Kneaux The Five Signs





Louisiana State University 2017 Bateman Competition

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Executive Summary

Baton Rouge, Louisiana, understands the value of rankings. Louisiana State University ranked 13 overall at the end of the 2016-2017 football season. The National Collegiate Athletic Association currently ranks LSU gymnastics at number two in the nation. U.S. News named Baton Rouge one of the 100 best places to live.

Some statistics are more sobering. The flooding that struck Baton Rouge in August 2016 was one of the worst natural disasters to hit the United States since Hurricane Sandy. The Alton Sterling and police officer shootings of that summer add to the unfortunate number of shooting incidents in the country.

Trauma such as these can have a profound effect on mental health, especially in a state where the culture surrounding mental health is relatively nonexistent. With a high prevalence of mental illness and limited access to care, Mental Health America ranked Louisiana 43 in its Mental Health Survey in 2016. This problem was taken as an opportunity for the "Kneaux the Five Signs" campaign to make a difference in the culture of mental health.

People in Baton Rouge know the meaning of the -eaux ending. From telling our Tigers to "Geaux!" to welcoming our new head football coach, Coach Oeaux, the suffix is part of the culture. To make mental health part of that culture, we took that ending to name our campaign: "Kneaux the Five Signs."

While we initially planned to reach a different audience, we still managed to send our message out to key, niche markets. We brought information to schools of the East Baton Rouge Schools System with newsletters and parent correspondence. We also posted an informational poster at the University Laboratory High School, a high school located on LSU's campus.

Regarding the LSU community, we handed out nearly 500 fliers with information on the Five Signs of Emotional Suffering as well as the next steps after identifying the signs. We also had our fliers posted at the LSU Student Health Center and LSU Disability Services, two places on campus that would reach people who needed the information. Our LSU baseball tailgate and study break room put physical health and mental health messages on the same playing field.

While "Kneaux the Five Signs" may not have reached a large audience, it did reach our key audiences: the LSU community and mentors of adolescents. We continue to encourage people to "Kneaux the Five Signs" of Emotional Suffering to recognize them personally and in others, and to add mental health to the vibrant culture of Baton Rouge.

Research: SWOT Analysis

Strengths
A steering committee leads the Campaign to Change Direction. The organization is at an advantage when it comes to the diversity of people involved in the movement. They have a collection of Ph.D. professionals on the steering committee and also a group of famous figures who have pledged to change the culture of mental health in America including Michelle Obama and Prince Harry. Having people of their stature make a pledge is great for credibility and exposure. The education on the Five Signs of Emotional Suffering is clear, easily identifiable and shareable.

Weaknesses
Although the Campaign to Change Direction received some celebrity support, the campaign is not a household name. The campaign lacks popularity on local levels and has not seen considerable growth in American communities. This is due to a lack of focus on a main message to an identified audience. Internally, the organization struggles because it does not provide a call-to-action plan for people to find help after becoming aware of someone struggling emotionally.

Opportunities
The Campaign to Change Direction partnered with the "Give an Hour" campaign to provide mental health support for military veterans and their families. This effort in providing help to a specific demographic shows the potential when the campaign focuses its message.

Threats
The Campaign to Change Direction is in a unique situation because if competitors are succeeding then the organization is also succeeding. There are other organizations dedicated to mental health education using advocacy, support groups and similar efforts. Project375, led by NFL star Brandon Marshall raises awareness for mental health issues. Marshall has suffered from mental health problems himself, so he uses first-hand experiences to amplify his message.

Furthermore, there are a few organizations that have a strong social media presence. #BellLetsTalk is a social movement that helped raise over $6 million for mental health. These organizations do a great job of captivating audiences on social media, an area where the Campaign to Change Direction could improve. The campaign may not be able to gain followers because other mental health campaigns have already claimed a footprint. The Twitter account @signsforchange has less than 3,000 followers, which represents the lack of digital reach the organization has.

Secondary Research

Mental Health Statistics
- Half of all chronic mental illness begins by the age of 14 (National Alliance on Mental Illness, 2017).
- Mental illness typically manifests itself by the age of 24 (National Alliance on Mental Illness, 2017).
- In 2014, approximately 37,000 adolescents from 12 to 17 experience a major depressive episode.
    - Only about 12,000 minors received help during that time (Substance Abuse and Mental Health Services Administration, 2015).

Trauma Case Study

The U.S. Department of Veterans Affairs conducted a case study on natural disasters and its effect on mental health. The case study reported that floods account for the greatest number of disasters that occur worldwide, and kill approximately 140 people each year (U.S. Department of Veterans Affairs, 2016). The August 2016 flooding in Baton Rouge accounts for 13 of those people.

The U.S. Department of Veterans Affairs conducted specific research into the aftermath of the flooding and severe winds of Hurricane Katrina and the effect on survivors. Researchers found that displacement can contribute to distress during trauma (U.S. Department of Veterans Affairs, 2016). Studies revealed that over a year after Katrina, adults and adolescents that evacuated to Oklahoma had higher levels of PTSD symptoms than Oklahoma residents (U.S. Department of Veterans Affairs, 2016).

"The historic Louisiana Flood of 2016 did not discriminate in sending its wave of misery across south Louisiana," Robert Rhoden of NOLA.com and The Times-Picayune reported.

Primary Research

Online Survey Details

We decided to use an online survey as our primary research tool because we felt it was the best way to accomplish a few tasks and objectives. A survey is the best way to reach the entire LSU campus as well as people off of campus including flood victims. The purpose was to get as many people as possible to take the survey so we could formulate a strategy for our tactics.

We created the survey, Knowing the Five Signs of Emotional Suffering, to gain an understanding of our audience and their knowledge of the Five Signs of emotional suffering. Our first goal was to find out more information about the participants' knowledge of the signs of emotional suffering, and their willingness and ability to manage their mental health concerns. Another goal was to find out more about the mental health culture at LSU and the surrounding Baton Rouge area. Moreover, we wanted to determine if our findings were similar to our secondary research which suggested the 2016 flooding had an impact on mental health. We also wanted to see if mental health education is needed on college campuses. See the appendix for further details on our survey.

- Sampling: Probability
- Distribution strategies: QR codes on fliers, social media link, website link
- Survey duration: Feb. 15 – Mar. 15
- Survey Participants: 106

Findings

Quantitative

Our quantitative research questions revealed that 48 percent of participants personally struggle with a mental health issue, and 55 percent agreed that most people typically feel embarrassed seeking assistance for a mental health issue. We also found that more than half of participants are not aware of social movements to change the culture of mental health. Our survey also revealed that most participants strongly agreed that mental health should be given the same attention as physical health, which helped us develop messaging and tactics. Finally, we found an opportunity to encourage people to pledge to learn the Five Signs, as 68 percent of participants said they would be willing to take such pledge.

Qualitative

In our anonymous open-ended responses, we received significant qualitative findings. When asked the best way to educate a college community on mental health, participants cited required programs, interactive, small group sessions to talk about the stigma, and mental health services that act as both therapy and education. One participant was particularly aware of mental health campaign movements and has seen their impact.

"I've noticed people trying to normalize treatments and actively blocking stigma, I have a friend that teaches high school and is open with his students about his depression and the fact that he takes medication to treat it. I would like more people to be open about the benefits of treatment, many seem very opposed specifically to psychiatric counseling and use of prescription drugs to aid mental health."

