain good mental health, however research consistently points to five ways that can help promote and support a healthy mind. We call these the [Thrive 5](#): moving regularly, sleeping soundly, eating to feel nourished, helping others, and connecting socially.

While Thrive does point towards resources to help students, faculty and staff in distress, the campaign itself recognizes everyone has mental health and everyone is at different stages of the mental health spectrum. As such, Thrive's approach is a focus on **mental health literacy**, fostering and maintaining mental health, and encouraging everyone to look at ways to support and identify mental health concerns—in themselves and in others.

The initial need for this project comes from a call to re-brand Thrive at UBC to reflect current and future opportunities. This past year (2019) marked 10 years of Thrive at UBC, and it has evolved as a campaign to the point where the old brand and identity no longer fully serve its purpose. It has moved from a focus on mental health illness and mental health stigma to mental health literacy, with primary emphasis on exploring pathways to mental health through options such as the Thrive 5.

Campaign messaging and visuals need to evolve to capture Thrive's scope in 2020 and beyond. However in order to do this in an authentic way that reflects the entire community that it targets (students, staff, faculty at all UBC campuses/sites), the Thrive committee requires a literature review of mental health literacy campaigns and feedback from stakeholders across UBC to ensure that moving forward, Thrive serves all audiences well.

The purpose of this project is to inform the development of an updated visual identity and communication plan based on best practices and lessons learned from other successful mental health literacy campaigns that target diverse populations. The Scholar's work will be used to guide a rebrand of the existing Thrive campaign. The

project entails research, scoping, and stakeholder engagement across campus to ensure that Thrive resonates with all identified audiences within these portfolios and also represents the work that is happening around mental health literacy in these portfolios through the Health, Wellbeing, and Benefits team (faculty/staff), and the Health Promotion and Education team and Campus Health at UBC Okanagan (students).

Objective: Support the achievement of the 2025 Mental Health & Resilience targets in the UBC Wellbeing Strategic Framework.

Please specify the strategic area(s) this project supports:

Okanagan Charter

Call to Action 1: Embed health into all aspects of campus culture, across the administration, operations and academic mandates

1.2 Create supportive campus environments

1.3 Generate thriving communities and a culture of well-being.

1.5 Create or re-orient campus services

20 Year Sustainability Strategy

UBC Community:

Strategic goal 3. Innovative engagement programs strengthen linkages across the campus to generate a sense of place and support the creation of a vibrant, animated, and sustainable live-work-learn community.

UBC Wellbeing Strategic Framework Priority Area: Mental Health & Resilience, Target 1 (UBC Cares: Increase community members who feel mental health is a UBC priority by 2025) and Target 2 (Mental Health Literacy: Community members have access to opportunities to develop mental health literacy)

UBC People and Place

Strategy 3: Thriving Communities

Strategy 4: Inclusive Excellence

Project description

The outcome of this project will be a critical next step in meeting the 2025 targets in the Wellbeing Strategic Framework for Mental Health & Resilience. This project provides the necessary background work on a mental health literacy campaign re-brand as an exercise prior to working with a visual communication professional to develop assets. This project's outcomes will equip a visual communicator with the information they need to create a successful brand, but will also make recommendations on how the Thrive committee can communicate about the campaign in a way that emphasizes its

Scope of Work:

- Conduct a literature and best practices review of mental health literacy campaigns at post-secondary institutions that target a diverse population of stakeholders.
- Survey and interview on-campus stakeholders, including the Health, Wellbeing, & Benefits team, UBC communications, UBC Wellbeing staff, Health Promotion & Education, and student communicators
- Review Open Mind forum data from Dec 2019 to identify misconceptions about the purpose and intent of Thrive that could be alleviated with stronger brand identity.
- Review Thrive planning team debrief/SWOT from Jan 2020 to incorporate the perspectives of the planning team and ensure that their experience and insights are considered.



- Develop an implementation plan to roll out a new brand identity.

Deliverables

Note that a final deliverable (either a full report or, if the report contains confidential information, an executive summary) is required by the end of the program (March 14, 2020). The deliverable will be archived in the online public-facing [Scholars Project Library](#).

- A final document including:
 - Elements of successful mental health literacy campaigns (literature and best practices)
 - Time permitting, develop an Implementation plan for rolling out a new brand identity
 - Recommendations for campaign messaging
 - Needs and expectations of current stakeholders
- Time permitting prepare a campaign messaging plan (note that the scholar will not be responsible for developing the visual communication materials)
- Present summary back to stakeholders
- Final report [or Executive Summary] for the UBC Sustainability Scholars online project library

Time Commitment

- This project will take **250** hours to complete.
- This project will be completed between May 4 and August 14, 2020
- The Scholar is to complete hours between 9am to 5pm, Monday to Friday, approximately 16 hours per week, with higher number of hours in May/June than July/August.

Required/preferred Skills and Background

- Excellent research and writing skills
- Experience conducting stakeholder engagement events, including facilitation skills, is an asset
- Excellent public speaking and presentation skills
- Ability to work independently
- Deadline oriented
- Project management and organizational skills
- Design and layout skills
- Marketing or communications background

Applications close **midnight Sunday February 2, 2020.**

Apply here: <http://sustain.ubc.ca/scholarsapply>

Contact Karen Taylor at sustainability.scholars@ubc.ca if you have questions

Useful Resources

Below are some links to useful resources to help you with your resume and cover letter (there are many more online). Some of these resources also provide information on preparing for your interview.

<https://students.ubc.ca/career/career-resources/resumes-cover-letters-curricula-vitae>

<https://www.grad.ubc.ca/current-students/graduate-pathways-success>

<https://www.grad.ubc.ca/cover-letter-cv-resume-templates-ubc-career-services>

The Centre for Student Involvement & Careers will host a resume & cover letter webinar tailored for graduate students on Tuesday, January 21, 2020 from 12:00-1:30. Registration will open approximately two weeks before the webinar, and can be accessed at Careers Online.

