

Youth Impact Communication

Mental Health Of Teenagers In China: Be Fearless And Tell Us More.

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Summary

In the past two months, our team consists of four girls did a lot during this competition. After finishing the whole project, all of us have gotten a number of benefits during the process.

First and foremost, we have learned practical skills related to media field. We know how to do digital writing, how to publish captivating articles on various social platforms, and how to deal with pictures in photoshop in order to create electronic posters. We have learned to fully utilize platforms of new media such as WeChat, Weibo, QQ to express and spread our ideas.

In addition, we realized several facts in our life by doing researches. We know that there is an increasing number of students and our peers who are suffering from school pressure, family conflicts, social disorder or other factors. This serves the motive for us to select our topic and initiate the following activities. Another thing we noticed is that some students always feel shy to talk about their troubles and problems. So we held the Hug Party to let our peers to get involved and not be afraid to confide their problems. During this process, we have developed an ability to observe things around us and to actively seek potential resources around us like contacting with professional mental health counselor.

Thirdly, we found a method to work effectively which is to plan before taking actions. Starting with a rough idea in mind, our team made discussion to narrow down details including Where, When, Who, as well as Do What. The prerequisite of success of this project is that we make sure all the things are feasible in advance. A specific plan is a great help toward our project and it also facilitates our effectiveness. We evaded most of risk factors and mistakes before we take actions, so we achieved what we want to reach accurately. Making an actionable and detailed plan will be a lifelong habits for our team to deal with our work in the future.

After we read your comments, we admit that we didn't consider thoroughly the issues of privacy so we let everyone freely discuss with each other. In the next Hug party, we can change the way that the activity is held. We plan to let everyone write their problems down on the card we prepare in advance, and the host will select them in the draw box and read them loud. Every participant can come up with solutions to help without knowing the person who burdens the

problem. As for the privacy issue in Mr. Secret Mailbox, when we responded the letters, we chose to print out our replies rather than writing them by hand so our handwritings weren't exposed. Also, we gave each envelope a number and each envelope has different color, so people wouldn't take the wrong letters and their information is well kept.

As for the number of people participating in the whole activity, we can say that we have reached one fifth of the total number of 540 students. We can tell that we have seen similar faces in two hug parties and the lecture but those faces are just a small amount compared with the total number of 109 participants in our project. Those overlapped faces are good reflection because they would like to keep following us and attending our activities.

Identify the Topic

| Topic Description

As high school students, we sometimes hear our peers' complains that they are overwhelmed with heavy workload and feel depressed nearly all the time. Reflecting back, there are indeed many factors which might cause anxiety and depression for high school students just like us. Beside, when we gathered to discuss the topic, all of our four members said we have experienced "depression" and felt like no one was going to help. Thankfully, we all have overcome those problems now. As a result, based on the daily observation and personal experience, we are going to initiative to deeply analyze the causes for stress and come up with some effective solutions for addressing the problem.

| Why it is important

Psychological problems affect many things in our lives. If it gets worse, people may even suffer from psychological disorders such as depression. For high school students, if they can't cope with their stress in a proper way, negative emotion like fear and worry would harm their health, negatively affect their life, and hamper the function of their daily lives including academic performance. Therefore, it is of huge importance to take care of mental health for high school students in order to create each student a healthier life.

| Project Objective

As for our overarching objectives, we have a couple of purposes. The very first is to raise people's awareness in the high schools. The scope includes parents, students, and school authorities. The real situation in China is that parents think they know their kids well but actually they don't. By implementing a series of acts, we hope the students themselves could be more brave to inform their parents about their problems or concerns. Also, we expect the parents could look to the problems their children are bothering with rather than ignoring them when they say they have daily hassles. Another objective is to provide chances for children. Most of the students seldom talk about the bothering, causing psychological and physical problems. Thus, providing multiple means like mailbox or "hug party" could help a lot. Finally, we hope we could give correct suggestions to eliminate students' puzzles and hassles so we also invite

professional professors in the society and teachers in our school to help to make our response more helpful and appreciative.