Target Audiences

Preliminary research led us to target the adolescent demographic. However, as we received the results from our primary research, our primary target audience shifted to coincide with our education and perception change goal.

Louisiana State University Community

College Students

As the Campaign to Change Direction is a campaign heavily based on social media, we focused our messaging onto the age demographic most active on social media: college-aged students.

Regarding mental health, research revealed that mental illness typically manifests itself at the age of 24 (National Alliance on Mental Health, 2014). We decided to target the 18 to 21 aged demographic, or college-aged students, to educate them on the Five Signs of Emotional Suffering so they could recognize the signs in themselves before a mental health issue could manifest at the age of 24.

Pew Research also conducted studies on social media habits in the college age demographic. Researchers found that 86 percent of undergraduates use social networking sites compared with 60 percent of all adults (Smith, Rainie & Zickuhr, 2011). Of these platforms, the Pew Research Center revealed that Facebook is the most popular among ages 18 to 29 at 88 percent (2017).

We used this secondary research to develop our primary research. In regards to mental health, our survey of 106 participants revealed that 67.5 percent of 18 to 21 year olds have a family member that struggles with a mental health issue, while 57.5 percent personally struggle with a mental health issue. At 77.5 percent, this demographic also agrees that mental health should be given the same attention as physical health. This statistic directly led to one of the key themes for the "Kneaux the Five Signs" campaign. Consequently, 67.5 percent of these students were not aware of social movements for mental health.

These statistics reveal an age group that values mental health and would be receptive to messaging about mental health. From this, we determined our objectives for this key public.

Incidental Subset Audience: Louisiana State University Faculty and Staff

An incidental audience to LSU students is LSU faculty and staff. This includes any professors, instructors, office workers or other staff members that received our messaging as we reached out to college students.

Mentors of Adolescents in the Baton Rouge Community

Parents, Teachers, Coaches and other Mentors of Adolescents in Baton Rouge

Our secondary research found that half of all chronic mental illness begins by age 14 (National Alliance of Mental Illness, 2017). Research also revealed that approximately 37,000 adolescents age ranging from 12 to 17 experienced at least one major depressive episode; of these, only 12,000 received help (Substance Abuse and Mental Health Services Administration, 2015). This statistic drove us to shift our messaging from adolescents to the mentors of adolescents, as they are the ones that can get adolescents the treatment they need.

East Baton Rouge Parish is home to approximately 446,753 people (U.S. Census Bureau, 2015). The average age is a little over 36 (U.S. Census Bureau, 2015). About 46 percent of the population is white while 45 percent is black while the remaining 9 percent is other (U.S. Census Bureau, 2015). The average household income is $50,519 (U.S. Census Bureau, 2015). About 18.2 percent are below the poverty line which is almost 25 percent higher than the rate in the United States (U.S. Census Bureau, 2015).

We also did research specifically on trends within the East Baton Rouge Parish School System. According to the National Center for Education Statistics, the average age of a public school teacher in Louisiana is 43. (U.S. Department of Education, 2004). Furthermore, female teachers outnumber male teachers 4-to-1(U.S. Department of Education, 2004). In East Baton Rouge Parish, the National Council on Teacher Quality reported that public school teachers, coaches and other school mentors earn an annual salary anywhere from $44,500 to $70,900 ("District Policy: East Baton Rouge Parish School System, Louisiana," 2014).

Of the 41,850 students enrolled in a school within the East Baton Rouge Parish School System, 79.05 percent are African American and 10.39 percent are white ("District Policy: East Baton Rouge Parish School System, Louisiana," 2014).

Since African Americans make up the majority of students in our target area, this suggests certain characteristics for this target demographic. About 56 percent of African American children are born to single mothers (Murphy, 2011). Women also typically outnumber men in this demographic (Murphy, 2011). The average income of African American families is approximately $39,715 ("African Americans State of Working America," n.d.).

Regarding social media channel preferences, Facebook is the most popular social network for African Americans at 67 percent; this group also uses Instagram the most among whites and Hispanics (Krogstad, 2015).

Whites are the second most populous group in East Baton Rouge Parish Schools. At 73 percent, Facebook is also the most popular social media platform in this race (Krogstad, 2015).

Reaching these parents and mentors will help us reach that adolescent audience. We are sharing resources with people who have the means use them to help children or students.

Subset Audience: Flood Victims

Summer 2016 was a difficult one in Louisiana for a variety of reasons. One such difficulty East Baton Rouge faced was the historic flooding. Disaster can lead to mental health issues. As such, we also used Facebook to target groups affected by the August 2016 flooding, including rescue groups and the Cajun Navy, to provide them with mental health resources.

Key Messages

The key messages that we will use to reach target publics include spreading awareness of mental health by encouraging our publics to "kneaux" the Five Signs of Emotional Suffering. Our messaging on social media platforms include articles of mental health advocates and celebrities who suffer with mental health disorders, and inspirational quotes and tips about mental wellness. These messages are memorable for our target publics because of its relatability. Readers may find themselves applying the campaign's articles and/or quotes to their own life or people they know. At the end of each message, we also include an excerpt about the Five Signs of Emotional Suffering and what readers can do to maintain mental health or help someone who may need emotional support.

Objectives, Strategies and Tactics

Goal: To educate the Baton Rouge community on the Five Signs of Emotional Suffering and emphasize the importance of mental well-being through comparison with physical well-being.

Objective 1

To increase awareness of the Five Signs of Emotional Suffering in millennials ages 18 to 21 by 25 percent by March 15.

Strategy 1

Use communication materials to increase impressions of the Five Signs around LSU's campus.

- Tactic 1: Develop a consistent brand and logo to use on fliers that relates the "Campaign to Change Direction" to Baton Rouge.
- Tactic 2: Create an Instagram, Facebook and Twitter to encourage engagement and spread "Kneaux the Five Signs" campaign messaging.
- Tactic 3: Host six table sits in Free Speech Plaza to spread information about the Five Signs and answer questions

Strategy 2: Use opportunities available on campus to generate a culture of acceptance for people with mental health issues.

- Tactic 1: Partake in LSU Student Government's Mental Health Week by partnering with the Student Health Center to share information in Free Speech Plaza, at the Student Health Center and with panels hosted by the Student Health Center.
- Tactic 2: Host a study break room in the Middleton Library for students to stop in for snacks, relaxation and information about the Five Signs to keep their mental health in check.

Objective 1 Evaluation: *Not Met*

According to our post-implementation survey, our awareness number among millennials went down by 9.3 percent. However, we did not have the same amount of people take our survey and evaluation. We would recommend streamlining the evaluation process by either finding a way to contact the people that took the original survey again, or offering one survey after implementation. Though we did not get the full 25 percent increase we aimed for, we believe our message hit key groups on campus that were receptive and would use our message including the LSU Chapter of the National Alliance on Mental Illness and patients of the LSU Student Health Center.

Objective 2

To encourage at least 200 members of the Baton Rouge community to take the pledge to learn the Five Signs of Emotional Suffering by March 15.

Strategy 1
Connect with groups in Baton Rouge that value mental health/were willing to participate and learn more about mental health concerning themselves and others.

- Tactic 1: Work with the National Alliance on Mental Illness in Louisiana to create a newsletter story on the Five Signs of Emotional Suffering for the organization's monthly newsletter.
- Tactic 2: Present information to the LSU Chapter of the National Alliance on Mental Illness.
- Tactic 3: Present information on the campaign and educate on the Five Signs of Emotional Suffering to the Public Relations Student Society of America chapter at LSU.
- Tactic 4: Present information on the campaign and educate on the Five Signs of Emotional Suffering to the Phi Delta Theta fraternity chapter at LSU.

