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'There's nothing mental about seeking help' - developing materials to support help seeking and reduce stigma amongst university students

Sandra C. Jones
University of Wollongong, sandraj@uow.edu.au

Joanne Telenta
University of Wollongong, jot@uow.edu.au

Kelly Lee Andrews
University of Wollongong, kellym@uow.edu.au

Michael Chapman
University of Wollongong, mchapman@uow.edu.au

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Abstract

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‘There’s nothing mental about seeking help’ – developing materials to support help seeking and reduce stigma amongst university students

Sandra C. Jones, Joanne Telenta, Kelly Andrews, Michael Chapman
Centre for Health Initiatives, University of Wollongong
sandraj@uow.edu.au*

Abstract

Mental illness in Australia is one of the leading causes of disability burden with over one million people suffering from depression and over two million living with anxiety disorders. Young adulthood is commonly associated with first-time experiences of mental health problems; the prevalence of mental health problems in young people aged 16-24 years is around one in four. Poignantly, however, young people are also reported to avoid help seeking behaviours for mental health issues because of fear of stigmatisation. ‘There’s nothing mental about seeking help’ is a campus-based social marketing campaign which aims to reduce stigma associated with mental health conditions and increase help-seeking of university students experiencing stress, anxiety and/or depression. This paper describes the formative research undertaken to inform the development of the key messages, strategies and creative concepts currently being used in the project.

Keywords: Mental Health, Stigma, Help-Seeking, University Students

Track: Marketing and Society