Identify the Target Audience

| Who Are They?

Our target audience is mainly international students in Jinan Foreign Language School as well as staff in managerial position. Students attend nine classes everyday, and still have to manage clubs and extra-curricular activities. They are always burdened with tough AP or A-level courses, with very few time to relax. Managerial staff in International Center hold meetings a least once a week to discuss the optimal educational principles to teach and inspire students. Their increasing awareness of the importance of mental health of students is also crucial.

To let more students involved, we decide to show the mailbox activity in the electronic screen to inform more students. In hug party, we tell students that we prepare snacks for them to attract them. As for our lecture, some students may be more interested in listening to the lecture especially some AP psychology students. Also, writing letters might be suitable because some of them are too reserved to talk about problems face to face with others.

| Why Are They?

Since we' re all from Jinan Foreign Language School International Center, we are most familiar with the competitive environment in the school. The students in our school encounter same problems like us ,such as promoting the ability to learn English , striving to conduct colorful activities or even how to make us sound more like American . According to our report, we found that a great portion of students now face stress ,so we decided help students in international center to overcome the problems and stand by their sides.

| What is your scope?

Our target audience can be narrowed down to the students who always have extremely high pressure. In particular, the students in international center. Some of them have symptoms like anorexia, insomnia, and physical pains, because they usually endure more pressure and suffer from intense competition. We mainly want to influence students' perspectives about asking for help. When we get to know their problems and their concerns , we could better conduct our actions to

enhance and improve their situations.

Besides, we met our headteacher in International center to talk about his comments of current stress and problems students now face.He said he would like to support us to do several activities because he also wants to help students to cope with problems beyond those academic ones.

| How to reach them?

Our primary physical route is the mailbox “Mr. Secret,” which is placed in our campus. Students can put their worries into the mailbox and wait for our reply. Also, we use the power of the school’ s media to increase the publicity of our “Mr. Secret” mailbox to allow more students to have the access to a helpful way to relieve their stress as well as their complaints about school.

Identify the Key Message

| The Key Message

“Be fear-less and tell us more”

| The Tactics Behind

In this activity, we used the method of mobilization. Because of the fact that some people aren't used to talk about their worries in a open way, we decided to print this slogan on our poster for Ms. Secret mailbox so that students were encouraged to let out their worries in a private way. The slogan largely mobilized them to send letters and actively ask for outside help.

Choose the Platform

| The Platform Chosen

Our primary platform is the letter. Since we began our project “Mr. Secret” , which is a mailbox for sending letters among our team and students. We aim to solve students’ s problems by starting being each other’ s pen pals in a secret way. In every letter, the writer is anonymous and free to talk with us about all their worries. We try to analyze their problems and relieve their stress together by pieces of colorful letters and our earnest heart .

| The Alternative Platforms

In the beginning , we quest students about “ which kinds of ways do you prefer if we want to help you to solve your problems, and 78% percent of participants say that they would prefer face-to-face communication. We then invited two professional professor who focus on adolescent mental problems to give students a lecture. After giving a professional lecture that could greatly help students to fulfill their mental needs, we all believe that the students could benefit from listening to some similar cases about teenagers and how could those mental illness could eventually be cured. Because two professors have thousand of experiences like this, we believe that they could give right information and solutions for our students.

The second platform we consider is the social media, the official school’ s wechat account. It is self-evident that social media has always make important difference in people’ s life and attitudes. In order to publicize and expand the influence of our efforts and make our team stronger, we connect with the teacher about publishing our projects on the internet to let more students know about them. For example, we want to advertise our “Mr. secret” mailbox to students and hope to receive lots of letters from them. Also, most of the students’ parents use WeChat and they often follow and check school’ s official account .Parents are also a part of our targets because studies show that caring and responsive parents could comfort their children better.If those parens could be informed about current serious mental problems about their children , they would more likely to take actions to help their children to get rid of those gross problems.

| The Criteria to Evaluate

We have three dimensions to evaluate different platforms: popularity, creativity, and effectiveness.

