Our Campaign: Please Disturb

What is it about?

A Mental Health Destigmatisiation Campaign
A Web Series on Reaching out and Responding

Mental Health, Our Real Wealth
Let’s Talk about it
The Please Disturb Team

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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.

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.
Mental Health Issues affect everyone
19 responses

- Strongly disagree: 15.8%
- Disagree: 78.9%
- Neutral
- Agree
- Strongly agree
Data Collection

I am well connected with my emotions
20 responses

- 35% Agree
- 25% Strongly agree
- 10% Neutral
- 30% Disagree
- Strongly disagree

Pie chart showing responses to the statement.
Have you felt any of these?

20 responses

- Eating or sleeping too little or too much: 55%
- Having low energy: 30%
- Feeling unusually confused, on edge, or scared: 10%
- Hearing voices or believing things that are untrue: 5%
- Inability to perform daily tasks: 10%
- I encountered all of them: 5%
- Several of the above (Maybe use a checkbox so we can choose more tha...
What best describes you right now with regards to your mental health

17 responses

- 47.1%: Into holistic healing
- 17.6%: Inpatient treatment
- 17.6%: Alternative care
- 11.8%: On Prescriptive Medicines
- 5.9%: Counselling
- Support Group
Data Collection

Have you appreciated the Please disturb Campaign Videos?
20 responses

- Yes: 90%
- No: 10%
Data Collection

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

20 responses

100% Yes
what is your age group?
20 responses

- 45% under 18
- 45% 18 to 30
- 10% 30 to 40
- 10% 40 to 60
- 0% 60+
Data Collection

Occupation
20 responses

- 70% Employed
- 15% Business owner
- 15% Student
- Home Maker
- Looking for a job
- Retired
# Data Collection

**What would best describe you currently?**

20 responses

<table>
<thead>
<tr>
<th>Feeling</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depressed</td>
<td>3</td>
<td>15%</td>
</tr>
<tr>
<td>Anxious</td>
<td>8</td>
<td>40%</td>
</tr>
<tr>
<td>Happy</td>
<td>5</td>
<td>25%</td>
</tr>
<tr>
<td>Content</td>
<td>5</td>
<td>25%</td>
</tr>
<tr>
<td>Sad</td>
<td>3</td>
<td>15%</td>
</tr>
<tr>
<td>Grateful</td>
<td>10</td>
<td>50%</td>
</tr>
<tr>
<td>Overwhelmed</td>
<td>3</td>
<td>15%</td>
</tr>
<tr>
<td>Suicidal</td>
<td>2</td>
<td>10%</td>
</tr>
<tr>
<td>Negative</td>
<td>4</td>
<td>20%</td>
</tr>
<tr>
<td>Mindful</td>
<td>10</td>
<td>50%</td>
</tr>
</tbody>
</table>
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 this 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.
I woke up.
I have clothes to wear.
I have running water.
I have food to eat.
Life is good.
I am thankful.
Implementation Plan

• The team created a watsapp group to update each other easily.

• We met once every week on watsapp call at the beginning of the project and once a fortnight to keep each other posted on updates, developments and difficulties encountered.
Pravesh
• Contact the Resource person and make follow up
• Update the project file

Bhavna
• Presentation
• Google form for data collection

Wakyl
• Collect data and Video Shoots
• Social Media Management

Dhandita
• Make follow ups with stakeholders
• Work on content for the projection

Share of work
Stakeholders Involved

Resource persons
• Mr Anwar, Psychologist
• Ms Nulliah, Therapist

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

Schools and Universities
• But owing to Covid we could not run the project in schools and universities.

Corporate
We have contacted the MCB group for a presentation in line with corporate wellness solutions.
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 Mauderbachus, The Psychologist
Thank you for your attention!

Any Questions?