



# Project 'Stay with Us'

## Public Image



Submitted by  
Rtr. Ahmadh Booso (President)  
from the  
Rotaract Club of Colombo Fort  
Sponsored By  
Rotary Club of Colombo Fort  
Held on  
September 24th, 2024  
at the  
Social Media Accounts

## Description

"Stay with Us" is a suicide prevention awareness social media campaign aimed at creating a safe space for individuals to express their struggles while raising awareness about the importance of mental health. The campaign focuses on breaking the stigma surrounding conversations about suicide and mental health issues.

By promoting understanding, and empathy, "Stay with Us" encourages individuals to seek help and supports communities in fostering a culture where no one feels alone in their fight for a better life. Through educational posts and information resources, the project aims to offer hope and encourage people to stay connected and resilient.

## Objectives

1. **Raise Awareness:** Educate the public on the importance of mental health and suicide prevention by sharing information and resources on various social media platforms.
2. **Break the Stigma:** Encourage open conversations about mental health and suicide.
3. **Support and Connection:** Create a supportive network where individuals struggling with mental health issues feel heard, valued, and encouraged to seek help.
4. **Promote Helplines and Resources:** Provide information about available helplines, counsellors, and other mental health services for those in need.
5. **Foster Empathy:** Engage communities in promoting empathy, understanding, and active listening to create environments where everyone feels safe to share their experiences.

## Goals

### SDG Goals

- 3 - Good Health and Well-being
  - 3.13 Improve early warning systems for global health risks..

### Rotary Area of Focus

- Basic Education and Literacy
- Maternal and Child Health

### Other focus Areas

## Project Chair

Name	Volunteer Hours
Kaumini Mapa	8 Hours (Appox.)

## Project Committee

Name	Volunteer Hours	Committee Role
Mahdi Namiz	2 Hours (Appox.)	Visual Content Review

Ahmadh Booso	6 Hours (Appox.)	Content Review
Total Hours		16 Hours

Club Participation

Club Name	Count
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Other Organization Participation

Organization Name	Organization Type	Count
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District Steering Committee Participation

Name	Designation
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# Budget

## Income

Description		Amount
Total Income		0 LKR

## Expenses

Description		Amount
Total Expense		0 LKR
Total		0 LKR

## Project Planning

The "Stay with Us" campaign was meticulously planned to create a meaningful and impactful presence on social media to tackle a sensitive subject: suicide prevention. The campaign was structured around a phased approach:

1. **Research and Content Creation:** The team conducted extensive research on mental health issues and the stigma surrounding suicide. Collaborating with mental health professionals and advocacy groups, the campaign developed educational and empathetic content. This content ranged from posts about mental health facts, personal stories, signs to watch for in people struggling, and encouragement for seeking help.
2. **Target Audience Identification:** The campaign identified key target audiences, including youth, marginalized groups, and communities at higher risk of mental health challenges. Tailored messaging was developed to resonate with these different demographics, emphasizing accessibility, relatability, and empathy.

## Public Relations Plan

The PR strategy involved creating a unified message across platforms like Instagram, Facebook, and Twitter. The approach focused on:

- **Hashtag Strategy:** Developing an impactful, shareable hashtag (#StayWithUs) that could gain traction and unify the conversation.
- **Interactive Elements:** Engaging the community through interactive posts such as Q&As, polls, and stories where followers could participate and share their experiences, creating an interactive safe space.
- **Mental Health Week Tie-In:** The campaign was designed to culminate during an important week for mental health awareness, leveraging the increased attention and engagement during this period.
- **Platforms:** The campaign went live on Instagram, Facebook, Twitter, LinkedIn and WhatsApp channels

## PR links

[https://www.instagram.com/reel/DAC-XLEoU6y/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DAC-XLEoU6y/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

[https://www.instagram.com/p/DAFuvsOzQUx/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/DAFuvsOzQUx/?utm_source=ig_web_copy_link)

[https://www.instagram.com/p/DAQ1yAhTbLK/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/DAQ1yAhTbLK/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

## Beneficiaries

## Partners

# Outcomes

## Short-Term Impact:

- Increased Awareness: The campaign successfully raised awareness around mental health, reaching thousands of individuals across platforms. The hashtag trended locally, and posts saw significant engagement.
- Conversation Starter: It facilitated open discussions about suicide and mental health, breaking down barriers that often prevent people from talking about their struggles.
- Resource Accessibility: The campaign effectively shared helplines, mental health services, and tools that connected people to immediate help.

## Long-Term Impact:

- Cultural Shift: The long-term aim of fostering a culture where people feel safe discussing their mental health struggles will continue to unfold as communities become more informed and empathetic.
- Increased Help-Seeking Behavior: By encouraging help-seeking, the campaign aims to gradually reduce suicide rates, as more people become comfortable reaching out for support.
- Stronger Networks of Support: The campaign's lasting impact will be in creating stronger support networks where individuals look out for each other, promoting mental well-being.

# Areas of Improvements

While the campaign was a success, there are areas for improvement:

- Increased Collaboration: Partnering with more mental health organizations and experts for webinars, workshops, or live events could offer deeper insights and more substantial engagement.
- Broader Reach: Expanding the campaign to other platforms like YouTube, or even collaborating with international campaigns, would increase visibility.
- Measurement and Follow-Up: Developing better tools to track the long-term success of the campaign and gathering testimonials or data from users who benefited from the resources can provide insights into the lasting impact and areas that require more focus.
- Diverse Content Formats: Using video content, podcasts, and personal vlogs might resonate more deeply with audiences, providing relatable and human-centred stories.

Gallery



