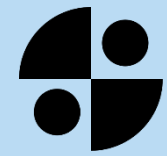


Our Campaign :Please Disturb



What is it about?

A Mental Health Destigmatisation Campaign



A Web Series on Reaching out and Responding

Mental Health, Our Real Wealth Let's Talk about it



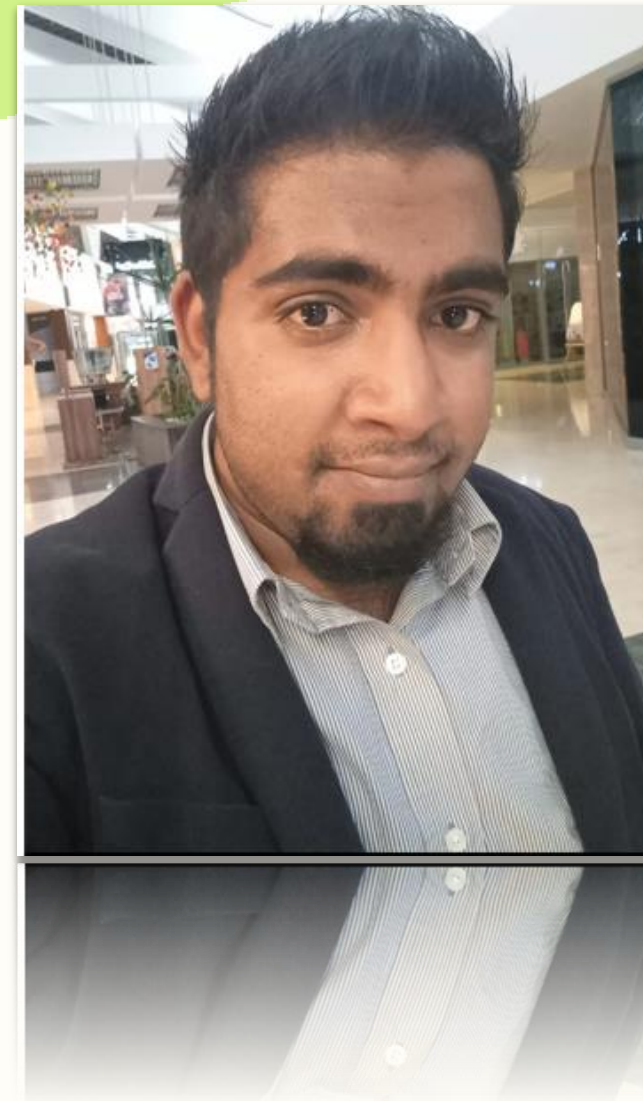
The Please Disturb Team



Dhandita Kesson



Bhavna Basenoo



Pravesh
Sumoreeah
Team Leader



Wakyl
Jankeepersand

Problem Definition:

The Culture

1

Hustling culture is revolutionizing the modern world. It starts very early with the traditional educational system that leans heavily on elitism. Children are encouraged to be part of competition for better marks, better schools and better jobs.

2

There is the pretend culture where we behave as if everything is fine and we want to be like others instead of accepting our authentic self

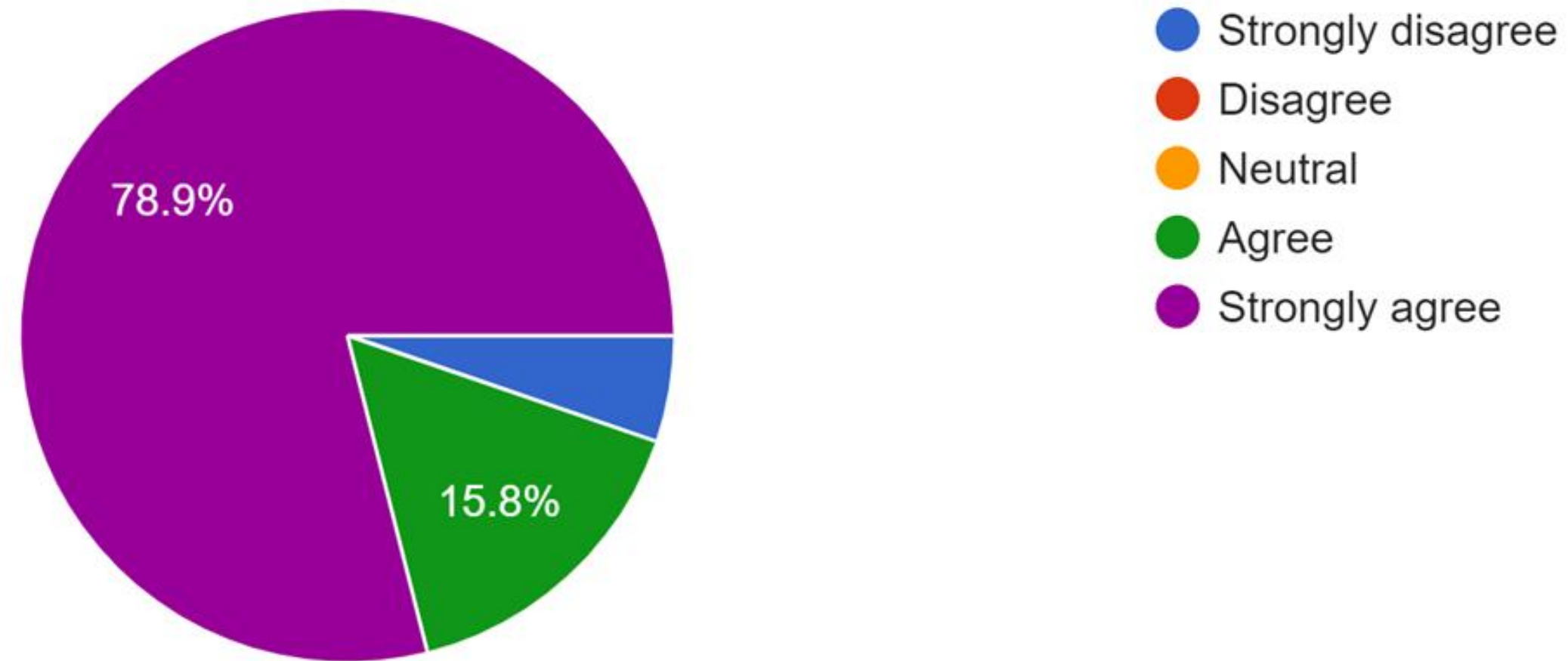


So we came up with a project to help people live in an authentic manner and learn to cater for their emotional wellbeing along with their Mental Health

