

SCHIZOPHRENIA

AWARENESS OUTREACH

Presentation By Catherine Vrolijk & Xinge Lei, 4.27.23

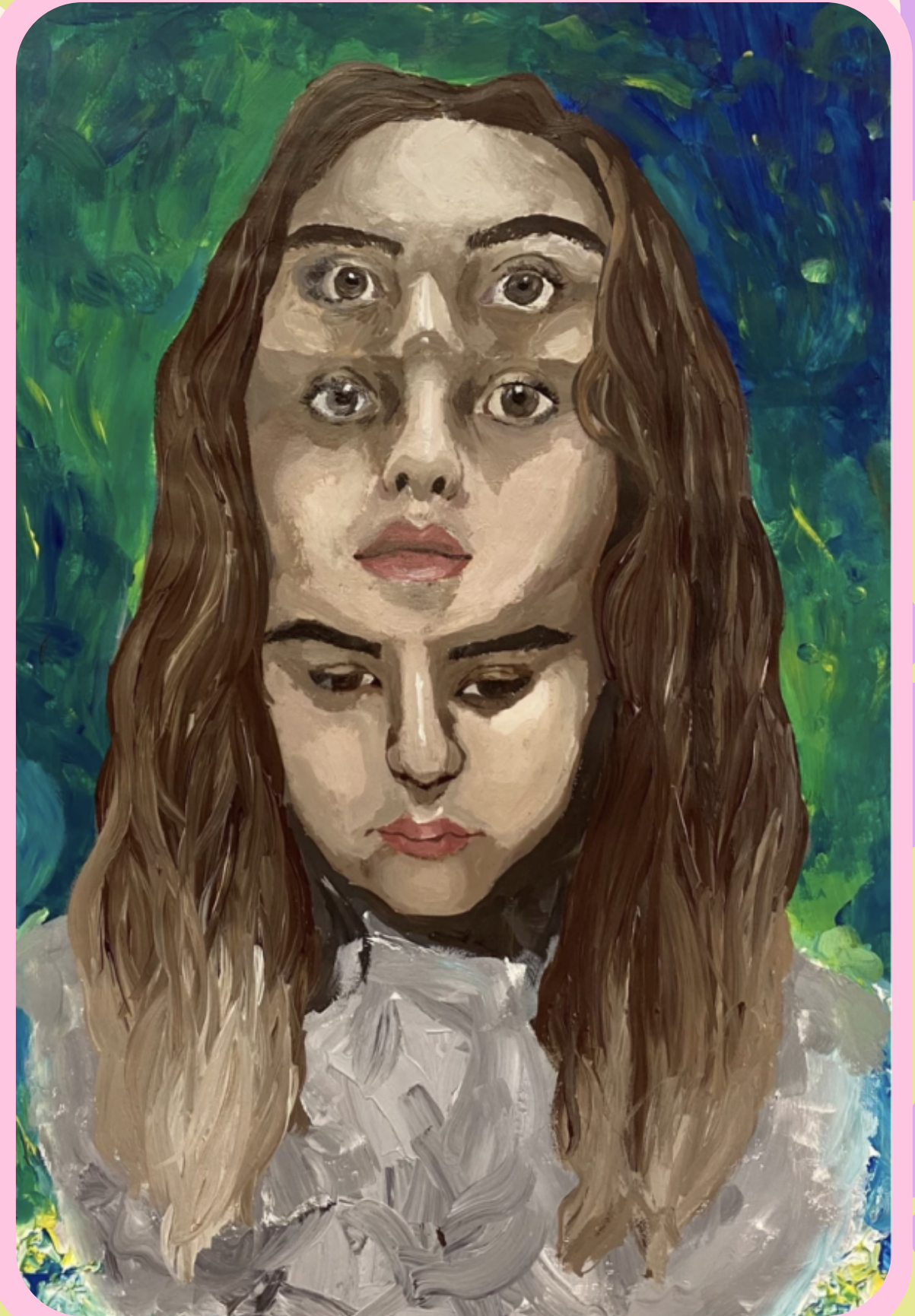
OVERVIEW



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TOPIC RECAP

- Schizophrenia is a mental disorder characterized by disruptions in thought processes, perceptions, emotional responsiveness, and social interactions.
- People with schizophrenia may seem like have lost touch with reality, which can be distressing for them and their family and friends.
- Schizophrenia is one of the most stigmatized mental health conditions and awareness of individuals living with schizophrenia is lacking.



