Social Media Awareness Campaign on Culture and Mental Health: Student Instructions Worksheet

Objective:
To create a social media campaign that raises awareness about the intersection of culture and mental health.

Instructions:

1. Choose a Topic (30 minutes)

- In your group, select an aspect of culture and mental health you want to address. Here are some ideas:
    - Stigma surrounding mental health in different cultures
    - Traditional healing practices and their role in mental health
    - Mental health resources available for diverse communities
    - The importance of cultural competence in mental health care

2. Research (30 minutes)

- Gather information on your chosen topic. Consider the following:
    - Key statistics related to your topic
    - Quotes from experts or individuals with lived experiences
    - Stories or case studies that highlight cultural perspectives on mental health
- Use reliable sources like academic articles, reputable websites, or books.

3. Create Your Campaign (1 hour)

- Develop a social media campaign that includes:
    - **Posters or Infographics:** Create visuals that summarize your key messages. Use Canva or poster paper.
    - **Sample Social Media Posts:** Write engaging captions and design images for platforms like Instagram, Twitter, or Facebook.
    - **Hashtags:** Create unique and memorable hashtags that encapsulate your campaign theme.

4. Prepare Your Presentation (30 minutes)

- Prepare to present your campaign to the class. Include:
    - Your chosen topic and its significance
    - Key messages and visuals from your campaign
    - Your intended audience and how you plan to engage them

5. Present Your Campaign (30 minutes)

- Share your campaign with the class. Be prepared to answer questions and discuss your creative choices.

6. Reflect (20 minutes)

- Participate in a class discussion about the campaigns presented. Consider the following questions:
    - What new insights did you gain about culture and mental health?
    - How can social media effectively raise awareness about these issues?
    - What challenges might arise in communicating mental health topics across cultures?

Materials Needed:

- Access to research resources (internet, articles)
- Design tools (Canva, poster paper)
- Projector for presentations

Group Members:

1. _____
2. _____
3. _____
4. _____

Due Date: _____