Data Collection

Mental Health Issues affect everyone

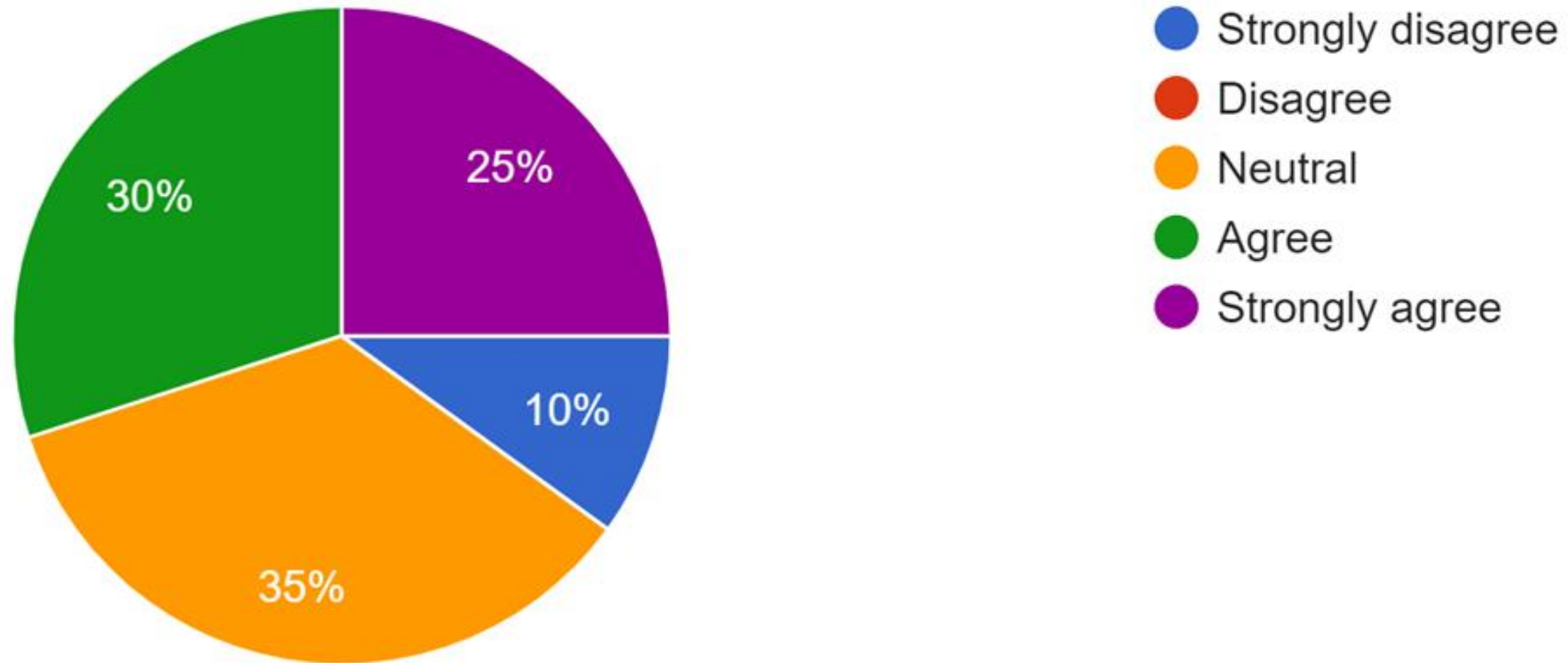
19 responses



Data Collection

I am well connected with my emotions

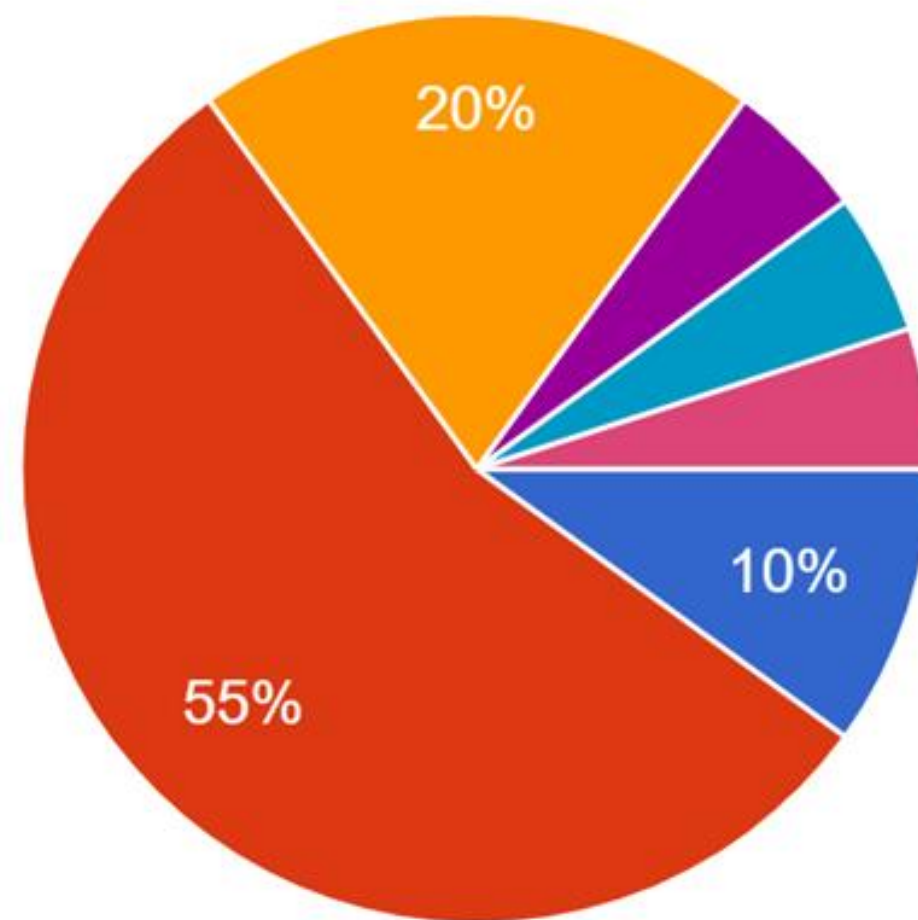
20 responses



Data Collection

Have you felt any of these?