As for our Mr.Secret mailbox, it has great creativity and effectiveness as to address students' individual problems. We believe this is a wonderful way to eliminate the embarrassment and nervousness when it comes to confiding to others the personal worries, and Mr.Secret is highly recognized by students and staff at school due to its creativity and secrecy. Also, Mr.Secret mailbox is effective in solving individual problems than lecture which only applies to more general cases. By far we have received 27 personal letters, which mainly consisted of three categories of problems—academic pressure, social pressure, and complains about school.

As for the psychological lecture, it is a direct face-to-face communication platform. There were 48 students and 6 teachers attended the lecture in total, and some of the participants reported that the lecture was professional and inspiring. But the lecture follows a traditional way of conveying information, it has less creativity. In addition, the guest speaker talked about several cases about his counseling helped teenagers to get rid of anxiety. It may not be as effective as Mr. Secret mailbox since students can get a limited chance to communicate with the psychological professor about their worries.

As for our articles published in Wechat platform, it has the highest popularity in terms of the number. Wechat is one of the most common platform people go through in daily lives, and the article has in total 500 viewers. It serves as an effective call to action for parents and students to care about high school students' mental health.

| The Rating Sheet

 [The Rating Sheet](#)

Set the Agenda

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Set the agenda

1. Questionnaire:

Date: 2.14

Location: online questionnaire/ receive roughly 120 questionnaires conducted by Sia, Vicky, Rebecca, Ashley

2. Report on questionnaire

Date: 3.1

Accurately analyze data and draw the conclusion conducted by Sia and Vicky

3. Professional Lecture:

Date: 3.21

knowledge about psychology, learn about ways to relieve stress, consult professors about individual problems

Location: multi-media room on campus

planned and conducted by Rebecca, recorded by Ashley and Sia
48~55 attendees

4. "Mr. Secret" mailbox

Start from 3.18

Location of mailbox : reception area (1th floor on international center)
roughly 30 letters

conducted by Rebecca, Sia, Vicky, Ashley

5. Publish articles about the lecture

Date: 3.27

published on Wechat platform

roughly 400 viewers

conducted by Rebecca and Ashley

6. hug party

Date: 4.2 and 4.10

Location : self-study room on campus

15 to 20 participants

conducted by Sia, recorded by Ashley

Design the Packages

Create and Track the Impact

| The Execution Plan

Hug Party

In March 15 and April 2, we plan to hold Hug Party for twice in self-study room on campus. Through our invitation and publicity, there will be roughly 15 students attended in two parties. The Hug Party is aimed at giving students a chance to feel free to talk about their troubles and hassles. Snacks and drinks will be prepared by us in advance, which can make it easier to create an easy and comfortable atmosphere. We will also organize participants to play games together, and the loser in every round is supposed to tell us one thing that he or she felt not well. The participants should talk about various troubles in their life. For example, huge pressure in how to promote TOEFL scores, the disappointing interactions with parents, or insecurities about appearance. The solutions and consolations will be given by other participants and our four organizers. The epilogue of the Hug Party will be hugging each other deeply for a while because we believe it is a physical factor warming them effectively.

Mrs. Secret

Starting from our school, we created a " Mr. Secret Mailbox" . We will set up a mailbox on the campus. We plan to put up posters which include our slogan "Be fear-less and tell us more" in each classroom to publicize and inform students. What they need to do is to pick up an envelope from the mailbox in reception desk, on the first floor. They can write anything they want to share with Mr. Secret in a paper, and put it into the envelope they have grabbed, then throw into the mailbox. We will put the replying letters into the mailbox on Wednesday and Friday each week.

We will label different envelopes with varied colors in order to distinguish anonymous writers. Like Secret Santa, we plan to secretly write back to comfort them, and then put the replying letters back in the mailbox.

The psychological lecture

On March 21st, in the multi-media room on campus, the interesting psychological lecture will be held by two recognized psychiatrists.