Strategy 2:
Use social media to generate conversation about mental health and reach out to groups outside of LSU's campus.

- Tactic 1: Post pictures of students who stopped by our table sits and wrote facts about the importance of mental health awareness.
- Tactic 2: Use Facebook Groups including Louisiana Flood Rescue and Cajun Navy to share mental health resources with Baton Rouge community members affected by the August 2016 flooding.

Strategy 3:
Use athletics to show the importance of both physical and mental health.

- Tactic 1: Share informational fliers with the C.B. Pennington Jr. YMCA, which was severely damaged by the August 2016 flooding.
- Tactic 2: Host a tailgate at the LSU baseball game vs. Wichita State to share information with fans of all ages while connecting physical health with mental well-being. We served free pizza and held multiple one-on-one conversations about the campaign, the Five Signs of Emotional Suffering and how each individual could pledge online to the Campaign to Change Direction's website.

Objective 2 Evaluation: *Achieved*
The group pledges that the Public Relations Student Society of America at LSU and the Phi Delta Theta fraternity made will reach a total of 500 people. While we cannot accurately assess the number of personal pledges, we can account for the amount of information we distributed. We handed out almost 500 fliers with a link to our website, which had a section on the home page dedicated to making the pledge. We also printed out 100 copies of an infographic that gave direct steps on how to take the pledge and where to move forward once you identified the Five Signs of Emotional Suffering. The information reached LSU students in Free Speech Plaza, campus groups including the LSU Chapter of the National Alliance on Mental Illness, parents and students of East Baton Rouge Parish and parents and students of the University Laboratory High School.

Objective 3
To hold at least three sessions to educate audiences on the Five Signs of emotional suffering by March 15.

Strategy 1:
Connect with established groups on LSU's campus.

- Tactic 1: Present a PowerPoint presentation to the Public Relations Student Society of America at LSU.
- Tactic 2: Present a PowerPoint presentation and share fliers to the LSU Chapter of the National Alliance on Mental Illness.
- Tactic 3: Present a PowerPoint presentation and share fliers on the Five Signs of Emotional Suffering to the Phi Delta Theta fraternity at LSU.

Strategy 2:
Connect with area high schools to disseminate information.

- Tactic 1: Send news release to the East Baton Rouge Parish Schools System.
- Tactic 2: Have a page with resources on the University Laboratory High School guidance counseling page.
- Tactic 3: Share public service announcement with Louisiana Radio Network to further spread our message.

Objective 3 Evaluation: ***Achieved***
We held three informational sessions on LSU's campus which reached approximately 110 students. University Laboratory High School created a section about the Five Signs of Emotional Suffering on their guidance counseling page. We also connected with the chief of communications from East Baton Rouge Schools who agreed to include our news release and informational flier in the newsletter and parent correspondence from East Baton Rouge Schools, which would reach the parents of approximately 41,850 students in 86 different schools, 17 of which were affected by the flooding in August 2016.

Budget

Out-of-Pocket Expenses	Cost
Printing (Fliers-500 and Infographics-100)	$44.75
Activities/Games	$16.43
Snacks/Candy	$53.06
Website Domain	$14.00
Total	**$128.24**

In-Kind Donations	Cost
Signage and table sit supplies	$63.20
Red Zeppelin Pizza (10 pepperoni, 10 cheese)	$127.53
Printing (Book)	$128.00
Shipping	$80.00
Total	**$398.73**

Total spent on campaign: $526.97

Conclusion

The goal of the "Kneaux the Five Signs" campaign from the LSU Bateman Team was to create awareness of the Five Signs of Emotional Suffering outlined by the Campaign to Change Direction in the Baton Rouge community. We also aimed to create a culture in Baton Rouge where mental health was prioritized like physical health. Our various strategies and tactics encouraged our target audiences to kneaux the Five Signs to recognize them personally and in others. The campaign showed the community that mental well-being is just as important as physical health. "Kneaux the Five Signs" shared important information and resources in a community affected by several traumatic events.

Stewardship and Recommendations

Louisiana is far behind in mental health care. While Kneaux the Five Signs scratched the surface of igniting the conversation, there is still much that can be done. With the athletic program at Louisiana State University in Baton Rouge, physical health is a common concern and discussion. We recommend taking advantage of LSU Athletic promotion opportunities. For example, the Campaign to Change Direction could sponsor an LSU baseball game or a gymnastics meet. The timing of the campaign prevented us from reaching middle and high school students. This is due to Baton Rouge schools having to move to other locations and and adjust school lesson plans because of the recent flooding. Next academic year, it would be ideal to reach out to those schools and study how the floods have affected the students, teachers, staff and parents. We would also suggest hosting informational meetings with area YMCAs and physical education classes to reach that adolescent audience.

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Primary Research Survey

Participant Informed Consent Form

1. Study Title: Knowing the Signs of Emotional Suffering

2. Investigators: For any questions about this study, participants may contact the investigators.
Caroline Byrne: (985) 518-2329 or cbyrne4@lsu.edu
Thomas Dobrez: (708) 284-2663 or tdobre1@lsu.edu
Kimberly Gagnet: (225) 938-6996 or kgagne5@lsu.edu
Kayla Hampton: (504) 875-6019 or khampt7@lsu.edu
Darla Nguyen: (504) 250-1115 or dngu127@lsu.edu
Sadie Wilks: (225) 578-3912 or sadiewilks@lsu.edu

4. Purpose of Study: To find out more information about the participants' knowledge of the signs of emotional suffering, willingness and ability to manage their mental health concerns, if any. The study aims to examine the perceived stigma about mental health issues, as well as increase awareness of the Five Signs of Emotional Suffering and mental health resources available in the Baton Rouge community.

5. Participant Inclusion: To participate in the study, you must be 18 years old or older.

6. Study Procedures: Participants will be asked to answer the survey questions according to the directions online.

7. Benefits: There are no direct benefits to participants. However, the study may yield valuable information that helps determine the best methods to change the culture of mental health in the Baton Rouge community.

8. Risks: You are not expected to participate in any treatments that would cause the risk of physical or mental injury during their participation in this study.

9. Right to Refuse: You may choose not to participate or to withdraw from the survey at any time without penalty.

10. Privacy: All responses will remain confidential. Results of the study will not be published, and no names or identifying information will be used in the reporting of results.

You may direct questions regarding study specifics to the investigators. If you have questions about participants' rights or other concerns, you can contact Dennis Landin, Institutional Review Board, (225) 578-8692, irb@lsu.edu, www.lsu.edu/irb.
Do you agree to participate in this survey?
We'd like you to know just in case you need some help: The LSU Student Health Center provides mental health services, which aid students enhance their mental and emotional well-being. A range of services are available through the Mental Health Service of the Student Health Center.