20 responses

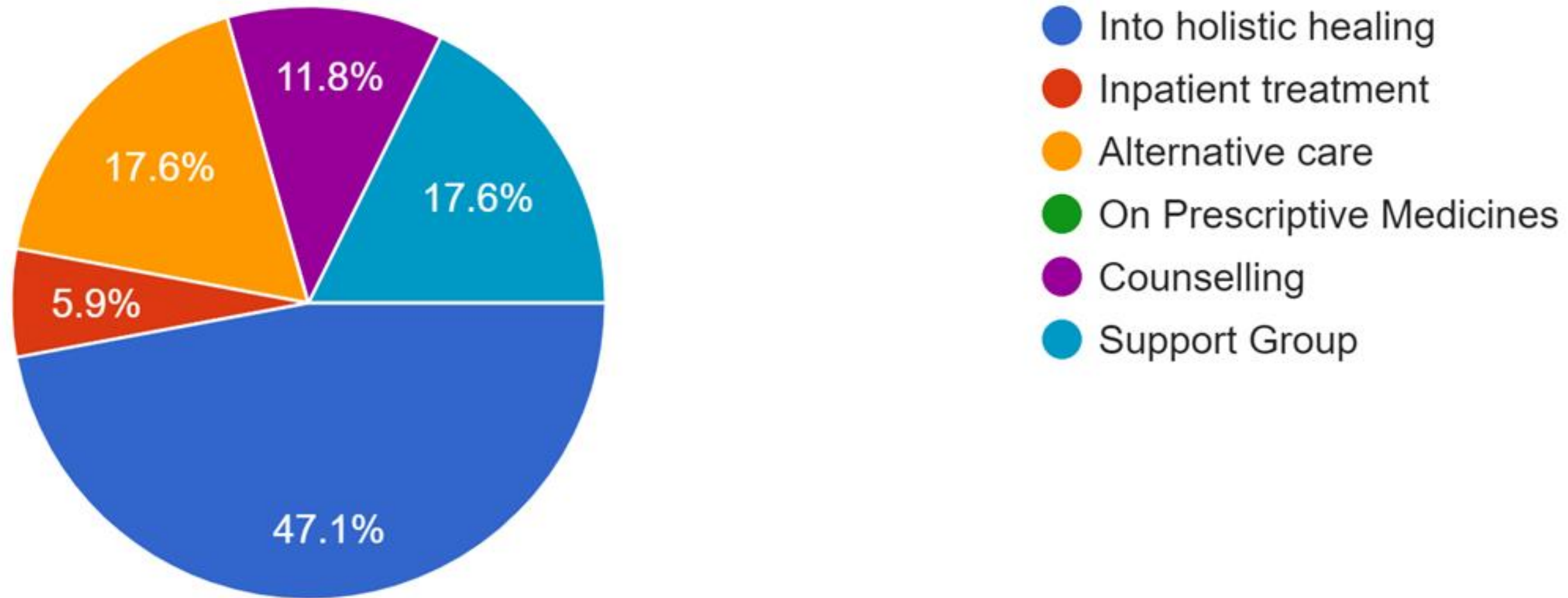


- Eating or sleeping too little or too much
- Having low energy
- Feeling unusually confused, on edge, or scared
- Hearing voices or believing things that are untrue
- Inability to perform daily tasks
- I encountered all of them
- Several of the above (Maybe use a checkbox so we can choose more tha...

Data Collection

What best describes you right now with regards to your mental health

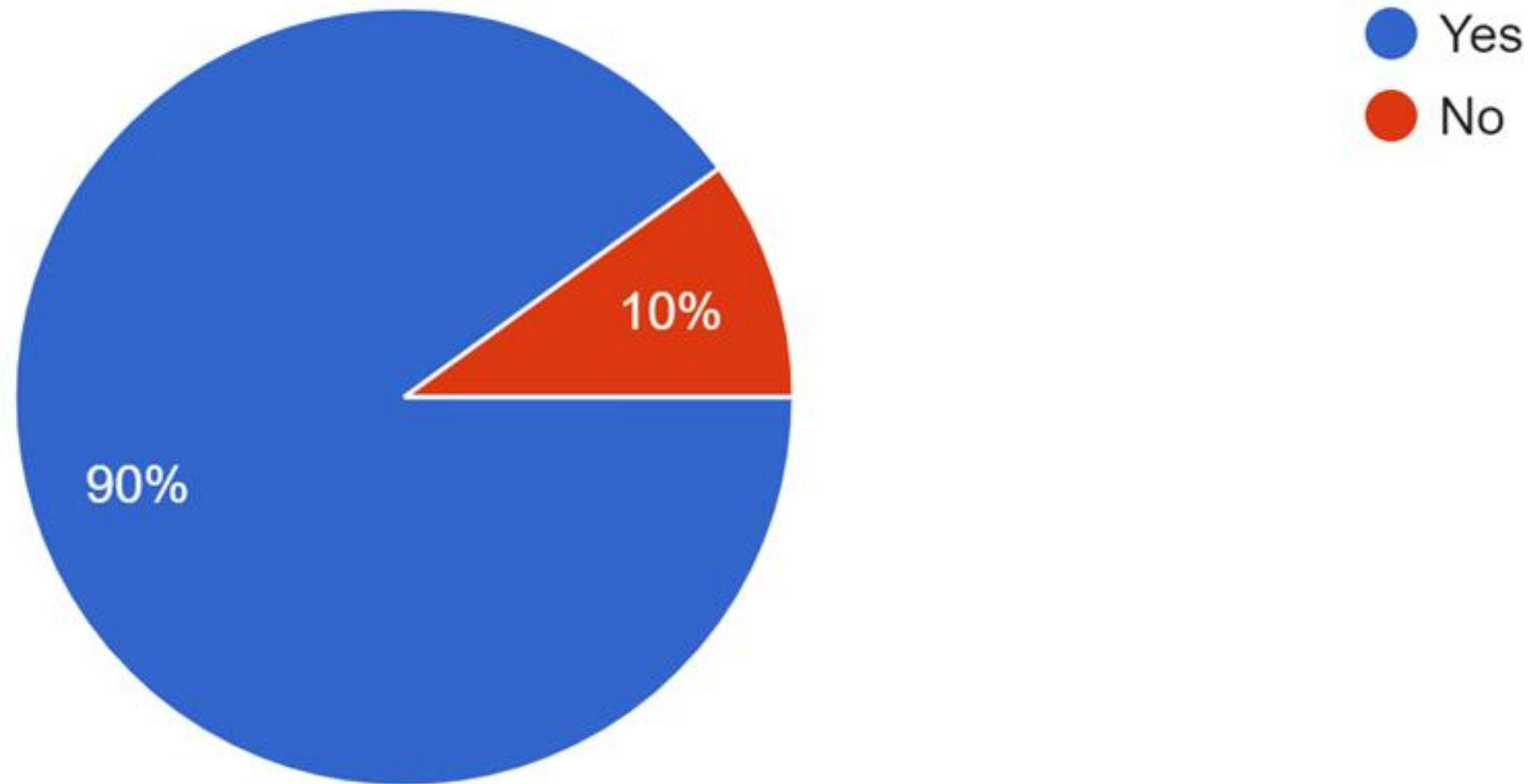
17 responses



Data Collection

Have you appreciated the Please disturb Campaign Videos?