RESEARCH

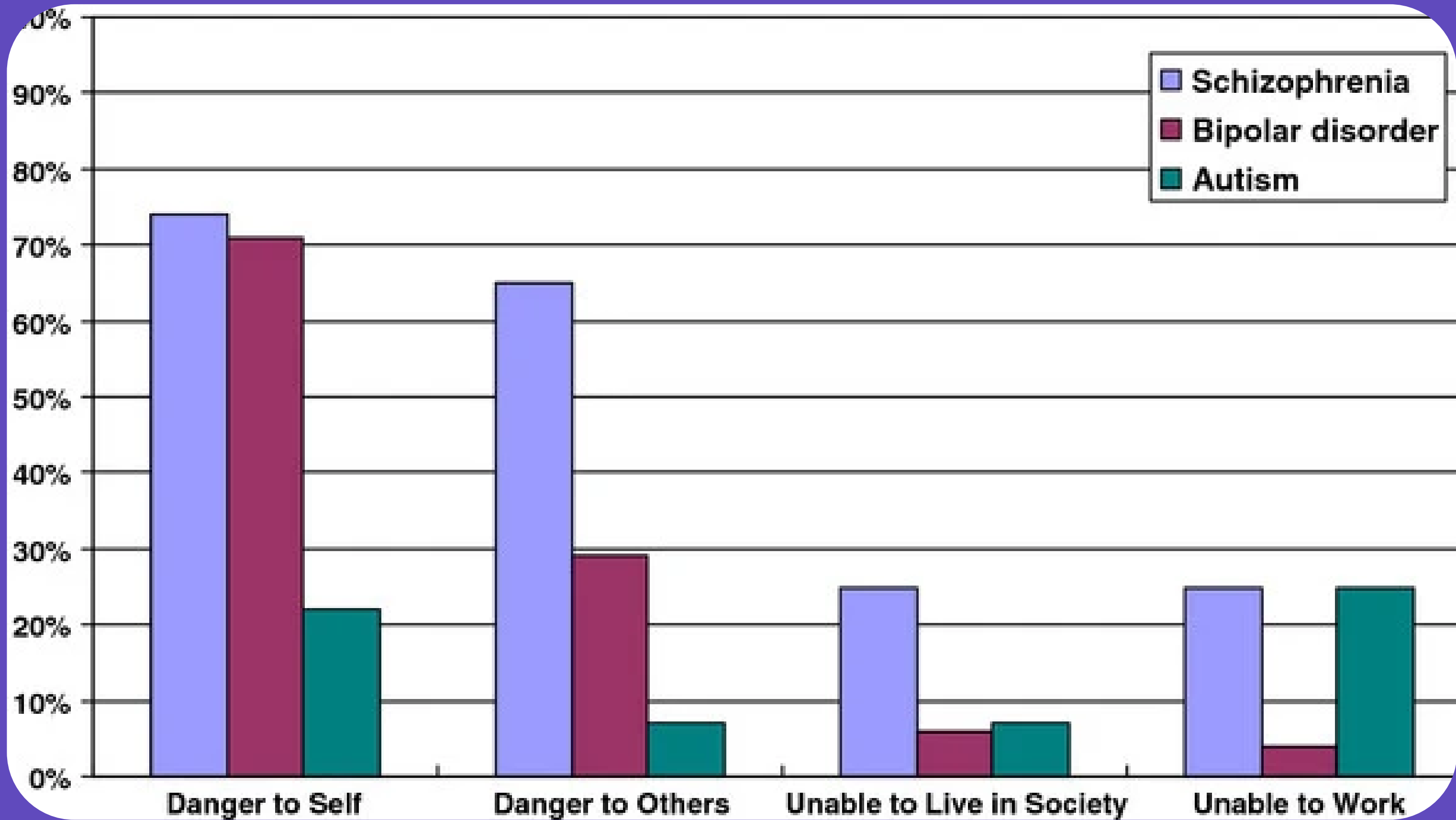
MEASURING STIGMA

Ignorance
(knowledge)

Prejudice
(attitudes)

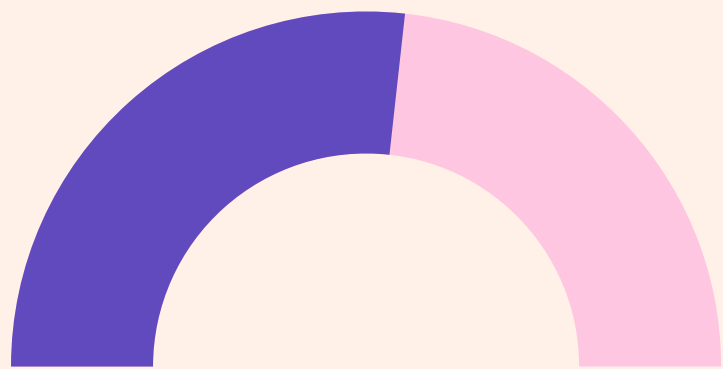
Discrimination
(behavior)

- In a first national survey conducted in France, less than 1 in 5 respondents correctly identified the estimated prevalence of mental disorders.
- 65% of respondents would socially distance themselves from schizophrenic individuals, versus 29% for bipolar disorders and 7% for autism.
- 33% believed information available on mental disorders and treatments to be adequate.



