

# UHS

“Let’s Connect” -

**A How-To Guide to Strengthen Professor and  
UHS Relationships to Support Our Students**



**LSC 515**

**Gillian Wolf, Ruthie Kaufman, JP Gutierrez,  
Julianna Mandarin, Hannah Kramer,  
Braulio Puente**

# Table of Contents

---

03	Executive Summary
04	Situation Analysis
07	Campaign Strategy
13	Creative Plan
14	Timeline
21	Implementation

# EXECUTIVE SUMMARY

---

Mental health is critical to understanding overall health and wellbeing, and can have detrimental effects when mental health conditions go untreated. Due to changing environments and consistent high stress pressures, college aged students have some of the highest mental health prevalences among the overall population. The ongoing mental health crisis on college campuses across the U.S. demand new approaches to adhere to the needs of students to support their wellbeing.

As a part of the Life Sciences Communication 515 capstone, we partnered with University Health Services (UHS) to create a social marketing campaign addressing mental health support and resources on UW-Madison's campus. Our campaign objective is to encourage students to become better educated and engaged with UHS mental health services. Our analysis included 24 qualitative interviews. Results from a quantitative survey sent out to UW-Madison undergraduates were still coming at the time of the campaign due date. From the data, we developed our campaign around using professors and academic staff as a channel to educate and encourage students to seek out UHS' mental health services as they feel best fit. This campaign also attempts to change the classroom environment and student-professor relations surrounding mental health.

Our recommendations include a workshop to educate professors on UHS' mental health services alongside a handbook which includes talking points and timelines for teachers to plug mental health resources on campus. Our other recommendation focuses on using social media platforms highly used by undergraduates for informational posting as well as print media to be distributed to various locations throughout campus. We determined the most effective way to ensure students would receive information surrounding UHS' mental health services would be in the classroom via an authority figure, ideally that the students have a relationship with. With this in mind, we agreed that professors and academic staff including TAs and academic advisors would be the ideal spokesperson.

The goal of this campaign is to educate students on UHS' mental health services available to students at no additional cost while simultaneously shifting the classroom dynamic to be more inclusive and supportive of mental health. Implementing these recommendations will create a more supportive community on UW-Madison campus regarding mental health, while also fostering collaborative and care-centered relationships between student and faculty.

# SITUATION ANALYSIS

---

01

## Client Background

University Health Services (UHS) is a campus student health center available to undergraduates on campus. Their mission is to enhance the learning and success of students by promoting services to promote health and wellbeing. UHS also provides student health insurance to those who do not receive health insurance otherwise.

After hearing from the team, UHS is looking to reach more of the student population to ultimately better promote available mental health services. Currently, many students feel they are unaware of what services are provided and do not have the resources necessary to comfortably reach out to UHS. One way to bridge this gap could be through targeted outreach campaigns during key moments in the academic calendar, such as exam periods or transitions between semesters. Additionally, collaborating with student organizations and campus leaders can help amplify the message and create a more supportive environment for mental health awareness. Providing easily accessible online resources, such as FAQs, self-assessment tools, and appointment scheduling options, can also empower students to take proactive steps towards seeking support.

# SITUATION ANALYSIS

---

02

## Target Audience

Our overall target audience is undergraduate students at UW-Madison through the channel of professors and academic staff (TAs and academic advisors). Many students and academic staff are unaware of the free mental health resources available to students. This results in academic staff not passing along UHS mental health resource information to their students and students not accessing resources they don't know exist to begin with. With many students experiencing academic pressures, stressors can manifest into concerning mental health behaviors. This is in addition to lived experiences and events that shape students' outlook, that could additionally influence a student's mental health and wellbeing.

The results of a recent Healthy Minds Survey found that mental health concerns are on the incline for undergraduate students with 45% of students screening positive for notable symptoms of anxiety, depression, or both (Healthy Minds Survey). The same survey found that nearly half of the undergraduate student body felt the campus environment negatively affected their eating habits and perception of body image (Healthy Minds Survey). These results highlight the evident need for students to become more educated and engaged with UHS mental health services in attempts to reduce poor mental health prevalence on campus.

# SITUATION ANALYSIS

---

## Target Audience Cont.

We have been able to segment our target audience into five sectors within the undergraduate student population. Our segmentation was based on use/previous use of UHS mental health services and if student's felt they could benefit from receiving mental health services. Qualitative surveys would allow us to hear directly from students regarding their baseline awareness of mental health conditions and resources available to them on campus. The survey would also collect information from respondents including if they had ever used UHS mental health services, and how many students were aware the services existed / were offered through UHS. Based on data from the qualitative interviews conducted, many students expressed a lack of knowledge surrounding the free mental health resources on campus. The large majority of qualitative surveys shared that they did not feel comfortable disclosing mental health concerns with professors, further highlighting the importance of implementing Let's Connect.