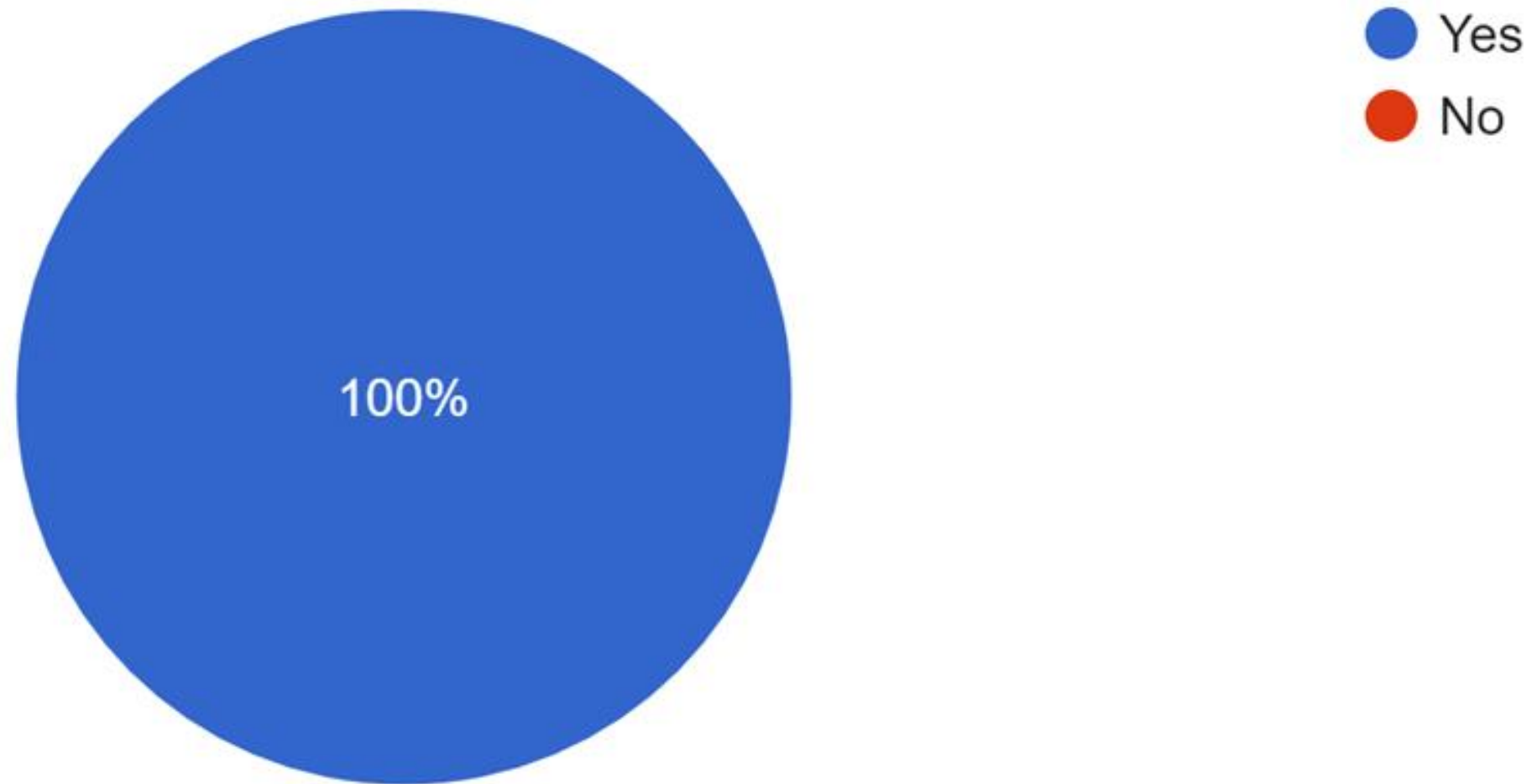
20 responses



Data Collection

Would you like to see more of the Videos on tips and personal stories?

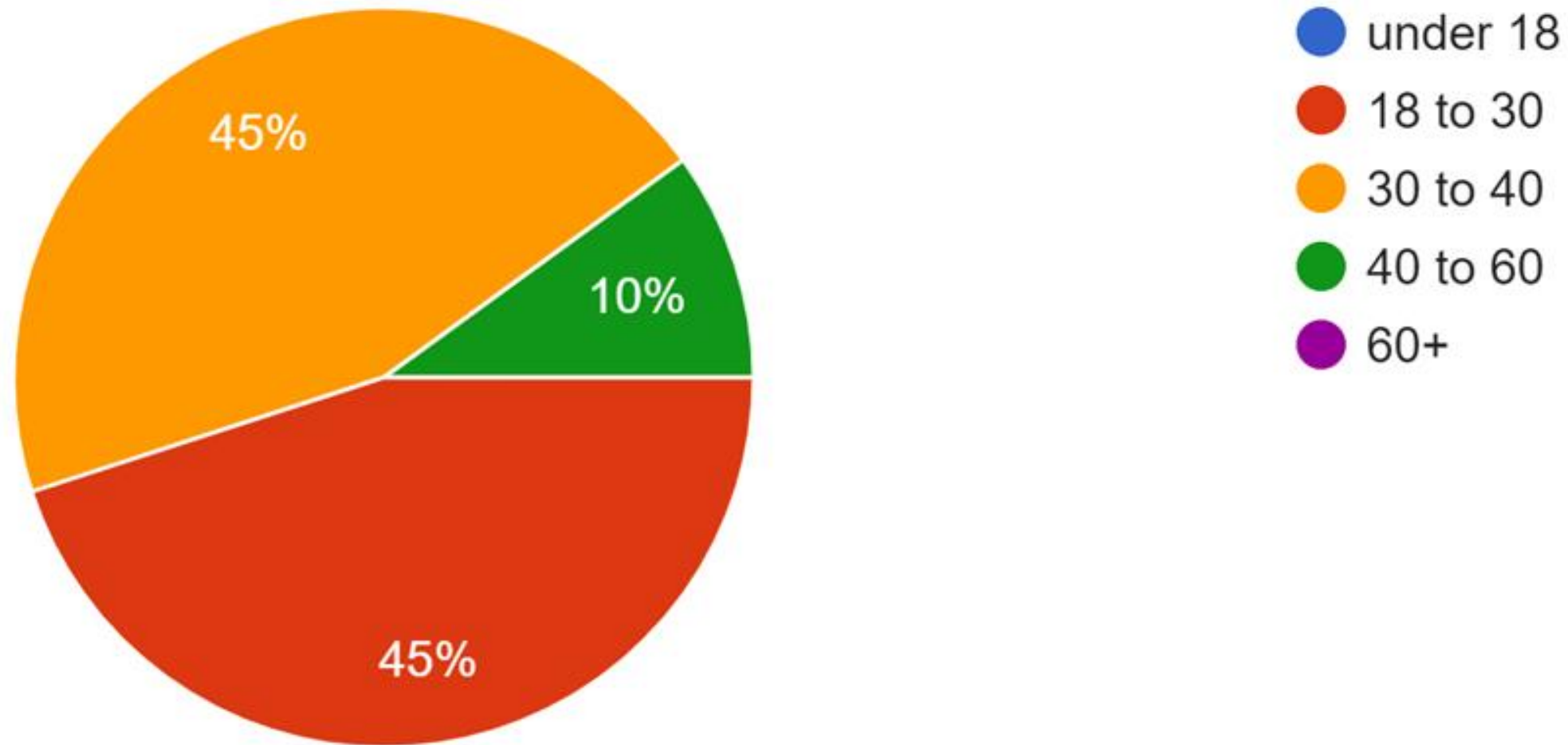
20 responses



Data Collection

what is your age group?

