

Whole-istic Health

Social media Campaign

This social media campaign is a group run project that stresses the importance of connecting mental health with physical health. Often mental health and physical health are separated, when in reality, combined they can truly make long lasting beneficial change for each person. This mindset is what Whole-istic Health aims to nurture for the online world at large, bringing education, connection, and awareness of this issue. Overall creating more fulfillment and joy to society.

The Goal

Our goal is to provide information to the online world, which will be accomplished by building a community through networking. This entails reaching out to creators and encouraging them to speak on the issue, creating our own profile to run the campaign with a personalized hashtag, helpful pop up ads with links and more. The goal is to bring awareness to the issue as well as inform the wider online world. When looking over this project the first question that may come to mind is, what does Whole-istic Health mean as a movement? Being Whole, means to be connected with oneself, and is a play on the word holistic health which focuses on treating an entire person's self and taking into account physical, mental and social factors, rather than just the obvious symptoms. To put this all together means that our group realizes that multiple factors together are what makes a person healthy, not just one factor, but the issue at large.

Research question

The research question for this project is, how can we bring awareness through social media? And are there any other ways we can present this issue to the public, and get more people vocal and active about it?

The problem at large is that mental illness is a larger issue than is currently being presented, and physical well being can be connected to mental wellness as well. One in five U.S. adults live with a mental illness (51.5 million in 2019,(U.S. Department of Health)), and According to The mind-body connection, exercise has been used for treatment for anxiety, depression, and more. With this research in mind, when combining physical health with mental health, our social media campaign will help a wider range of people.

-Mood Board-

Images/ideas that inspire our project

3 PILLARS OF PHYSICAL HEALTH

PHYSICAL ACTIVITY
SLEEP
NUTRITION

Help Teens & Young Adults THRIVE

Parents who discuss health and wellness with their children early and often are preparing them to take charge of their health, an important stepping stone on the path to adulthood.

As teens make this transition, it's important for parents to maintain open dialogue on a wide range of important health topics, including:

- Smoking:** Nearly 9 out of 10 cigarette smokers first tried smoking by age 18
- Alcohol:** 1 in every 6 teens binge drinks, yet only 1 in 100 parents believe his or her teen binge drinks
- Mental Health:** In any given year, 14 to 20 percent of children, youth and young adults (up to age 25) have a mental, emotional or behavioral disorder
- Sexual Health:** As many as 1 in every 2 young people will get an STD by age 25
- Immunizations:** Adolescent immunization rates lag far behind childhood rates

Parents should also encourage their older teen or young adult to schedule regular checkups to ensure they're current with any necessary medical care, including recommended immunizations.

For health information, tips, checklists and conversation starters, download the **THRIVE** (Teen Health Resources, Information and Vaccine Education) app for free on your Apple® and Android™ products, or visit www.thriveapp.com.

centrofexcellence.com

Health & Wellness



-Create better overall health-

Spread awarness,foster growth

Mental Health

MentalHealth.gov

All encompassing information in regards to all aspects of mental health; government ran website, so it is backed by funding and science.

who.int/health-topics/mental-health

Internationally accredited website with latest news and resources in regards to mental health.

Healthline.com

With an overall goal of helping people reconnect with their well-being, Healthline is front and center for assisting with simple, expert-based information in regards to mental and physical health. The website will keep you well informed and able to make appropriate wellness decisions.

The Trevor Project

For young LGBTQ workers or family members, The Trevor Project provides crucial mental health resources. This organization focuses on issues such as anxiety, depression, eating disorders, substance abuse, and suicide prevention in members of the LGBTQ community under 25 years of age.The Trevor Project includes resources such as crisis intervention tools, suicide prevention trainings, and other community resources.

Physical Health

AceFitness.org

From learning about the connection between mind and body workout guides, ACE has provided nearly all the tools needed on their website to educate on health and wellness. Their mission is to get people up and moving. Their science and research team stays up to date on the latest research to be able to improve the health and wellness of their readers. Check out their website for continuous engagement and to learn how to live a healthier lifestyle.

National Council for Behavioral Health COVID-19 Fund

Conditions such as anxiety and depression have worsened for many employees during the COVID-19 pandemic.

Mental health nonprofits are in a position to promote proper treatment of these and other conditions during this crisis. The National Council for Behavioral Health has established a COVID-19 relief fund to remove financial barriers for those seeking help. Donations go directly to frontline community behavioral health providers who can help provide remote and in-person services to those with mental illness or substance abuse issues.



Tips for overall health

Mental and physical health are often separated, but in reality, are intertwined and essential for overall health. Below are some tips you can try in order to connect the two.

Take Care of your body: Nutritious meals, Drink plenty of water, overall remember to fuel yourself.

