

## Youth Impact Communication

# Raise Local Students' Attention About Their Own Mental Health Through Various Approaches.

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## Summary

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Overall, I think we did a good job.

Initially, our goal was to generate a wide range of activities, including debates, economic competitions, lectures, and other activities to reach our target group—that is, the broad attention of students. We promote our concepts and disseminate our activities on platforms such as QQ and WeChat. We visit all the classrooms in the school offline and post posters of our activities in various places. Each of our team members is very energetic and thoughtful and willing to pay for this project. In the end, we actually achieved good results. Our online publicity and browsing volume exceeded 3000+. There are about 100 people participating in different activities under our offline activities. We even got the support of the principal!

But nothing is perfect. Under the help of the mentor on the project guide, we still have a bad place to do.

In our economic competition, this should be the least successful of all the activities we have done to increase our influence! The reason is that we are making the public database too complicated. Some people see that these numbers have no mood calculations, and we have not provided them with some suggestions or methods that may be used. If we can come back again, we will turn this game into a more understandable and engaging discussion, not a simple number.

Through this event, our team has learned a lot, but we hope that the ideas and opinions we spread can be valued by our target groups for a long time. In order to do this, we will regularly visit our school's Student Help Center and do more surveys in each class at random.

In the end, sincere thanks to those honorable mentors and guides who have helped us during the whole project. We can't achieve all this without your help.

# Identify the Topic

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## | Topic Description

Nowadays, with China's economy thriving, A lot of Chinese citizens need to try harder to surpass others to get a job, promotion or to get into a good school .This increased the possibility for people of being stressed out or having mental illnesses, like depression and anxiety disorder. But few people in China notice this and they don' t think it is important to get psychological help. There are also a number of people who failed to be cured due to the high cost of medical or mental treatments, because the government doesn' t covered most of the costs at which most people can get of mental health care.We want to change this current situation . Here' s our plan:

1. To normalize the health examination of mental illnesses, and to have the government support and be taken seriously by Chinese citizens.
2. To make the expenses of medical services for mental illnesses be partially covered by medical insurance system in China.

## | Why it is important

In the past few decades, China do have made a lot of improvements and advances in many areas of the country, but the mental health care system for Chinese citizens is still not that much developed.

Issues regarding this problem are getting more and more serious these days, especially when the whole country's economy is thriving.As I mentioned in the topic description. When we achieve our goal, we estimate that there will be more people understanding the importance of the mental health issues. Also , Chinese government can do more things about it, such as improving mental health care system by funding and calling on people to be more serious about it. Therefore, the mental illnesses in China can be reduced, which would lead to a better society.

## | Project Objective

The crew consists of 6 members ,among which two will be studying in America for 3 months from January to April. We' ll seize the opportunity to enlarge our impact. Here' s how we are going to divide our work.

Wang Yi Bo & Wang Zi Qi :

These two members will be studying in America during January to April. Taking this opportunity, they will :

1. Investigate and summarize the Americans' views on the inclusion of mental health insurance and the normalization of psychological examination, and try to broaden our impact.
2. Hold an economics competition to come up with a plan on how to integrate mental illness into health care.

During the whole time, they will keep contact with the rest of the crew in China. They will give feedbacks timely about what they' ve done and what news or results they' ve received, helping the members in China in carrying out their further investigations and projects.

Here' s what the members in China will work on:

Yang Lan & Li Mo Fei Yang:

Considering social services concerning mental illnesses in China are relatively backward at present, We're going to have a debate on whether it is feasible that government cover the expenses on social services related to mental illnesses in order to normalize the regular health examination.

Zheng Han Wen & Wang Si Yu:

These two members will hold an economics competition that focuses on developing a new algorithm which can make it feasible for government to cover the expenses on social services related to mental illnesses, given the existing circumstances in China.

Beside all the work divided above ,we' ll make full use of our resources which include specialized teacher for every project we plan to do, our official social media accounts that can be used to amplify our impacts, and our school will support us as much as possible. All the crew members together, will work on the projects, designing newspaper that helps to disseminate our ideas, and holding lectures given by professors or specialized experts to call on people to understand the importance of taking an active part in regular health examination of mental illnesses.