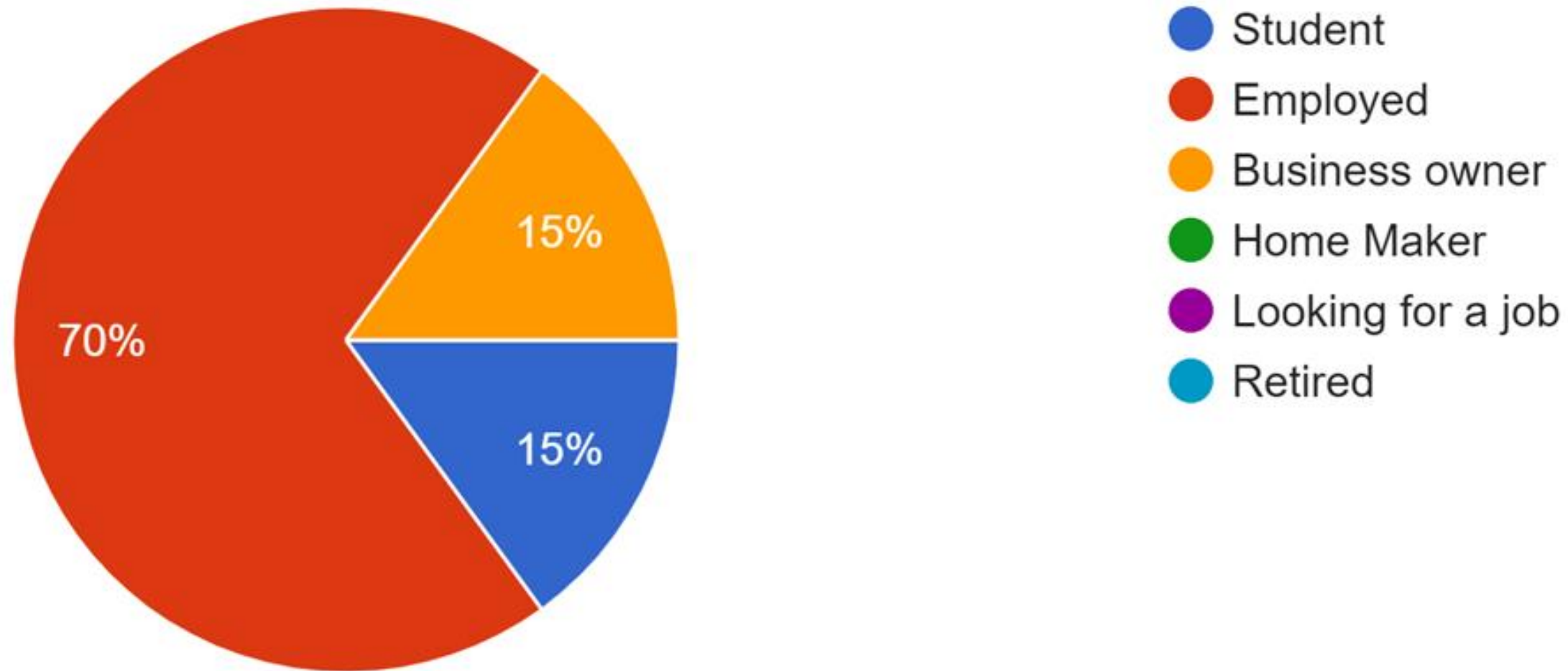
20 responses



Data Collection

Occupation

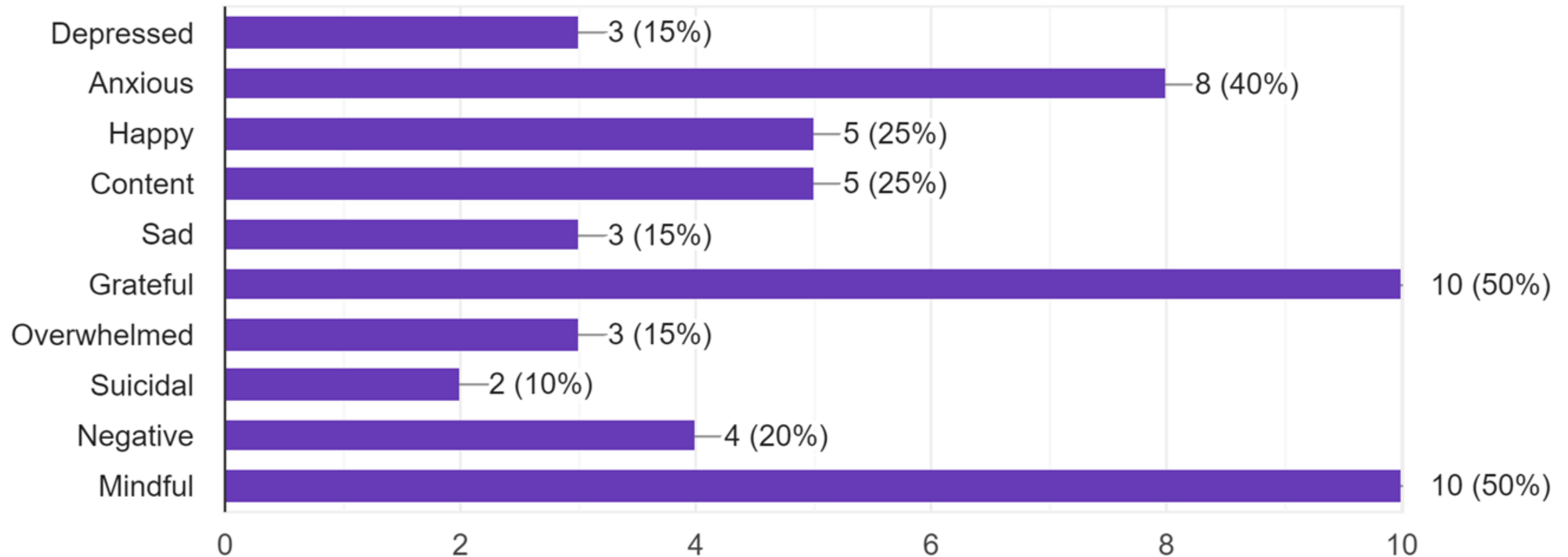
20 responses



Data Collection

What would best describe you currently?

20 responses



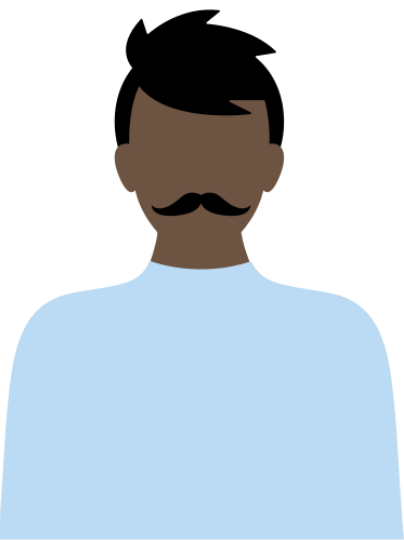
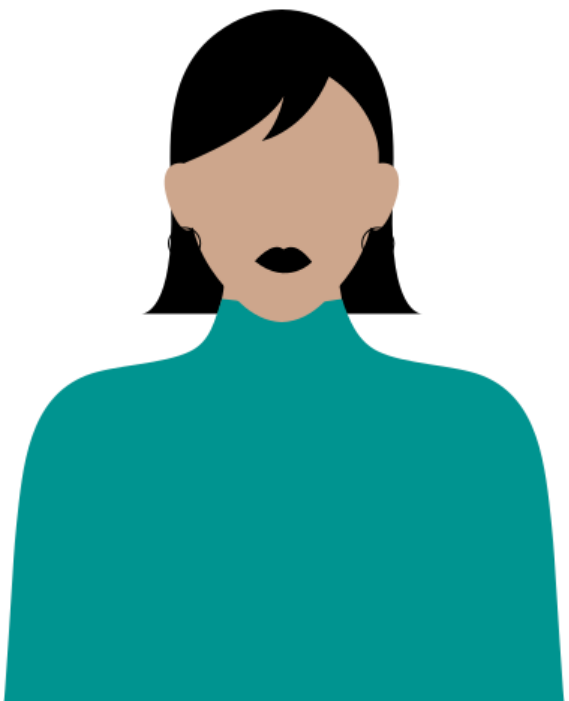
The Planned Solution

Talk to me campaign:

Empathic circles:

Just a listening ear, so that people can vent out or voice out feelings.