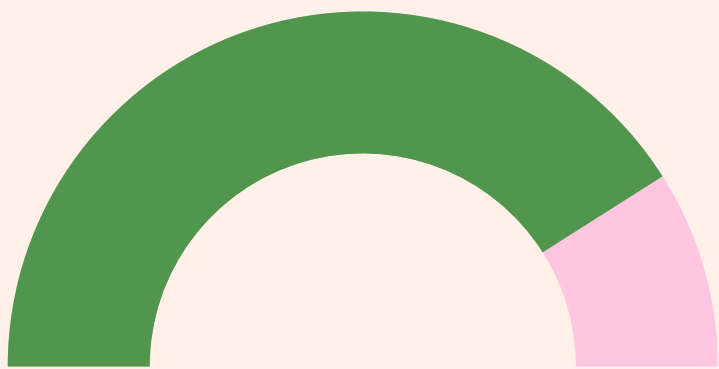
OVER 24 MILLION PEOPLE

live with schizophrenia across the world (18+)



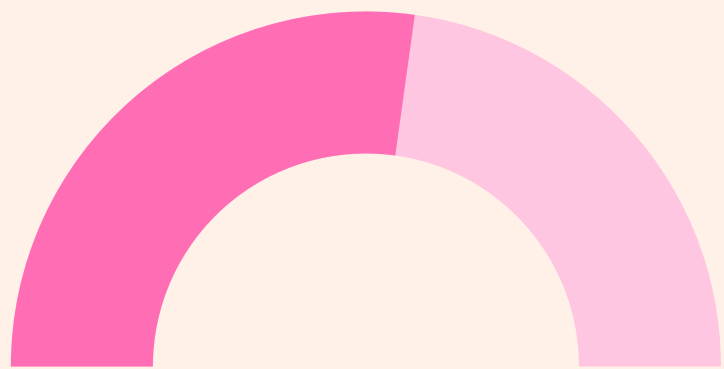
53.5%

had negative views of
schizophrenic patients



66.4%

believe schizophrenic
patients are dangerous



54.4%

believe schizophrenic
patients are weak-willed & unmotivated

CAMPAIGN THEORY



GOALS & OBJECTIVES

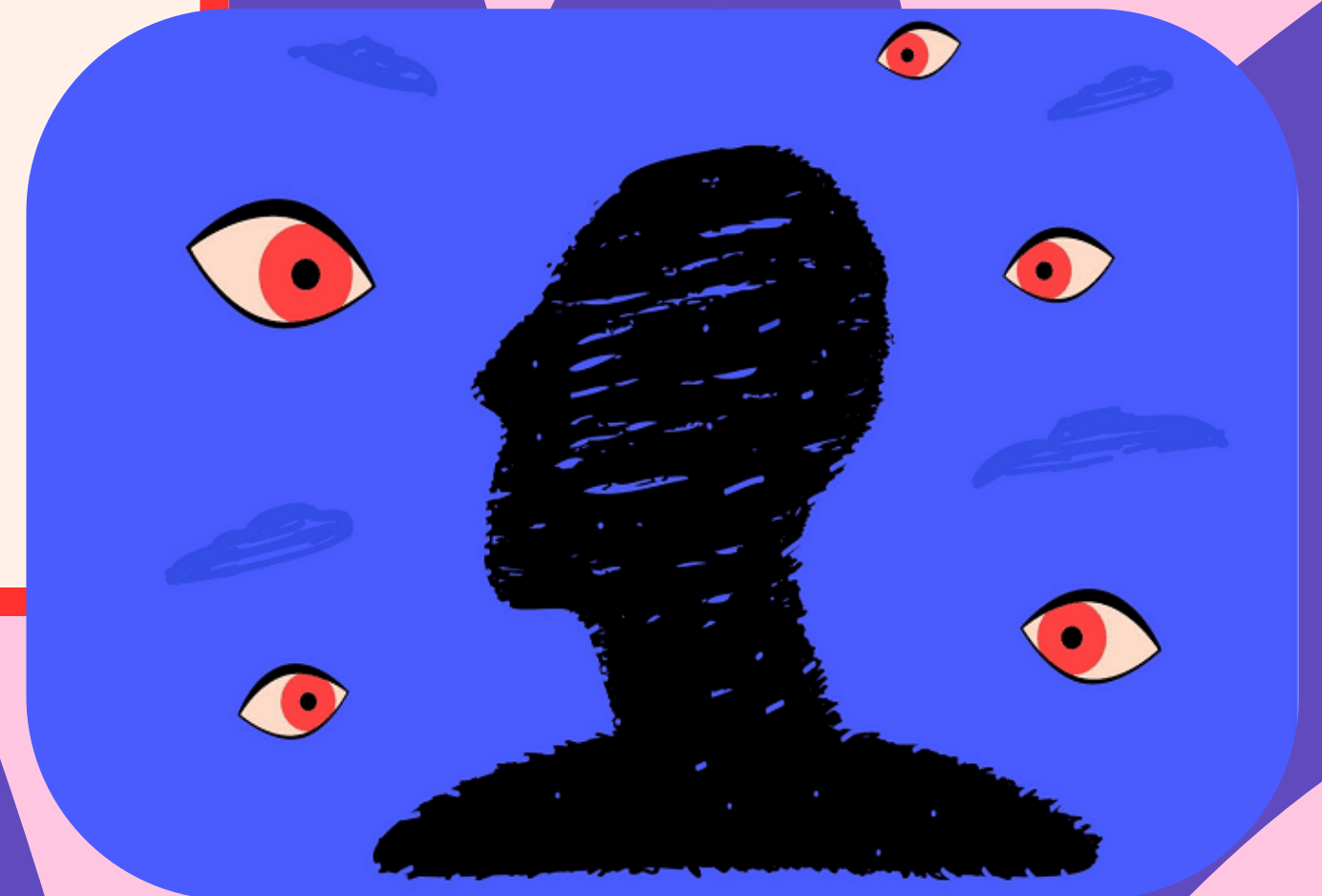


GOALS

- 1.** Inform the public regarding the facts of schizophrenia as well as how friends and family can provide support
- 2.** Reframe the traditional mindset and stigma surrounding schizophrenia in the U.S.
- 3.** Advocate for schizophrenic individuals to share their experiences through preferred mediums.

OBJECTIVES

- Reach at least 1,000 Instagram views and podcast listens within the first month. Average at 1,500 views and listens per month from there on out.
- Feature 5-9 creative works a week on Instagram.
- Reach 3,000 views on TikTok within the first month.
- Raise \$1,500 at the live event.



PARTNERSHIPS

Local, National, & Media-Oriented

- **Nuçi's Space: Athens, Ga.**
 - Focus on suicide prevention
 - "With a focus on musicians, Nuçi's Space advocates for and helps to alleviate the suffering for those living with a brain illness and fights to end the stigma of mental illness."
- **NAMI (National Alliance on Mental Illness)**
 - #breakthestigma
 - "We are an alliance of more than 600 local Affiliates and 49 State Organizations who work in your community to raise awareness and provide support and education that was not previously available to those in need."
- **Happiful Magazine**
 - "We're dedicated to sharing the stories, experiences and support available for the whole of our society and our values are at the core of everything we write and do."



ACTION PLAN

PROJECT UNREALITY



Social media will be the forefront of our awareness outreach. This campaign is split into two areas, one targeting schizophrenic individuals within the 18-30 age range and one targeting their friends, family, and caregivers.

