

CAMPAIGN PROJECT PLAN

Project Title	Start Date	End Date
Men's Mental Health!	October	

Lead Officer/Rep	Fraser Luther-Yarwood	Officer Support	
Staff Support	Rachel Wilkenson	Exec Support	

Aim	Evidence	Objectives	Measure Success
<i>What is the purpose and broad activity of the campaign?</i>	<i>How do you know the activity/campaign is needed?</i>	<i>What are the specific objectives of this campaign? What will it achieve?</i>	<i>How will you know if it's been a success?</i>
To make the counselling and wellbeing service more accessible for male students	In 2013 78% of suicides in the UK were committed by men. https://www.mentalhealth.org.uk/statistics/mental-health-statistics-men-and-women	Breaking down the stigma of men using the counselling and wellbeing service	The number of male students using the counselling and wellbeing service
Support students by finding more networks that can support them	The percentage of male students using the counselling and wellbeing service is significantly lower than that of female students to the point the university sees this as a major issue and now group them as hard to reach	Students are aware of a variety of services that can support them such as papyrus	The number of support services the university promotes
Hosting and engaging in events run by the SU or societies around Men's Mental Health	The union do not have a lot of events in the calendar to support male student mental health so the union should engage with the university to see where the support is needed most	To make students more aware of support available to them and become aware of the growing issue of student suicides	The number of events that target male students and suicide rates

Deliverables	Key Stakeholders	Departments Involved in Delivery
<i>What will the outputs of the project be (an event, a Facebook group)</i>	<i>Who will play a big part in your campaign?</i>	<i>Are there any specific Students' Union departments/teams that you would like to be involved?</i>

Events Social media	Students	Activities Comms
	Exec	
	Counselling and Wellbeing	

Consultation/Approval	Date	
Campaigns Coordinator		
Executive Committee		
Students		

Detailed Timeline & budget				
Dates activity	Activity	Action	Who's doing it	Cost
<i>When?</i>	<i>What?</i>	<i>List what needs to happen for your activity to take place</i>	<i>Who is responsible?</i>	<i>How much money will this cost?</i>
26 th September	Meeting with the counselling and wellbeing team	The officer team and Emma will meet with the counselling and wellbeing team	Officer team, Emma and the counselling and wellbeing team	
7 th October	Meet with Walk and Talk 4 men	Speak with W+T4M and arrange potential events for ARU students	FLY, JM	
15 th October	Meeting with Lucas to explore research around	Look at the statistics of male students using the service and issues declared	FLY, LO	

	men's engagement with the service and to pick out any trends with the issues they have	as well as planning out the upcoming research project		
24 th October	Meeting with Tom	Having a meeting with the Chelmsford Male Counsellor to get his views on the service and share ideas about the campaign so we can support one another	FLY, TB	
19 th November	International Men's Day	As this day is to recognised the issues around male suicide the SU will do some promotion on the day to encourage and support male students as well as providing resources on the website	FLY	
4 th December 2019	Work with the counselling and wellbeing service to look at how they promote and communicate the services to be more encouraging to male students	Look at how the C+W can adjust their advertisement to be more reassuring more male students	FLY, SD	

4 th December	1 st part of filming	This will be the first part of filming with the Chelmsford Councillor, the time with the Cambridge counsellor is to be confirmed so could be in November or December	FLY, TB, LO	
May 2020	Maternal Mental Health Month / National Walking Month	As this month is Maternal Mental Health Month and National Walking Month this would be a good time to have a month of Walk and Talk events	FLY	