Qualified Therapists: Professional advice

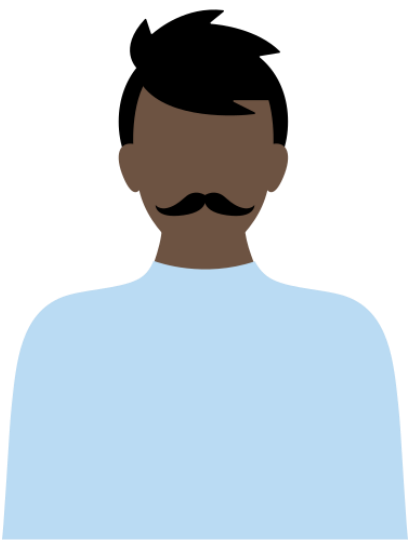
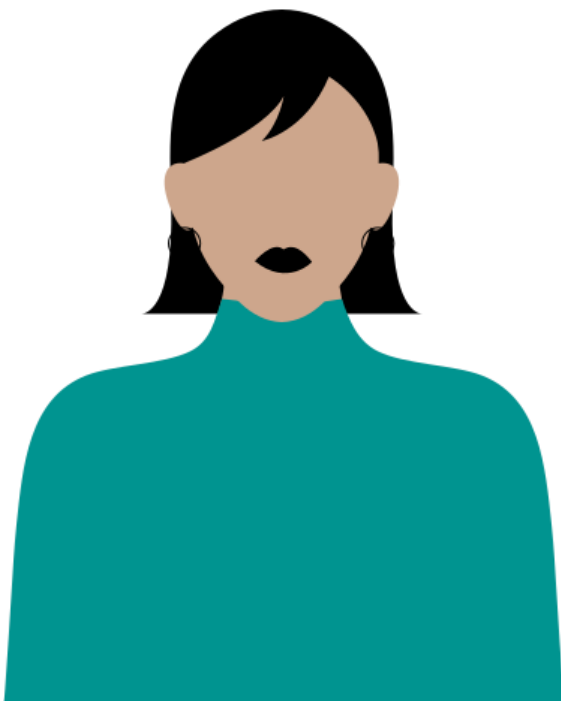


The Actual Solution

Video Recording by Professional Resource Persons.

The Human Library (Adversity Concept)

Shoot videos of personal stories to help people showcase stories of adversity to let them know that they are not alone in their struggles.



Innovation in the Solution

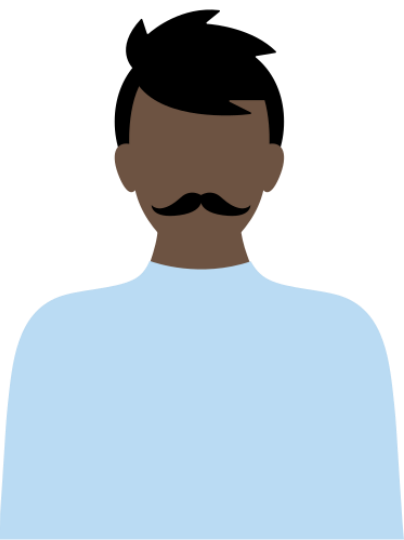
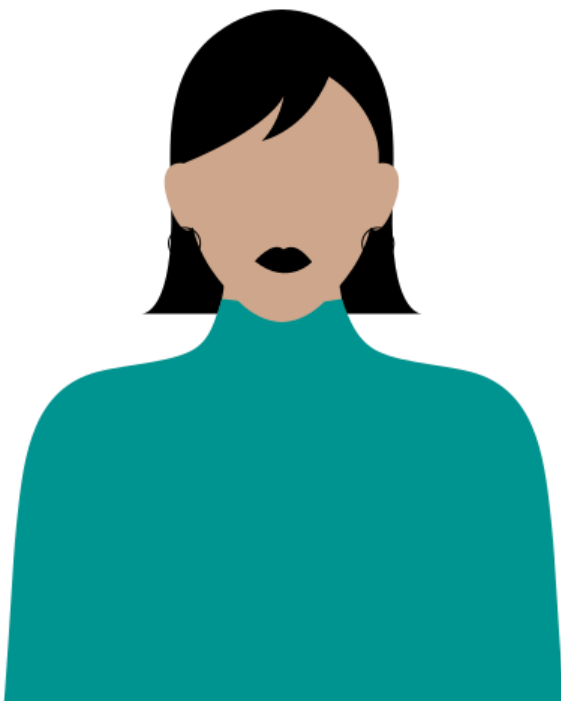
Aim:

Empower adults and children to speak about their genuine feelings without fear of judgement.

Slogan: Please Disturb

Objectives

1. Encourage people to open up about their emotions.
2. Provide a space for people to reflect on their emotions.
3. Equip people with tools to train their minds to think positively.



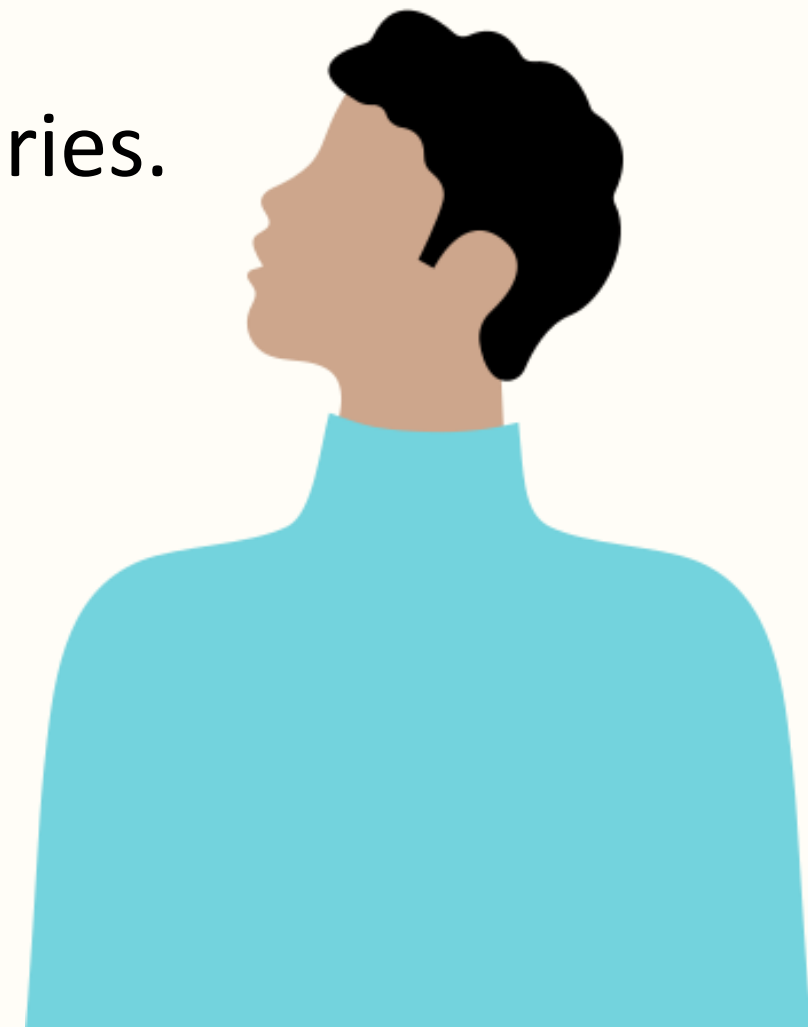
Innovation in the Solution

Initial Plan:

With the initial plan, our outreach would have been limited.