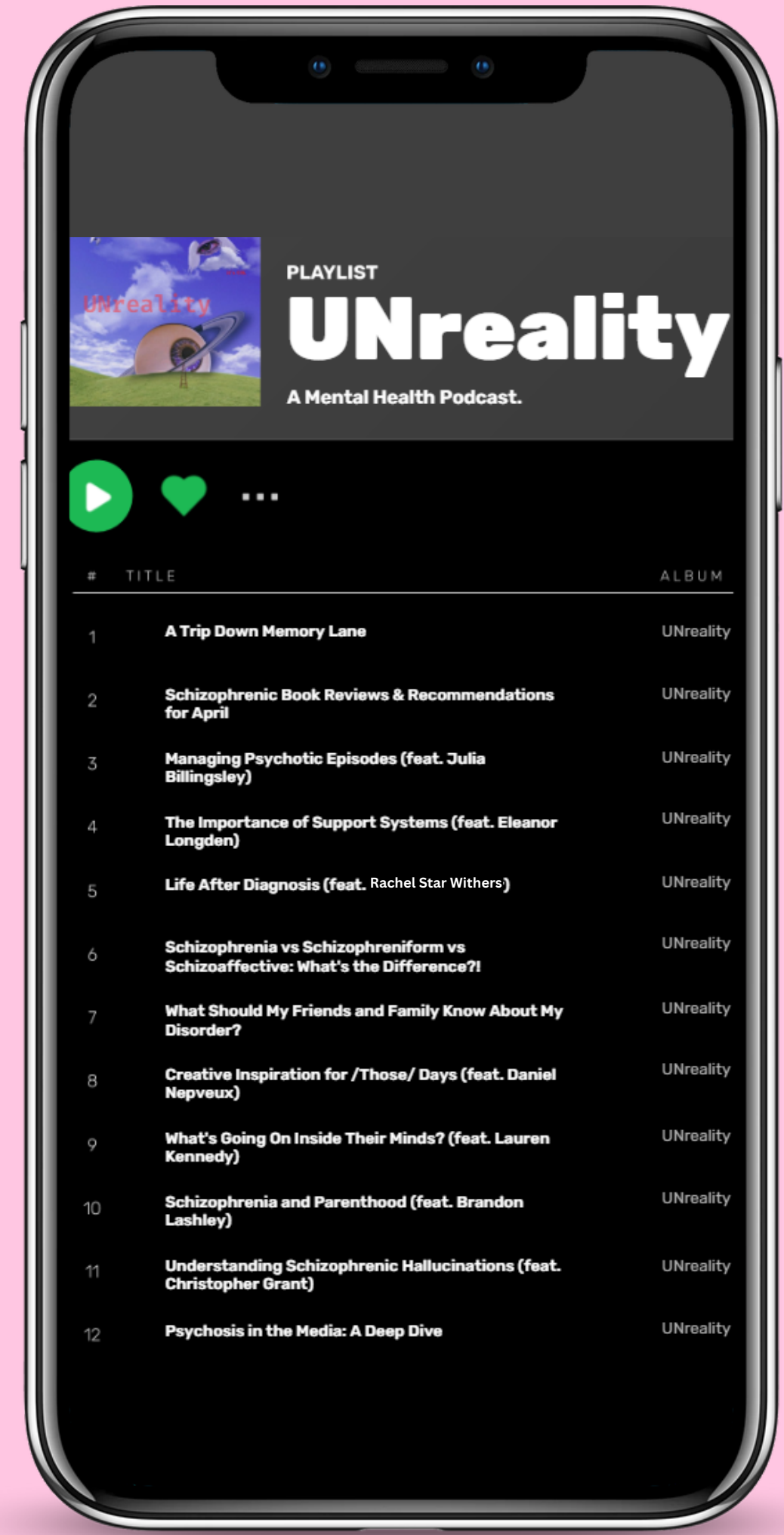


SPOTIFY PODCAST

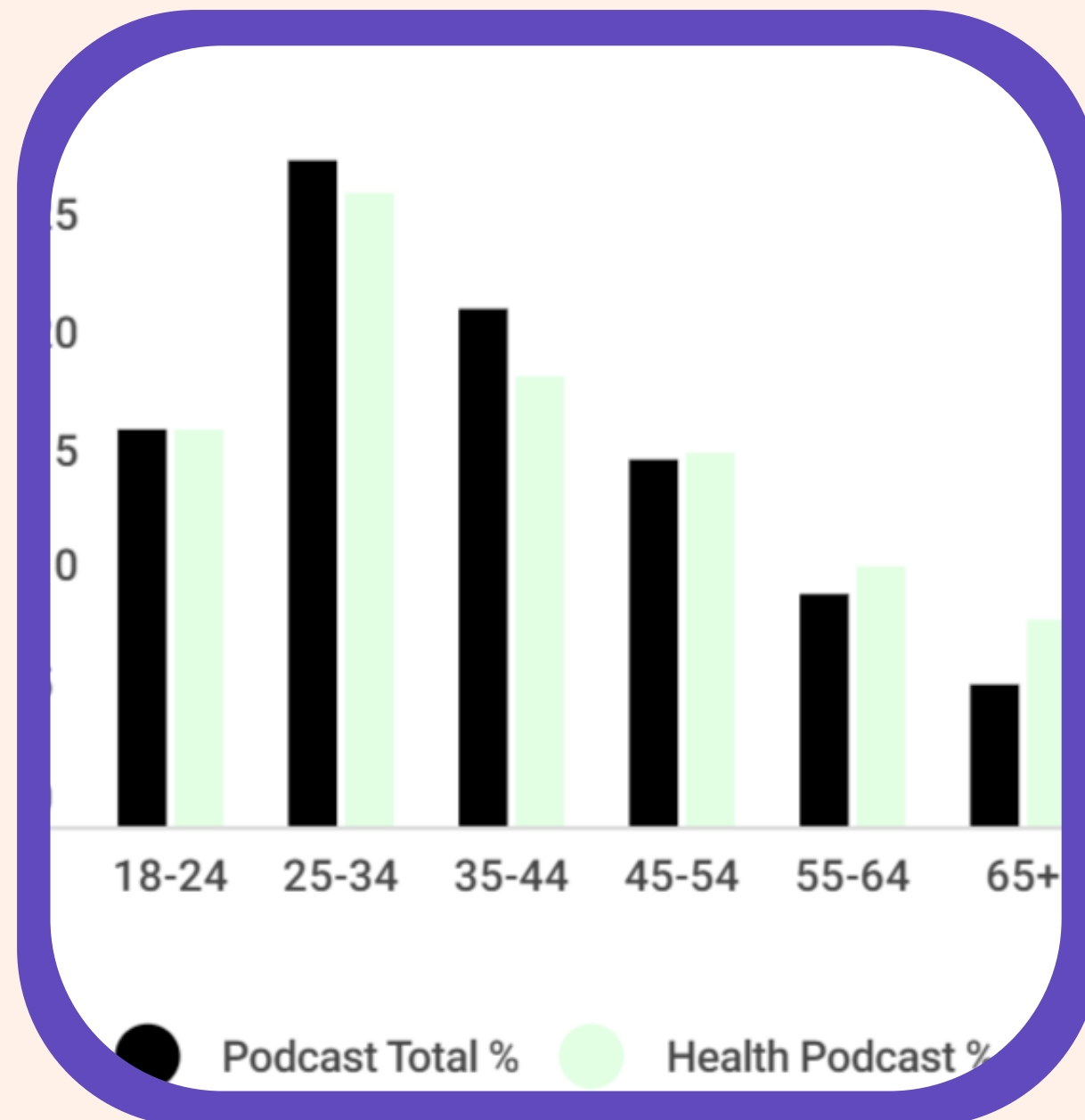
(the informant)