The two speakers invited by us will be Mrs. Nie Xiuqing and Mr. Luo Qingjun. They will have a summary of the factors causing stress, including academic pressure, new environment adjustment, emotional disturbance, parental

pressure, social disorder and so on. He then emphasizes the harm of negative energy accumulation inside people's bodies, and teaches students ways to do self-relax and builds up a stable mental state including

After the lecture, Q&A will be held. Students can have the chance for personal consultations and they can get the solutions about their worries. Professor Luo believes that it takes persistent efforts to build a positive and long-term mental state. He will also promise students to keep in contact with him and ask for help when it comes to depressive mood.

| Impact Statistics

For Mr.Secret mailbox, we have by far received 27 personal letters in roughly one month. Through our consistent discussion with school authority, some of students' complaints about school's policy have been addressed. Now, more and more people are willing to send letters to the mailbox due to our timely replying letters.

Our total attendees for the psychological lecture are 48 students and 6 teachers. The knowledge spread in the lecture has largely motivated teachers in managerial positions to focus more on mental state of students in International Center. Our dean of IC also openly expresses the importance of maintaining a positive mental state for students during occasions like parents' meetings and social media platforms. Further, our article about the psychological lecture published on Wechat gained 500 viewers in total, with 6 forwards.

Last but not least, we have held Hug Party two times. Each party has about 15 participators, and lasted roughly one hour. Five participators reported that they felt better after listening to others' comfort and counseling. Almost all of the participators thought this was a wonderful and comfortable way to let out their negative feelings. They told us that they still wanted to have hug party in the future.

| Collect Feedback

Participator one : "I attended hug party held in self-study room . At first , I didn't dare to really talk with others about my concern .But Sia bought us snacks and started to lead us to play a fun game named 007.The person who is not responding correctly have to speak about one problem she or he is facing. The rest of us are responsible for coming up with different solutions.I remember the girl sitting next to me said that her parent always doesn't trust her to get along with boy, which makes her mad. We offered her a solution that she needs to

communicate with her parent of this problem because she has to inform her parent that she just have normal interactions with boys. This hug party is worth attending since it help us a lot to open our hearts „I feel like I could keep talking to friends about the problems i have. Also , sharing favorite snacks is my favorite part !"

Participator two : " The idea of this hug party is very creative , and I only saw this kind of activity on movies. This would be an unforgettable memory for me since the girls all would like to be take the guard and utter puzzles.If someone confides in us about something, we assume they are seeking our advice. Without any discontent and discomfort , we ended up this party in a pleasing environment by embracing each other .I really hope the ideas like this could be held continuously to help more people ! "

Review and Reflections

| What Are Successful

In the " Mr. secret "mailbox activity ,we have totally received 27 letters including different problems or proposals . For example, we received one letter that talks about his(or her) unmanageable temper and insomnia .We firstly assume that the insomnia might be caused by non-controllable temper , and to be more specific , the sender talks about the problems like he or she is unable to find a intimate friend in high school.We response the content that she or he doesn't have to worry about this since the sender could actively talks to surrounding friends .Also, we suggest that the sender could listen to musics or watch videos to release the pressure and temper. Besides, we received one letter that suggest the water dispenser is not good because the current is too fast that some students burn their hands by boiled water. We report this to the school , and the school listened to our suggestion .Now , the students don't have to worry about getting boiled water on their hands. Our original goal was to solve students' problems from different perspectives like their personal psychological problems or proposals to the school. We could deal with their problems like insomnia , and their suggestions for facilities in school are also accepted.