All above is our initial plan, we' ll start working on it, detailing it, improving it soon.

# Identify the Target Audience

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## | Who Are They?

Our target audience includes high school students in China who suffer or potentially suffer from mental problems.

## | Why Are They?

As we all know, China is a country with a vast population. The students, constructors of a state, need to go through The Gaokao, which determines their life and future to some extent, to get into a university. So there is severe pressure for them to study for just a 3-day exam and for teachers who teach for a sense of accomplishment that is achieved when their students get good grade in the exam. A study in 2018 suggests that 54.6% Chinese high school students claim that they don't have enough sleep and feel sleepy or even listless during the daytime. And most of them chose to compensate the lack of rest using catch-up sleep on the weekends, which is proved to be an inefficient method according to a sobering study, reported by The Washington Post in March.15.2019. Such situations can easily lead to mental problems, which are also caused by students' neglect of their personal physical and mental health conditions. We want to do something. Given that we can hardly change their physical health by any means, we decide to call on students to attach greater importance to their own mental health conditions.

## | What is your scope?

Specifically, we expect to influence high school students in Xi'an, Shaanxi in scope.

## | How to reach them?

We'll hold a debate, in which competitors come from high schools all over Xi'an, to make students themselves value our topic. In our economics competition, we ask the participants to share our articles about our topic with their accounts on Wechat, the most popular social media in China. Additionally, beside the laureates decided by our judges, we'll give an award to

the participant who wins the most votes for ideas and algorithms in a vote system we set online. In other words, if you want to win the award, you need to use most of your social relationships and your families' to canvass for you in the competition, which can significantly amplify our social influence.

# Identify the Key Message

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## | The Key Message

" WARNING! Your indifference about mental health is injuring yourself and others "

## | The Tactics Behind

Most Chinese high school students don't think it is a big deal that when they are in very low mood and feel bad alone. We know this and try to put mental problems together with flu, the most well-known and popular disease in China, to illustrate the importance of the mental problems and to call on highschooler to starting notice the problems since they're ignored most of the time.

# Choose the Platform

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## | The Platform Chosen

- 1: Debate: all high students in Xi'an can sign up.
2. Wechat: As stated before,competitors in economics competition need to canvass for themselves by posting our official account voting system to achieve.
- 3.Roadshow: we will use roadshow around major schools and in prosperous regions in Xi'an.
- 4.School newspapers: we make the paper ourselves so it won't be a big problem.

## | The Alternative Platforms

1. Weibo: Chinese biggest blogging website on which we plan to spread our ideas,if we want to do something here,we need to find a user with many subscribers.
2. Bilibili: A video sharing website where a huge number of Chinese students frequently use for various reasons. This is,without doubt, something really innovative.

## | The Criteria to Evaluate

Firstly, we consider the feasibility of the plan to launch big influence onto a platform,In other words, if it is too costly for us to propogandize our topic on it,we drop it.Then is the audience, we try to find a platform where mostly exists our target audience. After that we come to the popularity of the platform among people,for example, Wechat is the most used app in China,so it'll be very rewarding to do something on it.Finally, we look for platforms that are also concerned for the topic similar to or the same as what we 're doing and help each other to spread the idea

## | The Rating Sheet

Strengths Weaknesses

1. QQ and Wechat: huge user base, popular in students ; maybe overwhelmed by other information
2. School network: very close to our target audience ; students may not be in use



of phones in school.

3. School newspaper: very close to our target audience ; many students don't care for it.

4: Weibo: huge user base,including students ; difficult to be influential on such a universal blogging community if don't have a celebrity friend

5: Bilibili: huge students user base. ; it is very time-consuming to present a high quality video that can possibly go viral.