- Host: Michelle Hammer (mental health activist and clothing brand owner)
- Features weekly or bi-monthly episodes 20-60 minutes in length.
- Episode content include:
 - interviews and testimonies
 - advice for friends, family, and caregivers,
 - advice for patients in managing symptoms
 - analysis of schizophrenia and mental health in real life or in media



RATIONALE



Podcasts are quickly growing in popularity!

- 79% of Americans are aware of podcasts
- 62% have listened to a podcast
- over a quarter of all podcast listeners are interested in mental health topics
- most popular among ages 25-34



TIKTOK

(the visual extension)

- Mental health content creators on TikTok have risen, especially since the pandemic.
- The UNreality TikTok will be an extension of its podcast, utilizing clips from the discussion to turn into short, shareable videos. (podcast episodes are recorded with both camera and microphone)
- It can also include videos of Hammer discussing mental health topics outside of schizophrenia and outside of the podcast.
- Emphasis on a blend of serious and humorous content under the "mental healthtok" category



Me talking to my
anxious brain 🧠





INSTAGRAM

(the digital gallery)

- Instagram will be used to showcase art, poetry, writing, music, and other creative works from schizophrenic persons or anyone exhibiting psychotic symptoms.
- Focus on sharing self-expression and personal experiences to contribute toward reframing of mental illness
- Works can be submitted over DM or email, along with a brief description of the piece and identification, (name, age, city) if desired.
- A small team will go over submissions to make sure content is within proper guidelines before posting. They will also continuously monitor comments.
- Posting schedule, starting out, will be 5-9 times per week depending on submission volume.



ART THERAPY

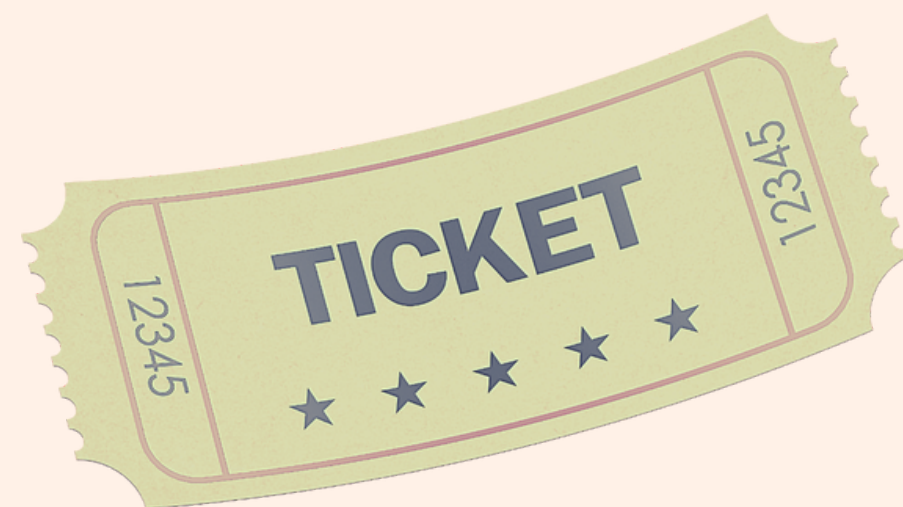


- Traditional forms of visual art therapy used to treat schizophrenia (drawing, painting, pottery, etc.) are usually combined with music, dance or movement
- Art therapy:
 - helps people express thoughts and emotions, allowing others to understand them better
 - fight side effects of medications
- "For persons with schizophrenia, art therapy is a healthy form of distraction from various symptoms, such as disturbing thoughts [and] hearing voices."