Primary Research Survey cont'd

How aware are you of the 5 signs of emotional suffering?
A. Extremely aware
B. Very aware
C. Moderately aware
D. Slightly aware
E. Not at all aware (skip logic: if this answer is selected, skip question 2)

Please list out any signs you know. Feel free to guess.
OPEN ANSWER

Would you be willing to take a pledge to learn the five signs of emotional suffering to help yourself and those around you?
A. Yes
B. No
C. I don't know

Do any of your family members struggle with a mental health issue?
A. Yes
B. No
C. I don't know

Do you struggle with a mental health issue?
A. Yes
B. No
C. I don't know

Were you personally impacted by the fall flooding in Louisiana?
A. Yes
B. No

Do you agree with the following statement, "Mental health should be given the same attention as physical health?"
A. Strongly disagree
B. Disagree
C. Neither agree nor disagree
D. Agree
E. Strongly agree

How confident are you in identifying emotional suffering in others?
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
No confidence Completely confident

How confident are you in identifying emotional suffering in yourself?
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
No confidence Completely confident

What do you believe is the proper response if someone you know is emotionally struggling?
OPEN ANSWER

If someone you know is struggling emotionally, how likely are you to aid them in finding help?
A. Very likely
B. Somewhat likely
C. Neutral
D. Somewhat unlikely
E. Very unlikely

Are you aware of the mental health resources available to you?
A. Yes
B. No

Primary Research Survey cont'd

You do or would feel embarrassed seeking assistance for mental health issues.
A. Strongly disagree
B. Disagree
C. Neither agree nor disagree
D. Agree
E. Strongly agree

Most people feel embarrassed seeking assistance for mental health issues.
A. Strongly disagree
B. Disagree
C. Neither agree nor disagree
D. Agree
E. Strongly agree

Are you aware of any social movements to change the culture of mental health?
A. Yes
B. No
C. I don't know

What do you believe is the best way to educate a college community on Mental Health?
OPEN ANSWER

Are you an LSU student?
A. Yes
B. No

Do you currently reside in Baton Rouge or surrounding communities in a 30 mile radius?
A. Yes
B. No

Race
A. White
B. African American
C. Multiracial
D. Asian American
E. Hispanic/Latino
F. American Indian
G. Pacific Islander
H. Other

Age
A. 18-21
B. 22 to 34
C. 35 to 44
D. 45 to 54
E. 55 to 64
F. 65 and Over

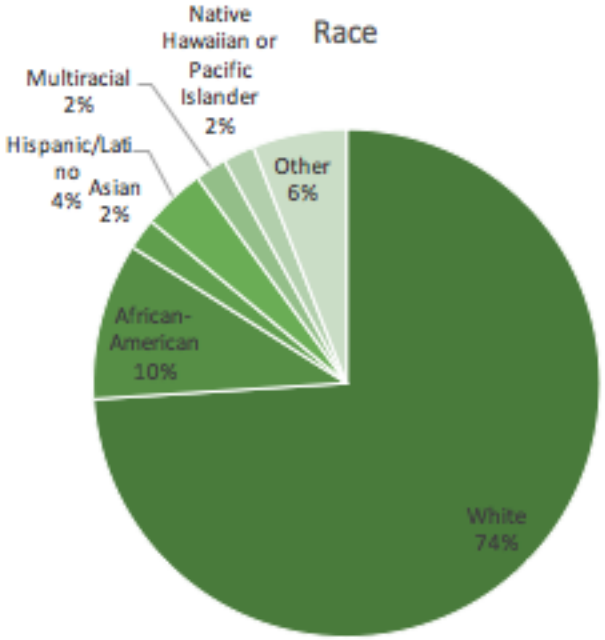
Sexual orientation
A. Straight
B. Gay
C. Bisexual
D. Lesbian
E. Other
F. Prefer not to say

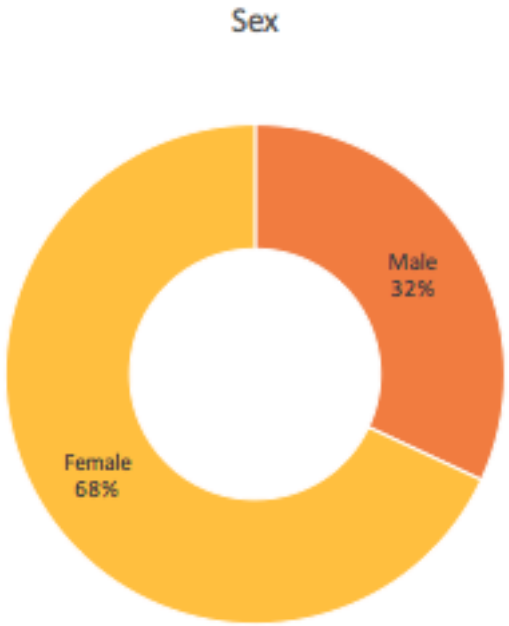
Biological Sex
A. Female
B. Male
C. Prefer not to say

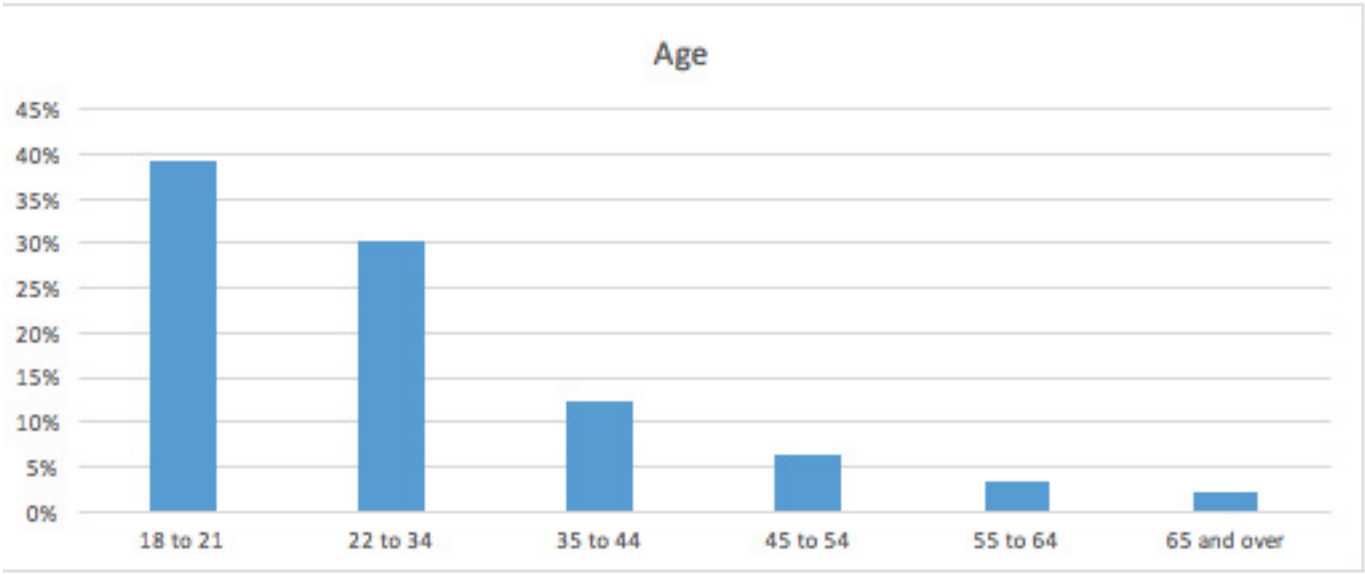
Identifying Gender
A. Female
B. Male
C. Other
D. Prefer not to say

Survey Demographic Information

*Results rounded to the nearest whole number.