Future Plan:

A website a one stop platform with answers to various queries.



Innovation in the Solution

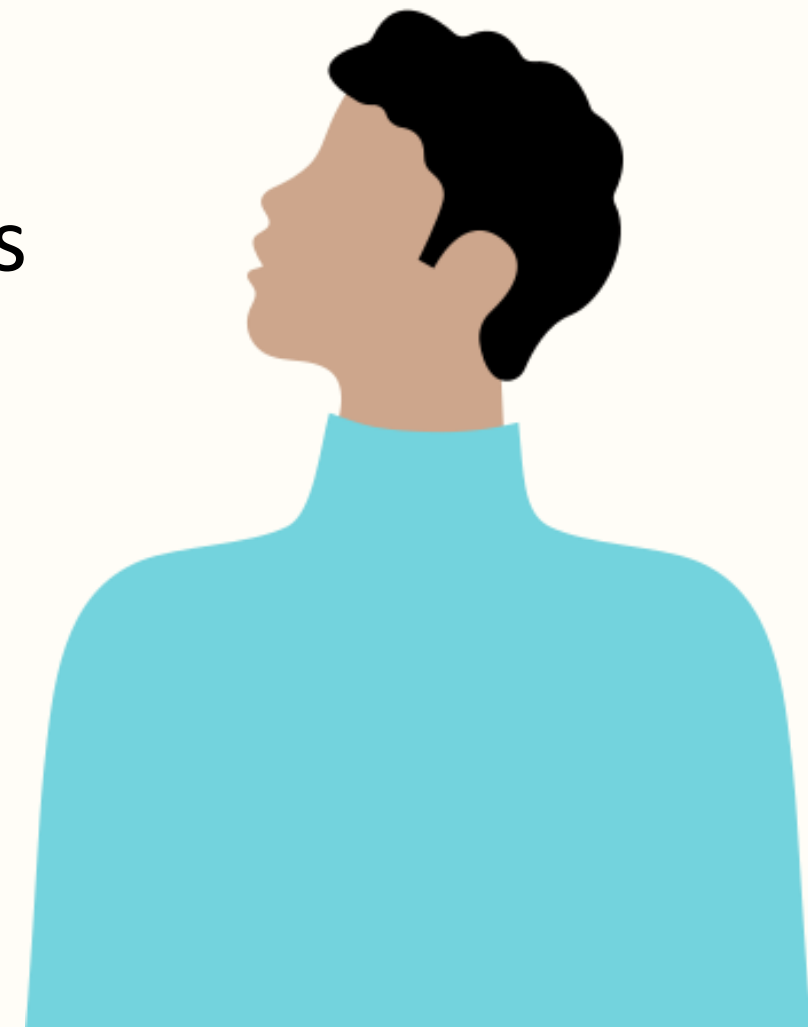
Scope for Expansions:

The platform can target various audiences. It can help segment public into concerned sub groups and then stream curated information that is specially targeted at addressing issues.

New parent: videos related to personal Health, practices and how to be mindful while raising young children.

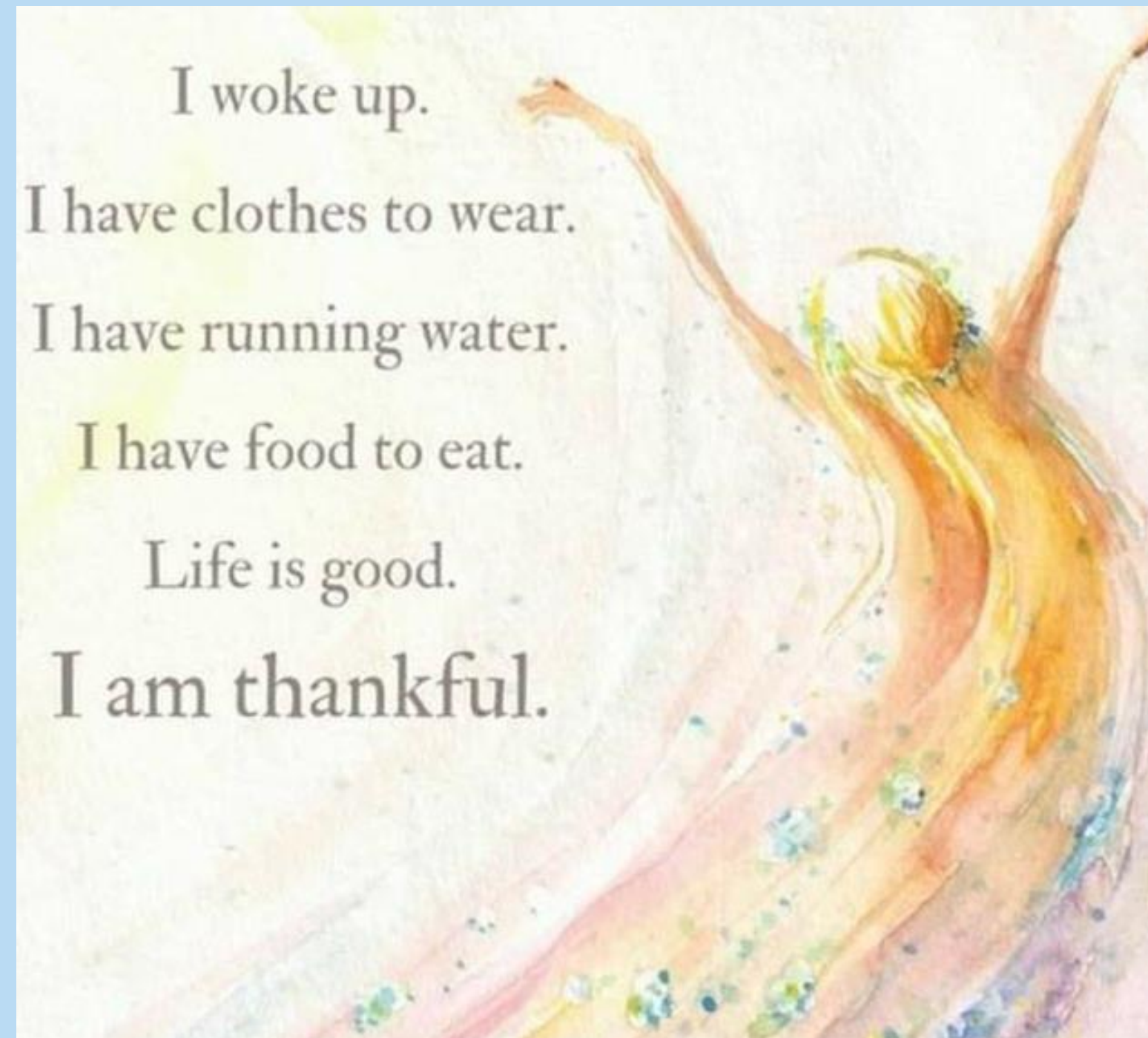
Youth: building unique identities and societal pressure.

