



**Evidence and
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9–11 October

Melbourne, Australia & Online



Behavioural and Implementation
Science Interventions
Yong Loo Lin School of Medicine



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#44 - Mental Health Campaign – Does it Work? Case study by the National University of Singapore

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Objectives/aims

In 2020, the National University of Singapore (NUS) Mental Health Task Force uncovered significant levels of mental distress among staff with multiple barriers cited to access mental health resources and services.

The NUS Health and Wellbeing unit (HWB) was subsequently set up to spearhead wellbeing initiatives, including the signature mental health destigmatisation campaign, #AreuOk, to drive resource awareness and set the tone for a culture of psychological safety and empathy for staff and students.

Methods

In 2022, campaign resources and materials were sent to the NUS community over a period of 6 months. Highlights included wellbeing workshops, mental health resources, a #WellNUS managers toolkit, social media engagement and a panel event where senior leaders and members of the NUS community shared their mental health stories. Pre-post survey was done for impact evaluation.

Main findings

We had 600 attendees and over 1,500 viewers for the panel event. Our social media content garnered 4.6 million impressions, 64,357 engagement and 9,057 likes. We obtained 6048 responses from the survey. 57.3% of respondents were aware of the campaign. From these, 70% reported to know more about mental health and stigma, 73.3% to be more aware of NUS resources available, 53.3% to be more likely to use those services, and 76.5% to be more willing to support a peer struggling with mental health conditions. The results were statistically significant.



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Our results concluded that mental health destigmatisation campaigns proved to be effective in reducing mental health stigma, helping to promote a psychologically safe space, and improving help seeking behaviour among employees.

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