The interview data also shared that the role of storytelling between friends and peers experiences through UHS discouraged other students from seeking out help through UHS mental health services. Students shared stories about poor treatment through providers, inconsistent scheduling, belief of restrictive appointment allotments, and long wait times.

Based on information shared during student interviews, we intend to use each of the barriers and discouragements students expressed in our campaign to educate instructors to share relevant and accurate information surrounding UHS mental health services. We believe it will be incredibly helpful to correct misconceptions in freshman and sophomore grades as they are more likely to act upon these changes with their remaining time on campus.

# CAMPAIGN STRATEGY

03

## Operational Objectives

In our mental health awareness campaign for UW-Madison's University Health Services (UHS), we aim to achieve several psychological and behavioral outcomes. Firstly, our central objective is to increase the utilization of mental health services provided by University Health Services. Additionally, we intend to raise students' intentions to seek support from their professors or TA's for mental health concerns and improve their knowledge of mental health conditions and available resources. This includes understanding the resources offered from UHS, support services, and coping strategies. Moreover, we strive to enhance website traffic to UHS's mental health resources page, facilitating easier access to information and support. Our campaign also seeks to **influence positive social norms surrounding mental health**, such as destigmatizing help-seeking behaviors and fostering open conversations about mental well-being. Ultimately, our overarching behavioral goal is for students to actively engage with UHS mental health services when needed through the facilitation of the education staff at UW-Madison. To measure these outcomes, we will conduct self-reported surveys among students before and after the campaign, assessing changes in behavior, intentions, and perceived social norms. These surveys will provide valuable insights into the effectiveness of our campaign in promoting mental health awareness and utilization of support services among the student population

# CAMPAIGN STRATEGY

---

04

## Reccomendations **Message Source**

There are many different ways of communicating messages to certain audiences, often guided by three key communication values: authority, credibility, and social attractiveness (Perloff 2003). This insight supports our proposed initiative of “Let’s Connect”, using professional staff to spread awareness and support regarding mental health and UHS services. This would be supported by the values of using figures of authority to convey messaging. In survey responses from UW -Madison undergraduate students, the majority shared that they did not feel comfortable disclosing information about mental health to a professor. Our initiative aims to change this narrative while shifting the classroom environment to be more inclusive of mental health matters and student/faculty relations.

Our analysis based on student responses suggest that the best way for students to become informed about UHS Mental Health Services is through short class presentations and announcements. This stems from the idea that academic staff have a captive audience and therefore, would pay attention to the announcement. This approach would be followed by student email, followed by Instagram. Information shared during class would also be communicated via email and Instagram posts.



# CAMPAIGN STRATEGY

---

## Recommendations Cont. **Barriers and Lack of Knowledge / Awareness**

The majority of UW-Madison undergraduate students are unaware of the range of mental health services UHS providers. Many students have been deterred from UHS mental health services due to previous session limits. Through qualitative and quantitative research, we have found that students are unaware of many of the mental health services or have received misinformation regarding them from word of mouth.

To combat this, we have decided to launch the “Let’s Connect” program where UHS can create relationships with campus faculty and student organizations. In doing so, there is a hope that more positive messaging surrounding mental health services at UHS will be distributed throughout campus. Furthermore, our campaign goals intend to create lasting awareness of what UHS can do to help you in a time of mental health crisis and help debunk any potential misunderstood narratives surrounding those offerings.

# CAMPAIGN STRATEGY

---

## Recommendations **Social Norms** Cont.

Nearly 80% of interviewers shared that they would not feel comfortable contacting a professor to talk about their mental health struggles. Students often feel that talking about mental health would not be accepted by the professor or that it is being used as an excuse to avoid class or assignments. Based on this data, the majority of students in each class are feeling the need to hide their mental health issues over fear of being viewed differently by academic staff. Students felt that mental health concerns were prevalent on campus, yet many remain unaware of the services provided through UHS mental health services. Our strategy builds upon that lack of awareness through using professional staff as a channel to pass along information while also improving student/faculty relations regarding mental health stigma.

