MENTAL WELL
A Telegram Chat

2.505 Health Communication & Behaviour
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Objectives

MENTAL WELL *Telegram chat aims to increase the willingness to seek help in mental health issues among youths, aged 18 to 34.*

Intention Objective: To evaluate the intention to 1) seek help and 2) use MENTAL WELL by conducting a pre- and post-outreach efforts survey.

Behaviour Objective: To engage **3000 youths (3% of 100,000 at-risk youths)** who accessed MENTAL WELL within 1 year.
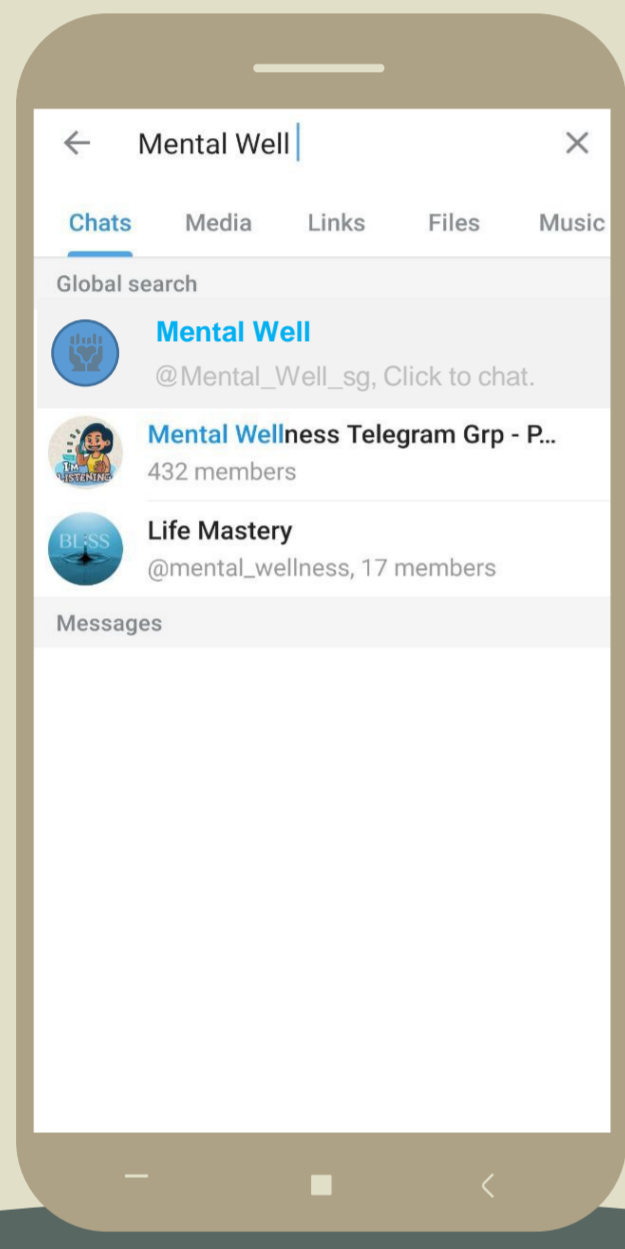
Research Gap

Other chat platforms are web-based which may be less accessible and inconvenient to youths to seek help on mental health issues if awareness is not made. MENTAL WELL seeks to partner with *Samaritans of Singapore (SOS)* to provide an accessible avenue for youths to seek help.