Children: helping to cope at school, handling bullying.



**Acknowledge
your feelings.**

**Connect
with
others.**



Implementation Plan

- The team created a whatsapp group to update each other easily.
- We met once every week on whatsapp call at the beginning of the project and once a fortnight to keep each other posted on updates, developments and difficulties encountered.



Share of work

Wakyl

- Collect data and Video Shoots
- Social Media Management

Dhandita

- Make follow ups with stakeholders
- Work on content for the projection

Bhavna

- Presentation
- Google form for data collection

Pravesh

- Contact the Resource person and make follow up
- Update the project file

Stakeholders Involved

Resource persons

- Mr Anwar, Psychologist
- Ms Nulliah, Therapist

Schools and Universities

- But owing to Covid we could not run the project in schools and universities.

Public at Large

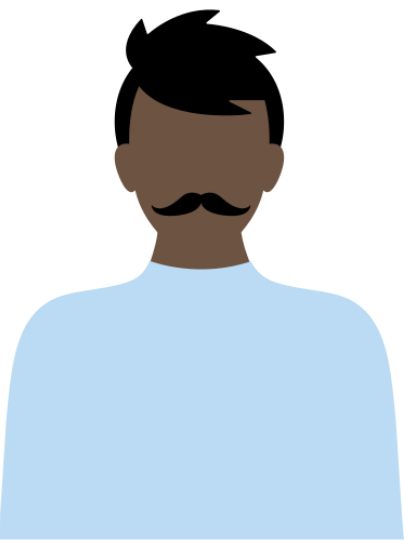
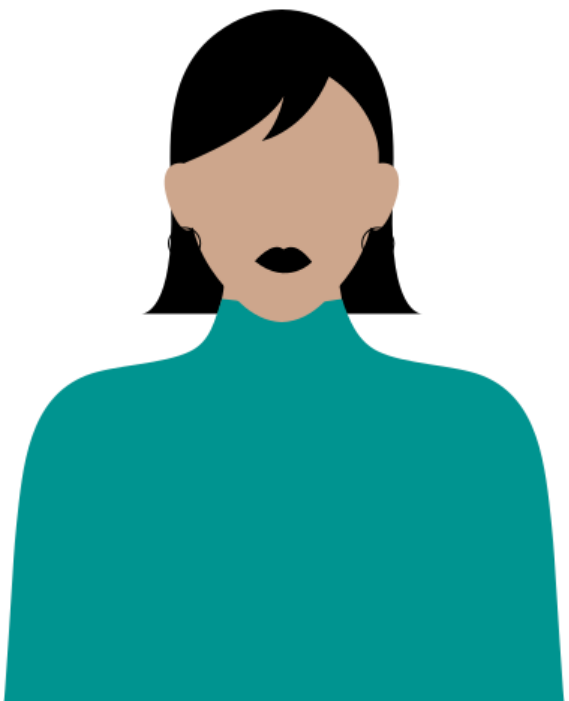
We launched the page online and spread the word through our online networks for video views

Corporate

We have contacted the MCB group for a presentation in line with corporate wellness solutions.

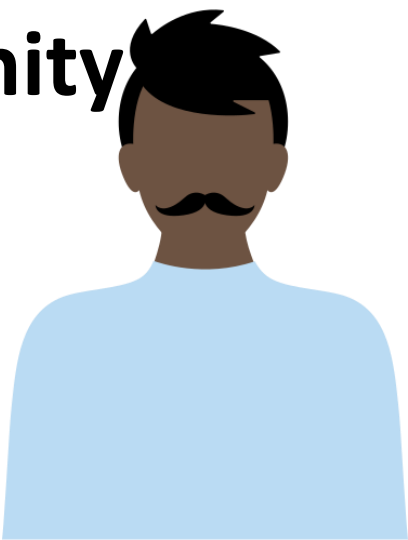
Difficulties and Challenges

- ❖ **Due to Covid 19, we had to change our initial plan to a contactless event.**
- ❖ **We looked for qualified resource persons and needed to enlist them as a volunteer in our project. We searched for a lot of information and we had to go through their credentials to approach institutions.**



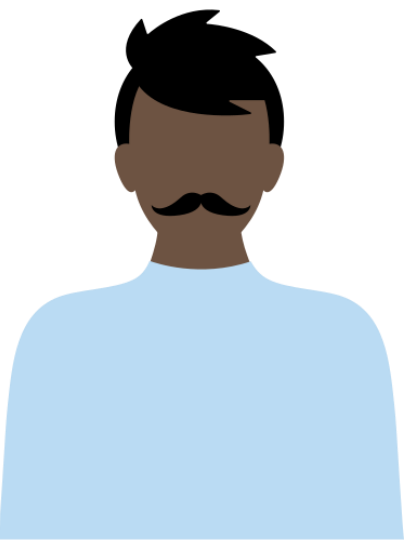
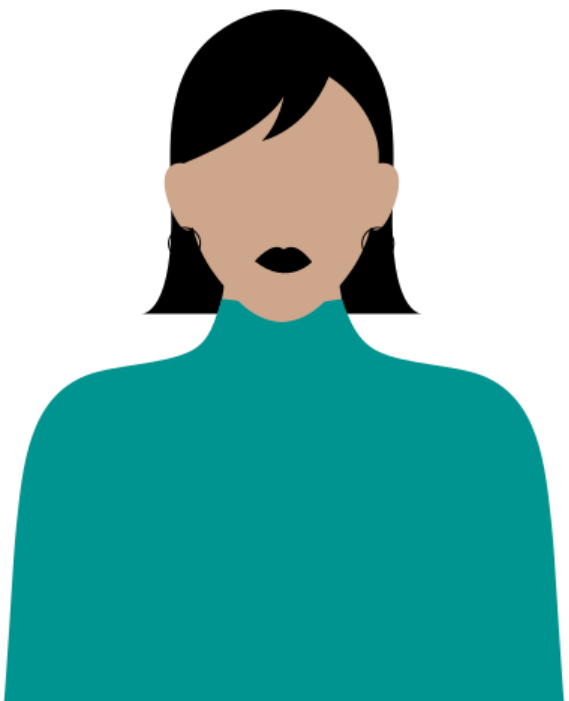
Leadership Skills in the face of adversity

- ❖ **We went out to seek people who are already volunteering in mental Health matters and Pravesh met with the resource person retained.**
- ❖ **Most of the team members were working so it was very challenging to get everyone on the same page.**
- ❖ **We had to make the tough decision to exclude a member from the team owing to their glaring absence and it was unfair on team efforts**
- ❖ **We changed our initial plan and contacted school authorities and HR leads in companies to help us run this project to have an inclusive community**



Leadership Skills in the face of adversity

- ❖ We recorded the sessions with the speakers instead of running a seminar or webinar.
- ❖ The speakers were not at ease with facing camera and conduct the talk through video all by themselves so we sat down for a Questions and Answer Round
- ❖ We created a Facebook page for momentum and connection.
- ❖ We created a YouTube channel to upload videos and send links for the viewers.
- ❖ We created a follow up Google form link to ensure a feedback on the event and prompts for new talks.



Video Time

Issues that
Disturb



Talk with Mr
Anwar
Mauderbaccus,
The Psychologist

Thank you for your attention!



Any Questions?