Social Media Posts

Purpose: In order to effectively educate our audience about the Five Signs of Emotional Suffering, we utilized the social media channels Facebook, Instagram and Twitter for our campaign. We utilized each platform differently according to its unique features. We used Facebook to share articles about mental health and advertise our campaign events. We utilized Instagram to share graphics of inspirational quotes and pictures from our events. We also used Twitter to share tweets from mental health institutions such as the National Alliance on Mental Illness and tips of how to maintain mental health. Throughout each platform, we used our hashtag #kneauxthe5igns and our client's hashtag #changementalhealth.

Facebook: @kneauxthe5igns

Total Page Likes/Follows: 155

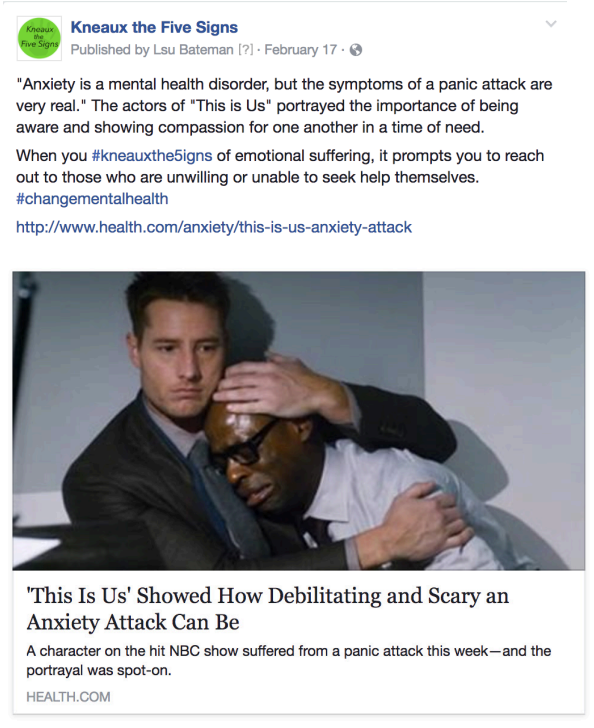
Posts with most Likes/Engagements:



Reach: 1,500
Post Clicks: 112
Reactions, comments, shares: 25



Reach: 1,800
Post Clicks: 770
Reactions, comments, shares: 58



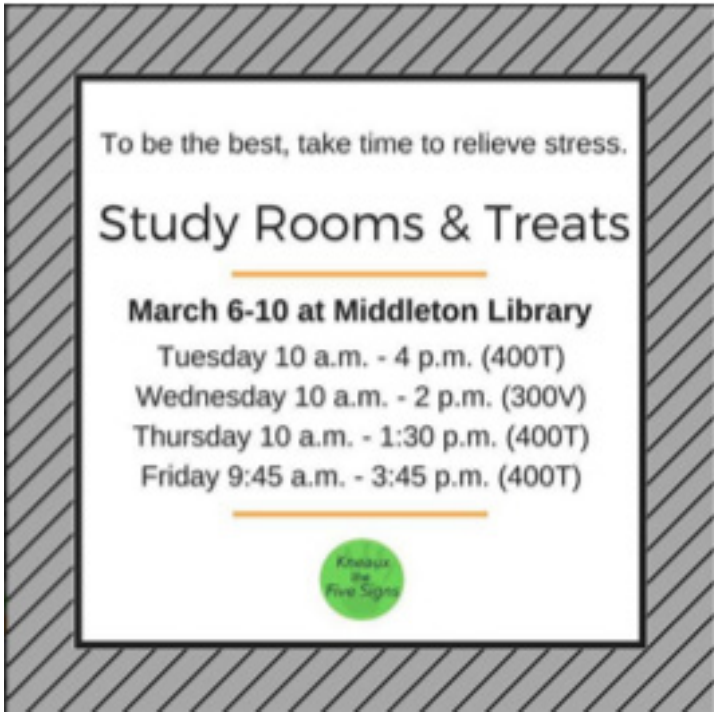
Reach: 3,300
Post Clicks: 166
Reactions, comments, shares: 367

Social Media Posts cont'd

Instagram: @kneauxthe5igns_

Total Followers: 41
Total Likes Received: 403
Total Posts: 26

Posts with most Likes:



kneauxthe5igns_
Kneaux the Signs

To be the best, take time to relieve stress. We reserved study rooms in Middleton Library just for you to use! Come by during those times and make sure to grab a de-stress goodie bag (while supplies last). #kneauxthe5igns #changementalhealth #mentalhealthmatters

Likes: 15



kneauxthe5igns_
Kneaux the Signs
01/03/2017 03:35:52 pm

Pledge to #kneauxthe5igns and to change the culture of mental health, mental illness and wellness on our website (link in bio). #changementalhealth #mentalhealthmatters

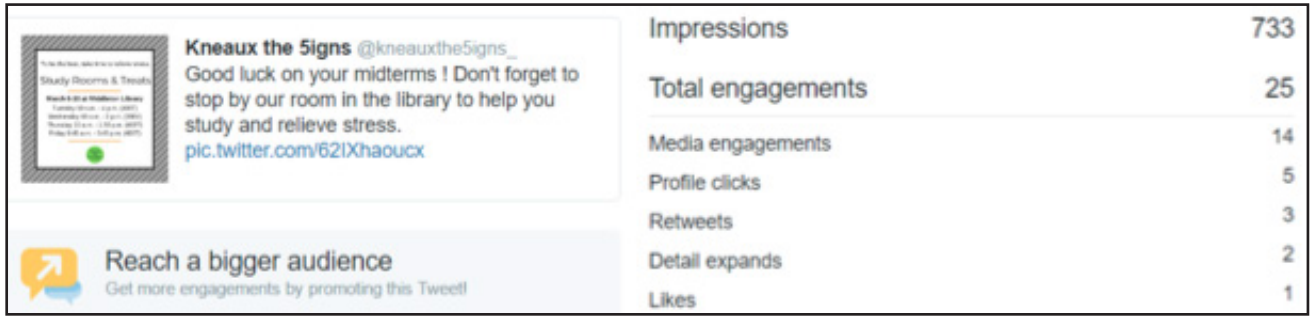
Likes: 15

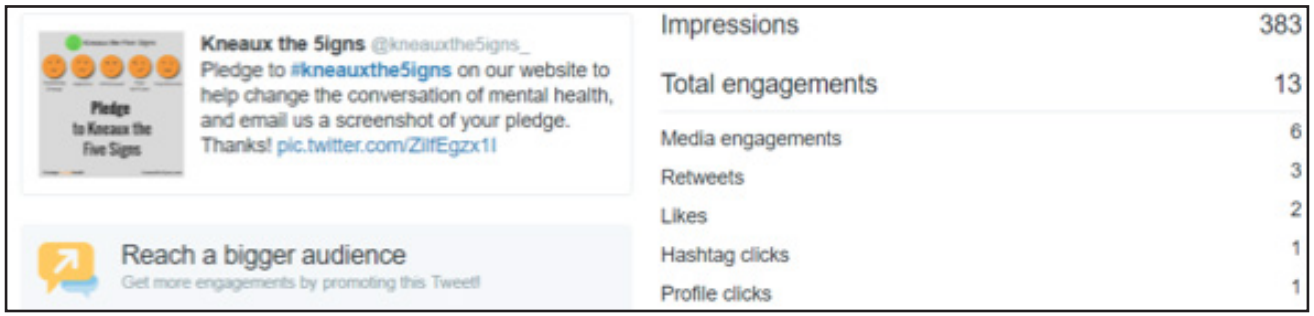
Social Media Posts cont'd

Twitter: @kneauxthe5igns_

Total Followers: 20
Total Tweets: 46
Total Impressions: 3,900

Tweets with most impressions:





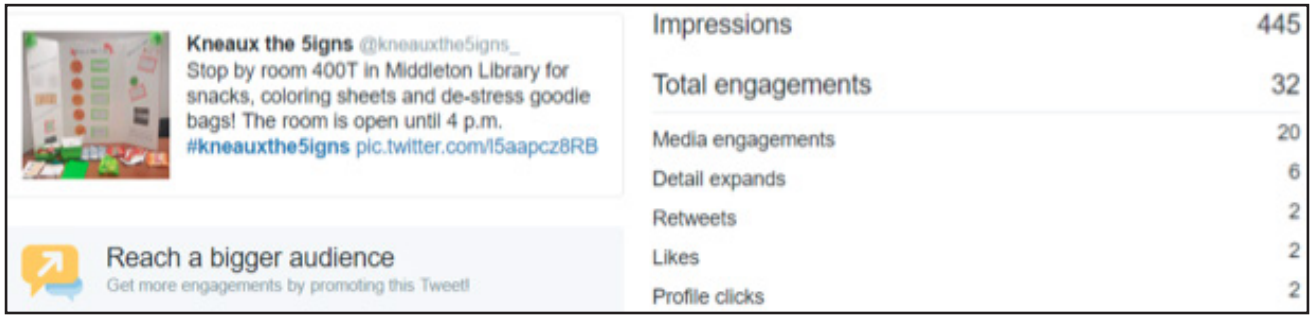


Table Sits

Purpose: To distribute information about the Five Signs of emotional suffering to LSU students. Our table sits included activities to promote mental well-being.

Estimated reach: 300



Social media graphic shared on Facebook, Twitter and Instagram.



Giving information to an LSU student that stopped at our table.







Flier

Purpose: To provide information about the Five Signs of emotional suffering and resources available. The flier went to LSU students and East Baton Rouge Parish teachers.

Distribution Channels/Media Coverage: Free Speech Plaza, group meetings, LSU Student Health Center, LSU Disability Services, East Baton Rouge Parish Schools System newsletter and parent correspondence

Estimated reach: 10,500



Website

Purpose: To compile information across social media platforms, as well as mental health resources all in one place. Site visitors could find information on the Kneaux the Five Signs campaign as well as the Campaign to Change Direction. Visitors could also access the pledge on our website.

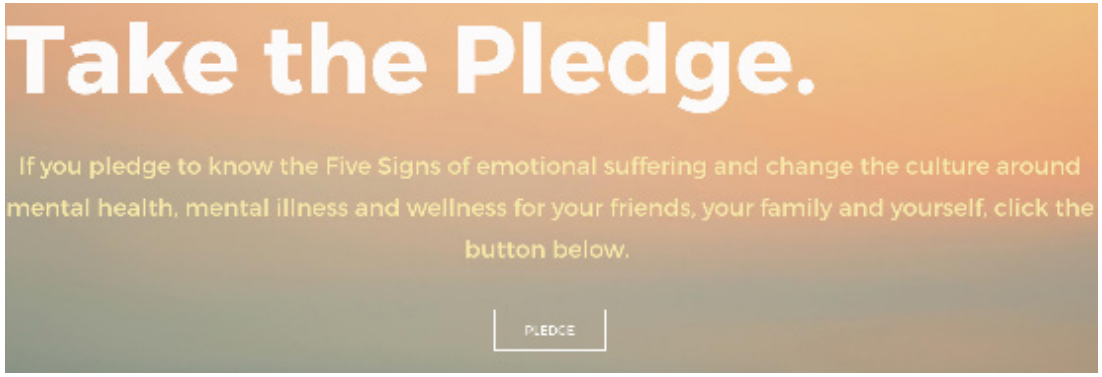
Website Address: www.kneauxthe5signs.com

Estimated reach: 150

Home Page







Website cont'd

Gallery Page

News Clippings.

Mental health in the news.



Photo courtesy of Greater Baton Rouge Business Report





Photo courtesy of Daniel Becerril / Reuters

Twitter.



Instagram.



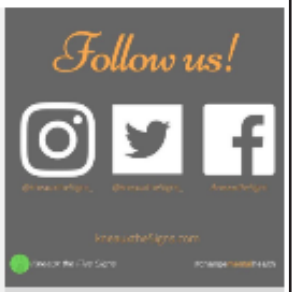
Mental health will always be something we have to deal with. When you #kneauxthe5igns of Emotional Suffering, it can help you become more self-aware and aware of those around you. #changementalhealth



Thank you for stopping by our baseball tailgate this past weekend! We enjoyed your company, and we hope you learned a lot about the importance of physical wellbeing and mental wellbeing.



Follow these tips to ensure that you have a fun and safe Mardi Gras break. #kneauxthe5igns #changementalhealth



Make sure to follow us on all social media channels to keep up with our campaign journey and learn about the Five Signs of Emotional Suffering. #kneauxthe5igns #changementalhealth

Media.

[News Release March 2017]

[Informational Flier]

[Tailgate Information]

Website cont'd

Resources Page



Recognize the Five Signs in yourself or someone you know? These resources can help.

Substance Abuse & Mental Health Services Administration (SAMHSA)