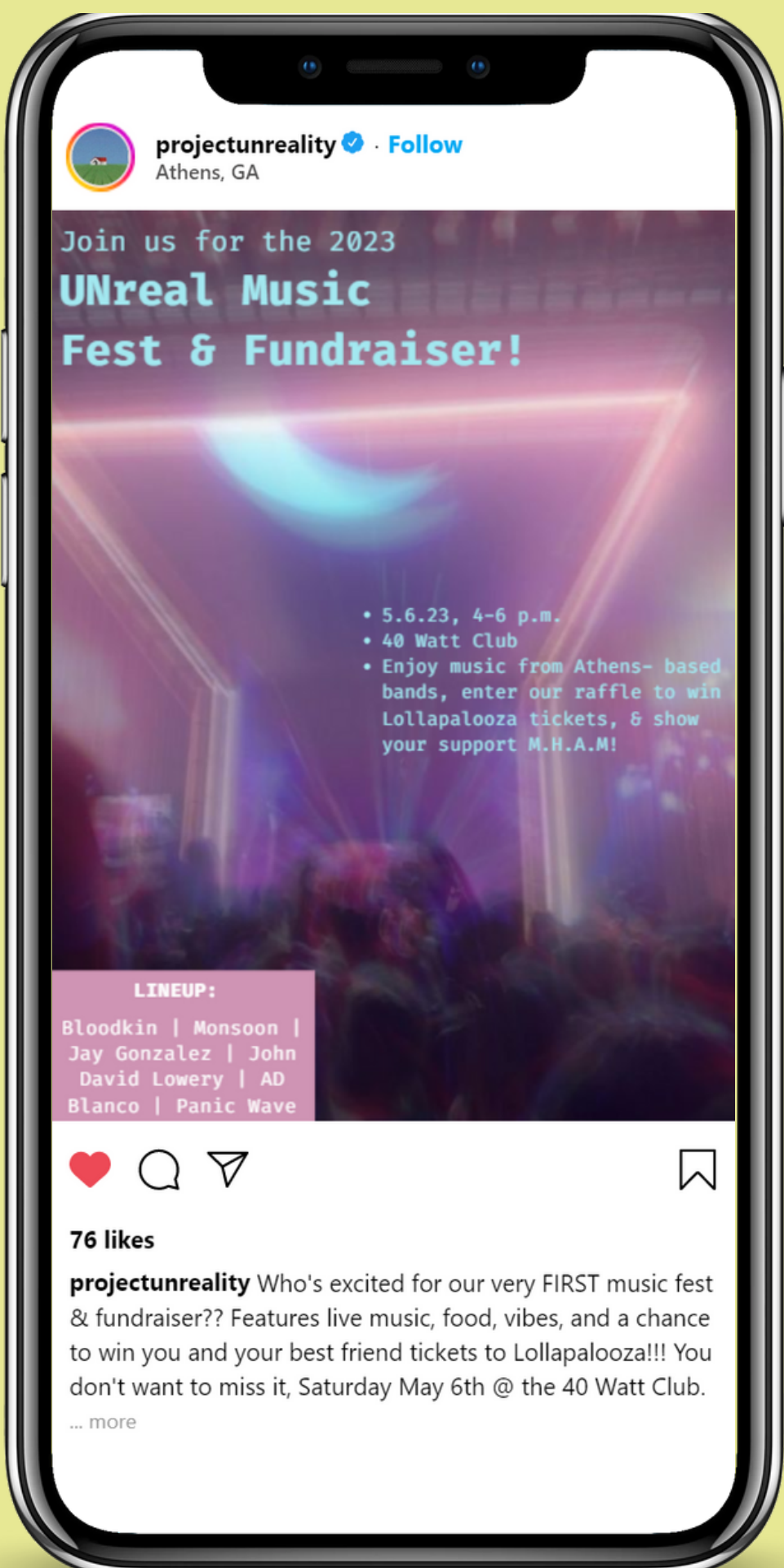