# Set the Agenda

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## | Set the Agenda

- 1.Xi 'an Gaoxin no.1 High School and Plymouth High School on April 2,2019
- 2.Xi 'an Gaoxin no.1 High School held the debate on April 7, 2019.
- 3.Xi 'an Gaoxin no.1 High School held the debate on April 12, 2019.
- 4.Review the work and activity done before,and prepare for the online conference

# Design the Packages

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- [📄 Invitation Poster](#)
- [📄 YIC辩论 美国部分策划书](#)
- [📄 YIC辩论 中国部分策划书](#)
- [📄 视频](#)

# Create and Track the Impact

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## | The Execution Plan

February to April: Propagandizing for the coming events while searching and collecting info and data needed to carry out our activities.

April:

- 1.Xi 'an Gaoxin no.1 High School and Plymouth High School on April 2,2019
- 2.Xi 'an Gaoxin no.1 High School held the debate on April 7, 2019.
3. Publishing what we have done and our idea on the school newspaper.
- 4.Xi 'an Gaoxin no.1 High School ,students in psychology club,with the guidance of the teacher,gave a lecture on April 12, 2019.
- 5.Publishing an article related to our topic on our school's official social media account.

## | Impact Statistics

We'll regularly visit students in all classes ,senior 1, to see if their understanding and concern about mental health has improved or not.

Plus, we mentioned that we'll open as many measures as possible for students to get themselves psychologically examined, so we'll keep an eye on the students received at our school help center.

## | Collect Feedback

The psychology teacher believes that our project is a great promotion and help for her work, which can help him better understand the mental health of the students, and the number of active consultations has increased. Senior first-year students believe that by understanding the relevant knowledge of the activity, he will help him to pay more attention to mental health and actively seek professional help.

# Review and Reflections

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## | What Are Successful

In terms of deep thinking, we have succeeded in letting the whole school students understand the psychological examination and psychological self-examination in the way of thinking through debate. In terms of communication, we successfully used the live broadcast method to obtain more than 2,000 page views, and reached the widest spread through newspapers and WeChat public account. In terms of knowledge popularization, we are very happy to see that the psychological teacher is more busy... The number of students who come to consult has increased.

## | What to Improve

We didn't motivate the students enough to make them take an active part in our activities. At the same time, the newspaper as one of the traditional media, his propaganda effect is not as good as the online media, we should work hard on the online media. We also have certain problems in the timing, and the time is not enough in the later summary.

## | Summarize Learnings

We have a deep understanding of the knowledge of psychology, especially in the identification of psychological and mental illness and psychological self-examination methods. At the same time, I also saw the aspects of Chinese high school students' mental health needs to be concerned, and helped everyone master the self-test method, and achieved the effect of finding depression like finding a cold. Through the process of communication, we also deeply felt the methods and effects of the whole media communication and the sense of accomplishment brought by the successful communication concept.

# Appendix

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## | Presentation File

 [\\_presentation file](#)

## | Team Credits

## Judge Comments

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" Excellent topic. I found it interesting you chose to educate your target audience through a debate since that would show the pros and cons to mental health being covered by insurance. Kudos to you all for reaching out to an American school to learn what they are doing. Perhaps add the scale you referenced into your presentation so people can see sample questions and the benchmark for their health. "

" It was impressive to see the multiple platforms you used to complete your research and engage students in the process. The debate was a great way to educate and include your audience in the conversation. It was also cool that you connected to a couple of American schools to share experiences and learn how they are facing the same challenges. The scope of your project was a bit ambitious, especially the economic competition--I didn't quite understand the purpose of that particular goal. "

" From the enthusiastic hello, team uniforms (blue and white!) to your well-prepared slides, to the unusual methods you used, including a debate, a lecture and outreach to two U.S. schools in Massachusetts, this presentation had professional flair. Since you brought it up, I would have liked to know how many Chinese students seeking psychological screening would be covered by health insurance compared to students in Massachusetts (which actually has one of the better state-run health insurance programs in the U.S.). More discussion of what happens when students are not covered and do not seek psychological screening for important issues would have been a good addition. (end of Beatrice comment) "

" Great topic. and nice delivering of speech. Really appreciate the format of debate and your reaching out to US. schools. It is a big topic, and glad to see that you set your goal at the beginning of your initiative: to make the expenses of medical services for mental illnesses be partially covered by medical insurance system in China. It may need a long way to go but your initiative could be a great try. "