In the psychology-related lecture, there were totally fifty participants , and the director also showed up to listen this professional lecture as well. The lecturer invited three students to play as "ego " "superego" and "id" ,which are three elements in Freud' theory.After the lecture, we gave students chances to personally talk to lecturer and ask about their puzzles. A girl pointed out that she is always caring about how others feel about her so that it becomes a problems from her because she has to distract attention to make her more attractive and polite. The professor said that he thinks the reason is that the girl's parent doesn't like to give the girl accomplishments , which causes the girl to care about other's feelings and impressions after she grew up. Directing as this problem, the professor suggests the girl to communicate with friends and her parent about this issue and try to let them give her praises for something she achieves.We expect the students who attend could not only get to know about psychology-related knowledge but also cherish this chance to consult their own problems to the professor. The feedback from students indicate that we achieve our goal of this lecture. We also wrote down the content that professor talked to let more students get to know the information .Finally ,the article gets 800 hits .

In hug party, we are glad that fifteen girls showed up , and we sit in a small circle

. Before the party, we briefly introduced why sitting can help people to open their hearts to talk about their problems . During the party, no one was forced to talk .Rather, we played a game called "007" , and the girl who lose in each round was required to say a problem or concern . We believe they would feel more comfortable to talk when we used a fun game to decide who was one to talk. We achieved our goals by encouraging girls to speak our their problems ,and other girls try to think of a perfect solution. We inform girls that they can also be brave to talk with friends because real friends will always support and give right suggestions .Sitting down and get ready to talk!

| What to Improve

We conclude two improvements in total after we conducted each activity. In the mailbox project, the letters we received didn't reach a high amount, so we think we could enlarge the targets to the whole school students rather than narrowing on International students. Because we have already decided to make this as a long-term activity, we will do more advertisements on the whole campus like hanging posters all over the campus and use the radio station.

In the hug party, the improvement we can make is to change the location. Since most of the rooms of school are not available to borrow, we finally borrow a self-study room. However, we think meeting rooms can provide more private space for communication, which can make the participants more comfortable to talk about their personal worries.

| Summarize Learnings

In the past two months, our team consists of four girls did a lot during this competition. After finishing the whole project, all of us have gotten a number of benefits during the process.

First and foremost, we have learned practical skills related to media field. We know how to do digital writing, how to publish captivating articles on various social platforms, and how to deal with pictures in photoshop in order to create electronic posters. We have learned to fully utilize platforms of new media such as WeChat, Weibo, QQ to express and spread our ideas.

In addition, we realized several facts in our life by doing researches. We know that there is an increasing number of students and our peers who are suffering from school pressure, family conflicts, social disorder or other factors. This serves the motive for us to select our topic and initiate the following activities. Another

thing we noticed is that some students always feel shy to talk about their troubles and problems. So we held the Hug Party to let our peers to get involved and not be afraid to confide their problems. During this process, we have developed an ability to observe things around us and to actively seek potential resources around us like contacting with professional mental health counselor.

Thirdly, we found a method to work effectively which is to plan before taking actions. Starting with a rough idea in mind, our team made discussion to narrow down details including Where, When, Who, as well as Do What. The prerequisite of success of this project is that we make sure all the things are feasible in advance. A specific plan is a great help toward our project and it also facilitates our effectiveness. We evaded most of risk factors and mistakes before we take actions, so we achieved what we want to reach accurately. Making an actionable and detailed plan will be a lifelong habits for our team to deal with our work in the future.

Appendix

| Presentation File

 [.pdf of slides](#)

| Team Credits

vicky:

I took part in making the questionnaires, then I analyzed the data and drew a conclusion. I joined in making the outline of our "Mr. Secret", coming up with details of this activity which are needed to be noticed and designing the poster to expand our impact in the campus. I deal with something daily such as collecting the letters and writing the reply. I set the agenda of our whole activity and made the rating sheet.

Sia:

At the time we first started to make a questionnaire with several questions that would help us to perfect and improve our future actions, I collected all the suggestive questions from team members and made a questionnaire with 15 questions, which ended up receiving more than one hundred responses that gave us a clear mind map of what to do in the next days. I analyzed the responses we have received with Vicky in order to figure out the plans. During the mailbox activity, my role was the purchasing agent: I bought a white mailbox and 30 colorful envelopes online. Then, I and Rebecca were mainly responsible for discussing their issues to come up with best solutions and writing letters back. After that, the thought has crossed my mind of conducting a "hug party". I talked to members about this, and they were quite supportive. I started to write the plan by making PPT for this hug party and communicated with teacher Su about how to make this idea come true. After spending a week preparing all the stuffs, the hug party finally is successfully held. Finally, we distributed each one's work for final presentation to the judges, and I was the one who prepared things related to hug party and conclusion part. About project guide, I can tell I nearly wrote or revised every part in this project guide though I was only responsible for writing "Review and Reflections" and "Platform".