https://www.samhsa.gov/find-help

1-800-662-4357

Suicide Prevention Lifeline

www.suicidepreventionlifeline.org

1-800-273-8255

A toll-free, 24-hour, confidential hotline

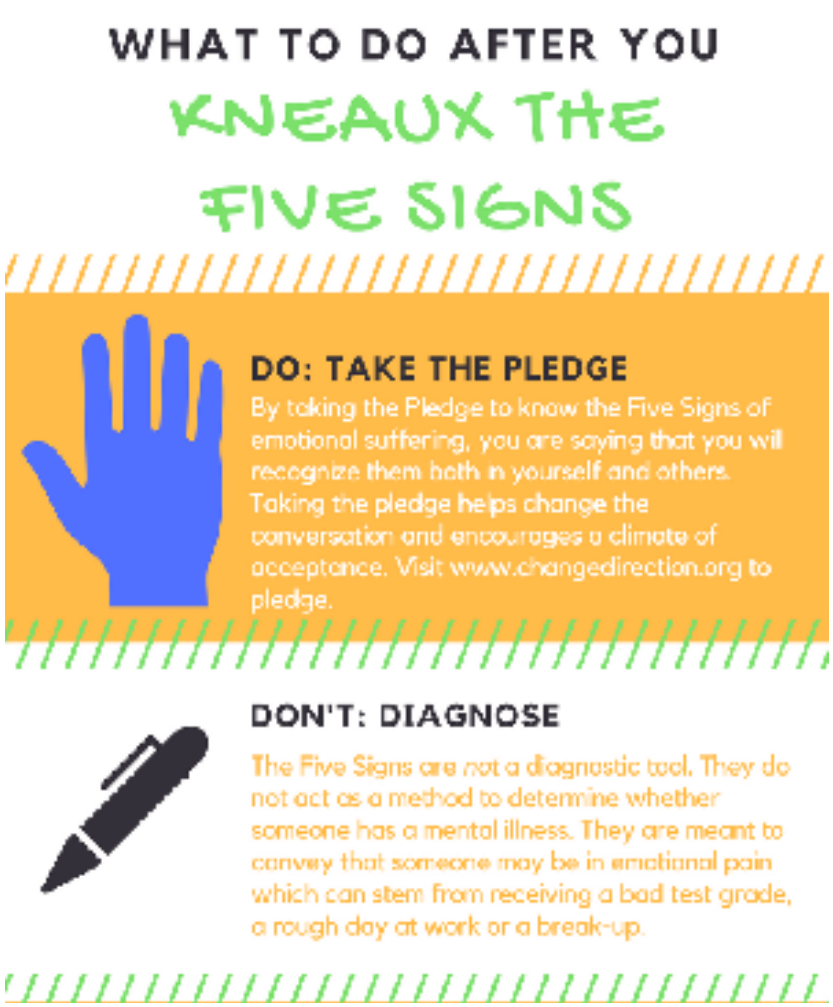
Crisis Text Line

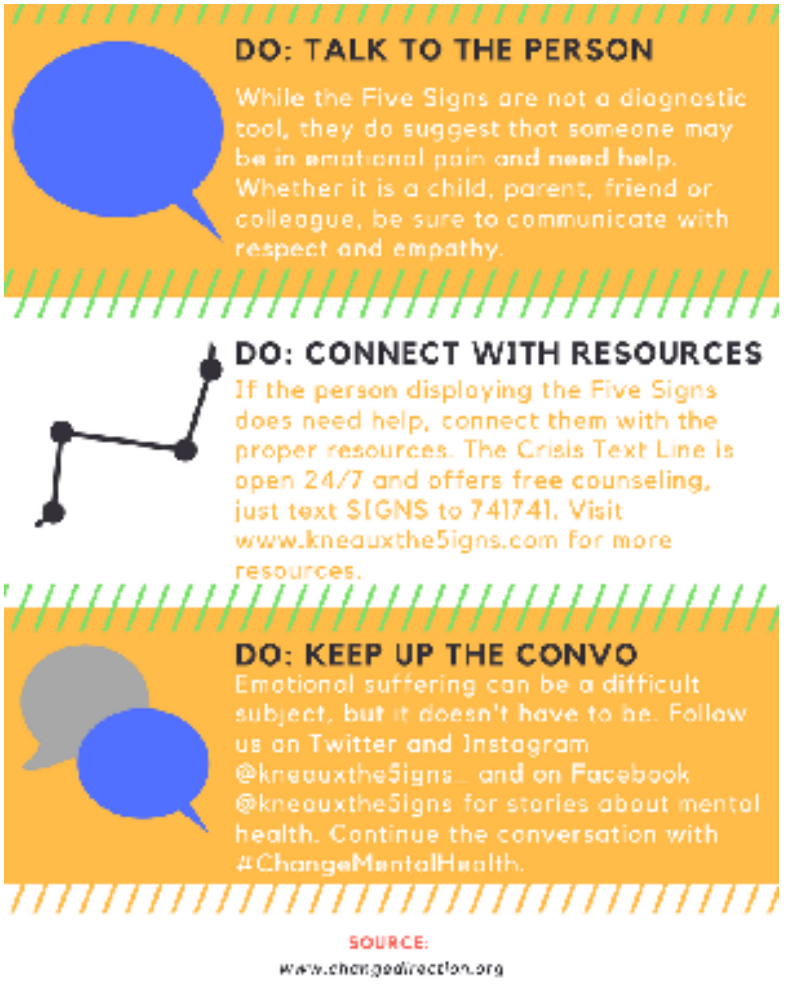
Text SIGNS to 741741

The Crisis Text Line offers 24/7, anonymous, free crisis counseling via text.

Infographic

Purpose: To provide steps for after someone recognizes the Five Signs. We wanted to create an easy way to direct people to the next steps they should take if they recognize the Five Signs of emotional suffering in themselves or others.
Distribution Channels/Media Coverage: Free Speech Plaza, Study Break Room in Middleton Library, University Laboratory High School Guidance Counseling page
Estimated reach: 450





Library Study Break Room

Purpose: To provide students with a room to grab a snack and take a break during midterms week. We provided snacks, food and activities to relax students along with information about the Five Signs.
Estimated reach: 20



Sign posted outside of the room and around Middleton Library.



A student using the room to study.

LSU Baseball Tailgate

Purpose: To equate mental well-being with physical activity. We used a baseball tailgate to reach members of the Baton Rouge community, as well as fans from neighboring states. We had free pizza and beverages, as well as information about the Five Signs. We strategically placed signage with facts about the relationship between mental and physical health. We were able to hold open discussions about mental health with the public.

Estimated reach: 75

Promotion and Signage

Social media promotional graphic

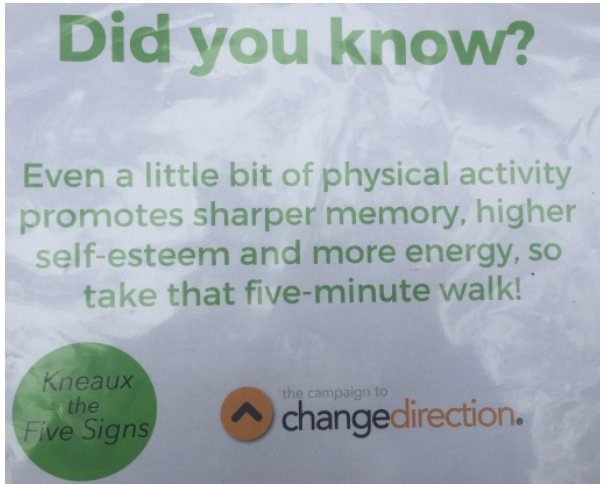


Day-of Signage









LSU Baseball Tailgate cont'd

Day-Of Photos







Introductory Press Release

Purpose: To give an overview of the Kneaux the Five Signs campaign including mental health information, goals and upcoming events.

Distribution Channels/Media Coverage: Kneaux the Five Signs website, Louisiana Chapter of National Alliance on Mental Illness monthly newsletter, East Baton Rouge Parish School System newsletter and parent correspondence

Estimated reach: 11,400

Student Group Launches Campaign to Raise Awareness About Mental Health

Baton Rouge, LA – Green means go. Red means stop. A frown signals sadness while a smile signals joy. There are signs everywhere that help us communicate messages and feelings with one another. But what about emotional pain? Mental well-being? BRighter Communications, a group of LSU students, is pledging to "kneaux" the signs of emotional suffering set out by the "Campaign to Change Direction" and encouraging the Baton Rouge community to do the same by giving the campaign a local twist with their campaign, "Kneaux the Five Signs."

According to Mental Health America, as of 2016, Louisiana is ranked 43 in prevalence and access to mental health care overall. This means that mental illnesses are highly prevalent and there is a low access to care across the state. What may seem like a challenge, BRighter Communications views as an opportunity.

"As LSU students in Baton Rouge, it's important we leave a good mark on the community. Mental health education in Baton Rouge may have a long way to go, but I hope our campaign will help the community grow in a more aware and positive direction," said BRighter Communications event coordinator Kayla Hampton.

The project is part of a national case study competition sponsored by the Public Relations Student Society of America. The PRSSA Bateman Case Study Competition assigns a national client, the "Campaign to Change Direction," for whom PRSSA Chapters across the nation create and implement a public relations campaign.