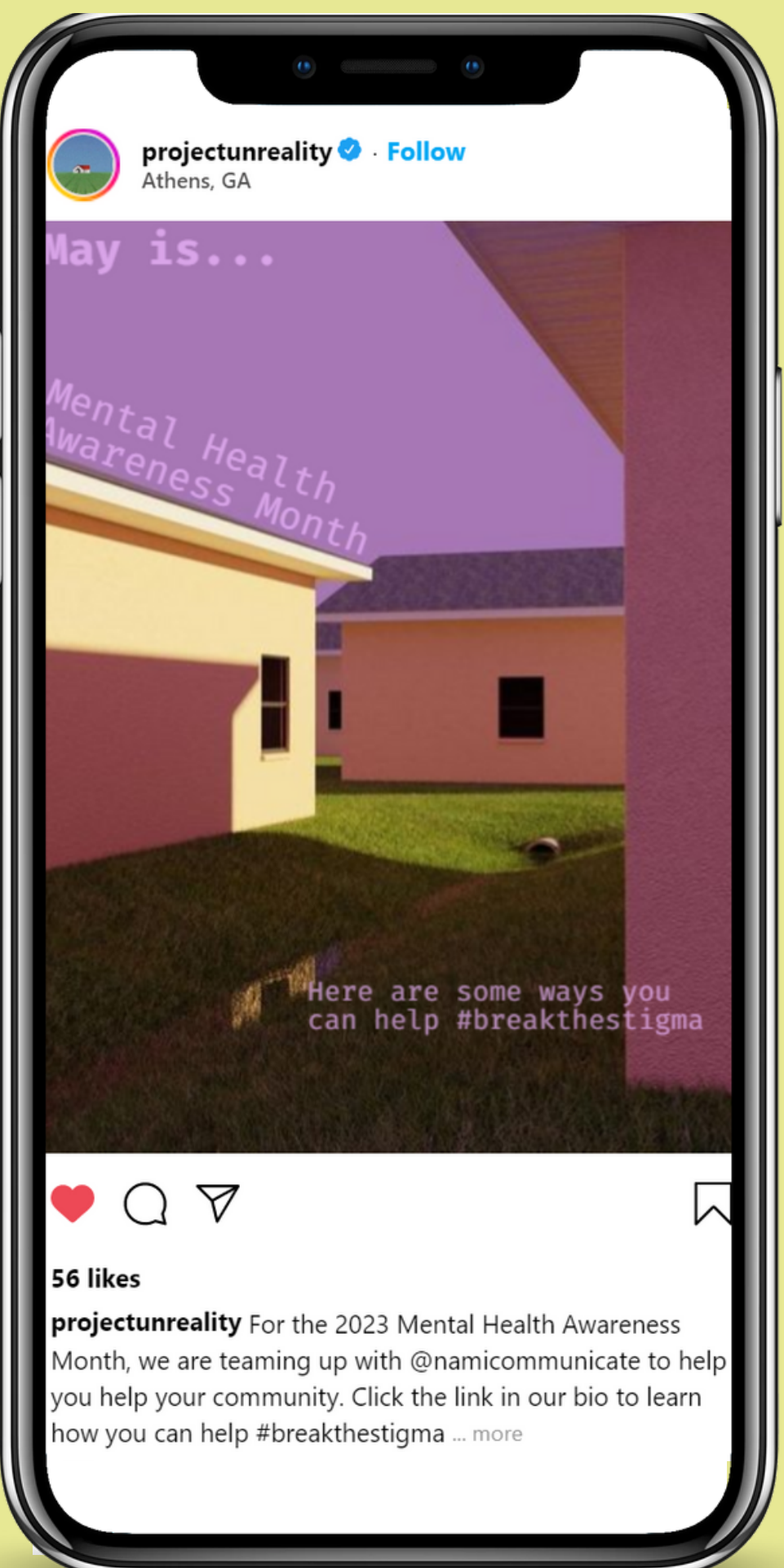
NUCI'S SPACE