Qianci Wan (Ashley) :

Because of observation of my friends' life around me, I suggested our team to choose the topic of adolescent mental health. I provided the idea of

"Mr.Secret" and joined to plan an outline of this activity. I joined to make online questionnaires and design some of the questions. I edited the posters of our activities. In the Hug party, I became an leader participant in the game and corporated with Siya Zhang(Sia) to keep the activity well. I took pictures to record our team' s efforts. After the whole project, I wrote our whole executive plan, detailed records, and learning reflections for our team. I made PowerPoint with other three teammates, and I am responsible for the "Mr.Secret" and summary part.I also did most of basic works like translation of letters received, paragraph editing, and file transformation. During the whole project, I deemed myself as a member, an inventor, a writer, and a "white-collar" worker.

Rebecca:

I lead the part of holding the psychological lecture. I actively contacted two guests, communicated with them about the content of the lecture, and eventually scheduled time for them to come and give a professional lecture. During the process of publicizing the lecture, I designed the posters with Vicky and connected teacher to get help. After the lecture, I wrote a news report and published it on the social media in order to allow more people to get access to the lecture. As for our "Mr. Secret Mailbox," Sia and I were mainly responsible for writing the replying letters, and I was the one who talked to the school authority about certain issues and find possible ways to address them. In the final part, we made the PPT together and I was elected to be the speaker during the online report. I made a thorough presentation about the summary of our work during last two months. Overall, my contributing parts are organizing and leading the activity, writing report, and expressing our ideas on behalf on our team.

Judge Comments

" I LOVE the idea of Mr. Secret. I am not even sure that you need to write a response. Just the act of writing what pains us helps a person heal. This project's focus on positive actions is refreshing. Kudos to you all for bringing in a professional to talk to your students. Thank you!

One item to address: 109 participants, were those all different people or might a person have done all three? Also, what's the total number of students in your school? "

" Fabulous presentation! You were well-organized and very well-spoken. I appreciate the thoughtful solutions you presented in your presentation--especially the secret mail box and HUG group. While it needs to attract a more diversified group, the ideas sound like they were valid options for allowing students to express themselves and air their anxieties, depression and concerns impacting them in a negative way. Mental health is so important and finding ways to help students process their stress in a healthy way is such a noble cause. Your project is certainly one with impact. Great job! "

" I gave this presentation my highest score and I believe the other judges had the same level of enthusiasm. This team/speaker took immediate ownership of the topic ("we teens have problems") and swiftly moved into how her team used a questionnaire not as the end result of reporting (something I see all too often) but as the beginning of the reporting, that is, a way of collecting information for further "face to face" interviews. Brava! The solutions this team tried (the "Hug Party," "Mr. Secret" and the visit by two psychologists) showed empathy and a seriousness of purpose, but it was the work that follow, including tracing the impact of the project on students, teachers and school administrators that really showed this team's full-on commitment to this topic. I would have liked more team members to present the project and the privacy issues were not completely addressed. Still, the phrase that inspired this project — "be fearless and tell us more" — was also what this team left me feeling. Well done. (end of Beatrice comment) "

" Fantastic presentation and initiative. Same with Beatrice, I also gave you the highest score. Actually when I read your report the night before your presentation, I was impressed by your well-developed plan, your people caring attitude, and the actions("Hug Party," "Mr. Secret", and "public speech")you really did for the students. It's not a big or sensational topic, but you really did good job in executing your plan and measuring the impact. Meanwhile, the presentation goes smoothly. Great job! "