Exercise: even 10min helps decrease depression and anxiety. If not a workout, a short walk is enough! Never feel obligated to workout, but see that walk as a moment to breath and think (because you deserve it.)

Take a brake: Overworking yourself will only create more problems, try working 30min, then taking a break.

Join groups- if you struggle with mental health, join a group (online or physical) something to connect with others and recognise your time is valuable.

Follow helpful resources: Often, we forget to see the good around us, we are swept up in everyday life. One tip is to follow creatives, articles, blogs, etc. that inspire us and show how to move forward.

Resources

MentalHealth.gov WholeHealth.com AceFitness.org



Business card



Sticker/decal



Bracelet



Areas of challenges- Challenges we have faced up to this point is finding time to communicate between all of our schedules, but overall the team has worked to overcome time zone differences as well as our busy schedules. Specific feedback that would always be helpful is how to layout the final project PDF, as well as any general info. Another Factor was establishing roles at large and contributions.

Questions in regard to draft

- Changes that we took into consideration were the color palette, the final logo, design, and the addition of websites as well as our links and hashtags.
- The proposal will be complete once we have all of the media, as well as some 3D mockups (street signs, picture of the profile, etc.). Another factor is that we will have the draft edited by each member to make sure it goes over our intended topic.

TEAM MEMBERS

Chris Hurtig-Project Data analyst (*Gather Websites and profiles to link to*)

Haley Roland-Editor/ project Reviewer (*Editor(edit all media,links,info created)*)

Ali Sahas-Digital/social media Coordinator (*creating profile name/elements*)

Cecelia Bleeker-Design media/project Coordinator (*Create/gather files, (an ad,t-shirt design,flier etc.)*)

Links/profiles and Websites

Link Profile Website link

Non-Profit Organizations of interest:

Anxiety and Depression Association of America

Anxiety and depression are common mental health issues in the United States. The World Health Organization estimates that depression and anxiety cost the global economy \$1 trillion per year in lost productivity.

The ADAA is focused on prevention, treatment, and cure of anxiety, depression, and related conditions through education, practice, and research. The organization has a community of over 1,500 mental health professionals, many of whom contribute actively to research, education, and training.

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National Alliance on Mental Illness

NAMI is a nonprofit mental health organization whose mission is to provide “advocacy, education, support and public awareness so that all individuals and families affected by mental illness can build better lives,” with a focus on reducing stigma and improving the mental health system.

This organization publishes information about mental health and offers resources such as classes and training, mental health programs and events, and a helpline to recommend non-emergency resources and solutions.

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Instagram Links

On Our Moon | [@onourmoon](#)

On Our Moon, founded and run by Alexandra D’amour, is a “digital tent” for honest conversations about mental health, therapy, trauma, and other topics often seen as off-limits. In addition to the social page, the brand has a website with beautifully written pieces and a podcast, as well as in-person and virtual event opportunities. Every aspect of On Our Moon shares vulnerable and compassionate stories in order to explore “what it means to be human.”

My Wellbeing | [@findwellbeing](#)

My Wellbeing is a mental health service connecting individuals with therapists in New York City. On Instagram, the “matchmaking” company uses its feed to share expertly written articles, supportive guides, and comforting affirmations. It doesn’t hurt that the helpful information comes in an aesthetically pleasing package, either. Don’t miss the Story highlights featuring tips from various therapists.

Men’s Health and Women’s Health | [@menshealthmag](#) and [@womenshealthmag](#)

Starting as a published magazine, these pages cater to both men and women. Both pages have everything from workouts, to nutrition, to supplementation, to product reviews, etc. A good publication to view for physical fitness goals at any stage in their journey.

Hashtags

#mentalwellth #physicalhealth #Woleistichealth

-The profile will be focused on tools that help to connect people, and that focus on our main goal. This means having easily accessible links to profiles, media and information. We plan to link our profile to other profiles that encourage our main focus, physical and mental wellness; hence the hashtags #whole-istichealth #physicalwellth and #mentalwellth. The profile will be created on a social media platform (undecided which platform to use yet, may use several)

Source list

MentalHealth.gov. Home | MentalHealth.gov. (n.d.). Retrieved September 19, 2021, from <https://www.mentalhealth.gov/>.

The mind-body Connection: Better physical health, better mental health. Stormont Vail Health. (2018, November 6). Retrieved from <https://www.stormontvail.org/common-health-conditions/the-impact-of-mental-health-disorders-on-our-community/the-mind-body-connection-better-physical-health-better-mental-health/>.

U.S. Department of Health and Human Services. (n.d.). *Nimh " mental illness*. National Institute of Mental Health. Retrieved September 19, 2021, from <https://www.nimh.nih.gov/health/statistics/mental-illness>.