You can do it in **two simple steps!**

1 Find MENTAL WELL on Telegram

2 Say Hello to start speaking to a professional
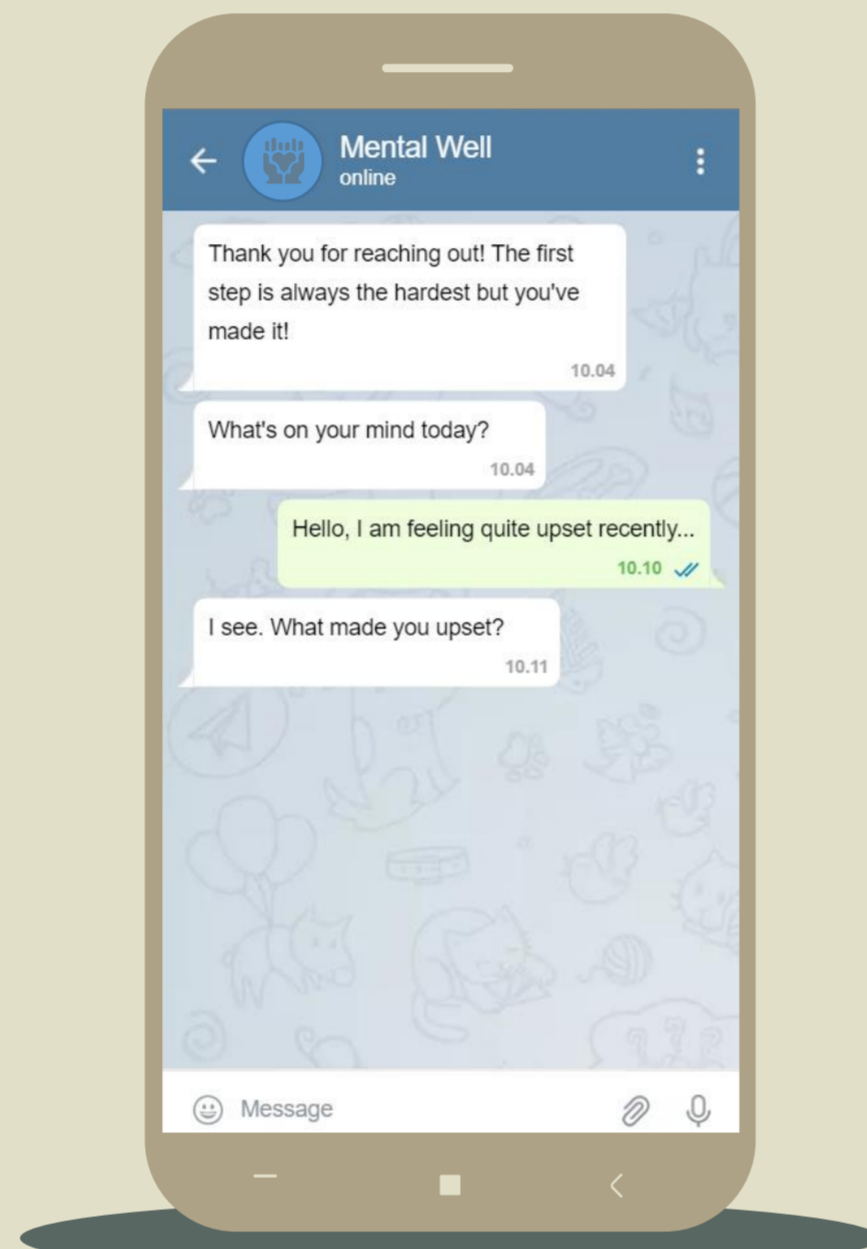
As a tie-up with an existing mental health organisation, the MENTAL WELL chat would be staffed by trained professionals from SOS.

MENTAL WELL Outreach Efforts

YOU ARE NOT ALONE

Message disbursements will be done through tertiary institutions' students' unions or interest groups with their preferred method of message broadcasts (i.e print brochures, welfare packs, school's telegram groups).

Boosted posts from MENTAL WELL's official social media accounts (Instagram, Facebook) would also allow us to reach out to our targeted demographic.

Social media influencers like mental health advocates, @limxjoel and @rachelpangcomics, would be spokespersons to share their experience using MENTAL WELL via social media platforms such as TikTok or Instagram. This would serve to normalise mental health issues.

MENTAL WELL is based on the **Protection Motivation Theory** (Rogers, 1983)

COPING APPRAISAL

Self-Efficacy: The Telegram chat is also positioned as a simple, 2-step process to reach out to professionals that is highly attainable. To increase the self-efficacy of the youths, counsellors in the chat will provide focused feedback and constant affirmation.

Reduce Response Costs: Telegram as an anonymous platform + secret chat function will remove stigma or fear of repercussions. Also, as most youths already have Telegram on their phones, friction costs are reduced.

Response Efficacy: Hearing about the experiences of the spokesperson would increase response efficacy as it would communicate that speaking to a professional would increase their ability to eliminate the threat of mental illness and drastically improve their situation.

MENTAL WELL

THREAT APPRAISAL

Vulnerability: The key messaging of the campaign ("You are not alone—This happens to many youths like you.") would emphasize how susceptible youths are to mental illnesses, raising the urgency for youths to reach out. This would also be substantiated with statistics – 1 in 5 Singaporean youths, aged 18-34, experience mental health issue in their lifetime (Choo,2018).

Severity: The campaign would also emphasize consequences of suffering from mental illness alone to prompt youths to seek help using the chat. This would be done by highlighting suicide rates and sharing stories of families who had to cope with losing a loved one.

Fear: Youths will develop high-risk appraisals, prompting them to seek help.

Citation
Choo, C. (2018, December 11). *Mental illness more prevalent among young adults, OCD one of top disorders in S'pore.* todayonline. https://www.todayonline.com/singapore/mental-illness-more-prevalent-among-young-adults-ocd-one-of-top-disorders-spore

Institute of Mental Health. (2018, December 11). [Media Release]. *Latest nationwide study shows 1 in 7 people in Singapore has experienced a mental disorder in their lifetime.* https://www.imh.com.sg/uploadedFiles/Newsroom/News_Releases/SMHS%202016_Media%20Release_FINAL_web%20upload.pdf

Rogers, R. W. (1983). *Cognitive and psychological processes in fear appeals and attitude change: A revised theory of protection motivation. Social psychophysiology: A sourcebook,* 153-176.

A COLLABORATION BETWEEN

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