How Are You? Campaign

Objective: Get attention on the issue of long mental health appointment wait periods at Boynton Health (our University’s clinic) and get people behind achievable action items.

Steps We Took:

1. The How Are You? Video
   a. Crowdsourcing a diverse group of influencers from different parts of the University’s community to be in the video – ex. Greek, athletes, student group leaders.
   b. Create a short, intentional script and get feedback from stakeholders – ex. Counseling services and Boynton Health.
      i. Challenge: Not make Boynton Health look at fault but make it clear it’s a funding issue.
   c. Simultaneously have a call to action – ex. We called for people to show up for student service fees meeting.

2. Results
   a. Video was viewed over 100,000 times.
   b. Communities adopted it as a brand to lead their own mental health conversations.
   c. We took the numbers to the Board of Regents and President to ask for an investment in mental health services.
      i. In June 2016, we got half a millions dollars in mental health funding for the next two fiscal years.
   d. The campaign had little to no pushback.