BRighter Communications, seeks to localize the client on LSU's campus through table sits and outreach with student groups. The group will also have a special mid-term event which includes quiet library rooms for specialized studying as well as a section to help relieve stress which will include scantrons and snacks for students.

Furthermore, BRighter Communications reached out to local schools and YMCAs in an effort to educate both adolescents and parents about the Five Signs. The group is taking strides to create a culture where mental health is valued the same as physical health. The group is also actively reaching out to victims of the summer flooding through groups on Facebook. Trauma, like severe flooding and displacement, only compounds mental health issues.

Introductory Press Release cont'd

"Living in the Baton Rouge area, this campaign is very important to me," said BRighter Communications creative coordinator Kimberly Gagnet, "The flood hit our community pretty hard this past summer. It takes a toll on people's mental health because it really knocks you down. It's tough, but mental health really needs to be a priority for our community as we build ourselves and our neighbors back up."

The "Kneaux the Five Signs" campaign effort brings the goal of the "Campaign to Change Direction" to the Greater Baton Rouge area. The goal is to change the conversation about mental health by generating awareness of the Five Signs of emotional suffering: personality change, agitation, withdrawal, poor self-care and hopelessness. The Campaign compiled these Five Signs to create a common language about mental health. While they are not a diagnostic tool, the Signs may suggest someone is in emotional pain and may need help.

"Mental health in Baton Rouge is not an everyday conversation. But hopefully, after this campaign, the conversation about mental health becomes easier for the community to address," Hampton said.

If you recognize the Five Signs of emotional suffering in yourself or someone you know, please visit our resources page at www.kneauxthe5igns.com to find help.

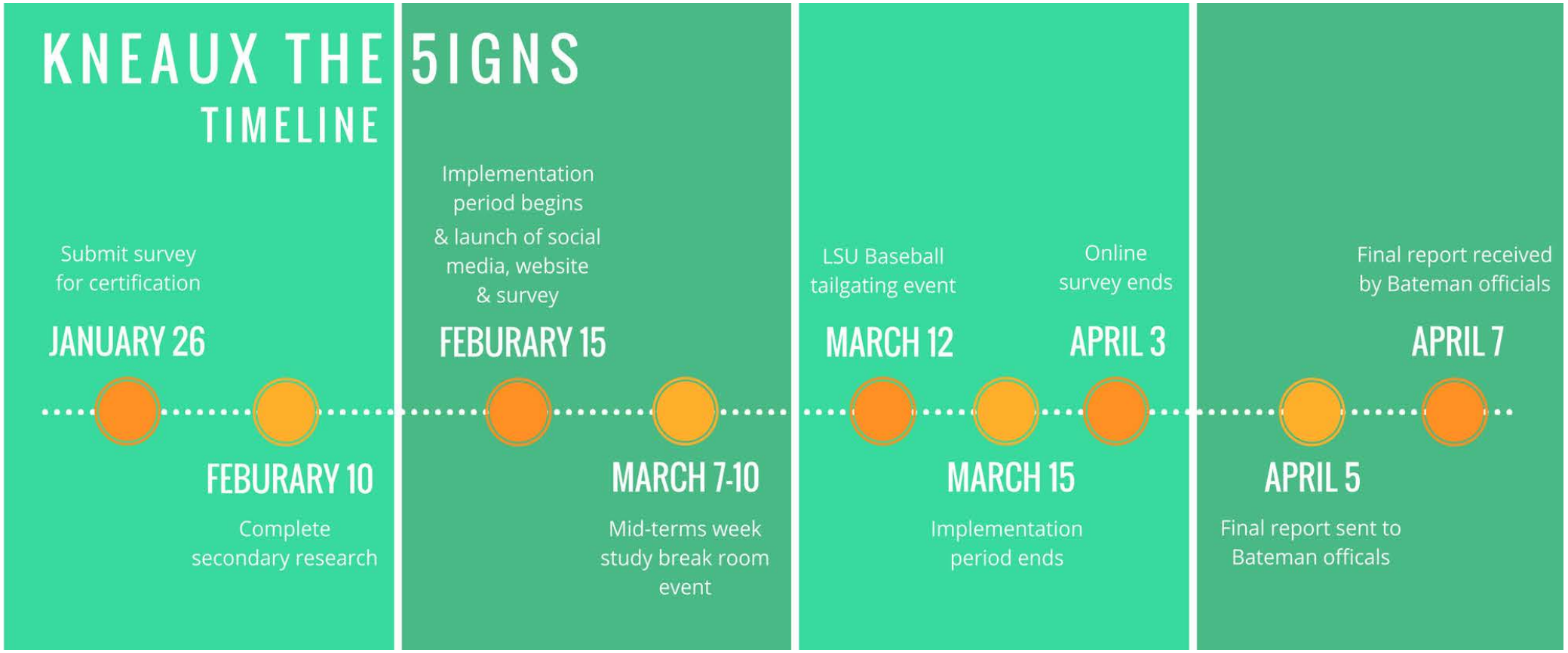
About "Kneaux the Five Signs"
BRighter Communications, a team of five Louisiana State University students, created the "Kneaux the Five Signs" campaign as part of the Public Relations Student Society of America's Bateman Case Study Competition. The campaign aims to make a positive impact in Baton Rouge, specifically regarding mental health, and advance the mission of the "Campaign to Change Direction." You can find more information at www.kneauxthe5igns.com.

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Contact
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Media Relations Coordinator
(985) 518-2329
carolinesbyrne13@gmail.com

Campaign Timeline

Background: To give an overview of the Kneaux the Five Signs campaign research, implementation and evaluation efforts. Note that table sits occurred twice a week throughout implementation. Also the website social media pages are still live, but we did not share any new information after March 15.



Public Service Announcement

Purpose: To reach an older demographic in the Greater Baton Rouge community and beyond.
Distribution Channels/Media Coverage: "The Jim Engster Show" Radio 107.3
Estimated reach: 60,000

Kneaux the Five Signs PSA
March 10, 2017
FOR IMMEDIATE RELEASE:

A TEAM OF LSU PUBLIC RELATIONS STUDENTS ARE TURNING A NATIONAL CAMPAIGN LOCAL THIS SPRING WITH THEIR "KNEAUX THE FIVE SIGNS" MENTAL HEALTH CAMPAIGN.
THEY ARE PARTNERED WITH "THE CAMPAIGN TO CHANGE DIRECTION" WHICH IS A NATIONAL ORGANIZATION DEVOTED TO CHANGING THE CULTURE OF MENTAL HEALTH IN AMERICA.
THE "KNEAUX THE FIVE SIGNS" CAMPAIGN AIMS TO CHANGE THE CULTURE OF MENTAL HEALTH THROUGH THE EDUCATION OF THE FIVE SIGNS OF EMOTIONAL SUFFERING. THE FIVE SIGNS OF MENTAL SUFFERING ARE PERSONALITY CHANGE, AGITATION, WITHDRAWAL, POOR SELF-CARE AND HOPELESSNESS. IT IS IMPORTANT TO BE AWARE OF YOUR MENTAL HEALTH IN YOURSELF AND OTHERS.

CHECK OUT THE "KNEAUX THE FIVE SIGNS" CAMPAIGN ON FACEBOOK, INSTAGRAM AND TWITTER.

YOU CAN MAKE YOUR OWN PLEDGE TO KNOW THE FIVE SIGNS AT CHANGE DIRECTION DOT ORG.

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