Unreal Music Fest & Fundraiser

- Date: Saturday May 6, 2023
- Time: 4:00-6:00 p.m.
- Location: 40Watt Club
- What to expect: Music from Athens local bands, food vendors, ticket raffle for two (2) 2-day Lollapalooza tickets!
- Fundraiser for local rehabilitation centers, including Nuci's itself



CREATIVE EXECUTION



PODCAST COVER



SUMMARY

research

- attitudes toward schizophrenia is largely negative :(

goals

- empower
- educate
- reframe

social media

- Instagram: digital gallery for schizophrenic persons
- Spotify: informant, personal testimony
- TikTok: further outreach for podcast

live music event

- fundraising
- spreading awareness offline
- collaboration with Nuçi's Space

To measure our results, we will be relying on social media analytics for growth across the digital platforms. For our music fest and fundraiser, we will be using event turnout and final fundraiser amounts.



THANK YOU!

REFERENCES

- <https://www.treatmentadvocacycenter.org/evidence-and-research/learn-more-about/25-schizophrenia-fact-sheet#:~:text=Schizophrenia%20is%20a%20chronic%20and%20severe%20neurological%20brain%20disorder%20estimated,untreated%20in%20any%20given%20year.>
- <https://bmcpsy psychiatry.biomedcentral.com/articles/10.1186/1471-244X-12-128>
- [https://bmcpsy psychiatry.biomedcentral.com/articles/10.1186/s12888-023-04555-9#:~:text=Of%20the%20total%20participants%2C%2053.5,people%20\(Tabe%3A%203\).](https://bmcpsy psychiatry.biomedcentral.com/articles/10.1186/s12888-023-04555-9#:~:text=Of%20the%20total%20participants%2C%2053.5,people%20(Tabe%3A%203).)
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