# CAMPAIGN STRATEGY

01

## Persuasion Strategies

The type of messaging that will be effective in our campaign would focus on creating new social norms about mental health in the classroom through brief class announcements. Professors promoting UHS programs and resources in their classrooms will create this norm that it is common for professors to care about the mental health of their students. In our qualitative interviews with students about mental health, we saw that many students did not look to professors for help if they had a mental health concern. Professor's promotion and inclusion of UHS mental health resources during class time aim to change this to make it normal for students at UW Madison to use their professor as a resource to help themselves. The program will help professors to correctly point them to the correct services at UHS. Professors being valuable mental health resources will help establish this norm of going to your professor for mental help and this will cause more students to follow their classmates. If students see their friends use the professor-provided resources, then there is likely a chance that they will also use the resources available to them given to them by their professor.

By focusing on **building the social norm** of professors being available and providing resources for mental health, it differentiates from different campaigns in the past. This is the first time we are trying to get the professors in the university to be truly involved, which is new and different compared to past campaigns. It is also different because resources will be mentioned directly to the students through professors at the start of classes. In our qualitative interviews, we saw that many students have not interacted or did not know about UHS services. By providing this information in the classroom, people will for sure be exposed to what UHS provides for the students of UW Madison. This is different from past campaigns because students will learn about UHS in all their classes.

# CAMPAIGN STRATEGY

## 02 Campaign Partners



Our main campaign partner will be professors as we equip professors and their departments with the tools and resources to empower them to facilitate mental health promotion. We've identified **professors** to have the greatest influence in fostering a culture that prioritizes student mental health. Having UHS employees present at department meetings will supplement the "Let's Connect How to Guide" and address professors' concerns and questions on implementing best practices for student mental health. Aside from professors, **student organizations** will also play a key role in disseminating our message. The How to Guide will be adapted alongside participating student organizations to how to promote mental health in your student organization. All student organizations will be encouraged to participate, but key student organizations are **Promoting Awareness Victim Empowerment, Sex Out Loud, Badger Spill, National Alliance on Mental Illness, and Ask. Listen. Save.** These are student organizations that work closely on student mental health, but outreach in other student organizations will be conducted to reach pockets of the university such as the Multicultural Student Center. Finally, advisors and Student Orientation, Advising, Orientation (SOAR) will be engaged to similarly facilitate mental health promotion in their programming through resource sharing.

# CREATIVE PLAN



**UHS** | University  
Health Services  
UNIVERSITY OF WISCONSIN-MADISON

## Campaign Materials

To effectively reach the target audience and promote mental health services provided by University Health Services (UHS), a comprehensive campaign strategy encompassing various channels and materials will be employed. The goal is to increase awareness, dispel misconceptions, and encourage help-seeking behavior among students. The posters released are primarily meant to educate students and professors about the “Let’s Connect” program being newly offered on campus. Furthermore, the “Let’s Connect” Agenda that will be for internal and external use are created with the intention of being examples of how professors can integrate more communication regarding mental health services into their classrooms.

By employing a diverse range of materials and channels while maintaining a cohesive theme, the campaign aims to effectively reach and engage the target audience, ultimately increasing awareness and utilization of mental health services provided by University Health Services.

## Slogan and Branding

The slogan "Let's Connect" encapsulates the essence of fostering relationships and building connections within the university community. It evokes a sense of inclusivity, inviting students, professors, and staff to engage with one another on a personal level. By aligning with the successful "Let's Talk" initiative, it reinforces familiarity and continuity, while also signaling a broader scope of connectivity beyond mere conversation. This program will help strengthen the professor and UHS relationship with the one overarching goal: to support the students on campus and at our university.

**“Let’s Connect” - Strengthen  
Professor and UHS Relationships to  
Support Our Students**

# Creative Plan Timeline

## “Let’s Connect” Timeline

### June/July 2024

- Email sent out to Professors saying department-wide meetings will take place with UHS for the “Let Connect” Program being implemented Fall of 2024

### Early August 2024

- Department-wide meeting with UHS going over the “Let’s Connect” Program
- Creative social media posts and email blasts will be sent out to students preparing for their arrival

### End of August 2024

- Monthly newsletter sent out to students introducing “Let’s Connect”
- Creative social media posts will continue to be posted with all programs including “Let’s Connect”

### September 2024

- “Let’s Connect” Program starts
- Gain followers on social media channels through “Let’s Connect”
- The second monthly newsletter sent to students

### October 2024

- Monthly newsletter addressing midterm season
- Social media posts sharing resources for students
- Professor check-in with students

### January 2024

- Monthly newsletter addressing end of semesters and finals
- Social media posts sharing resources for students
- End of Semester check-in with Professors and students

## UHS MONTHLY NEWSLETTER

### AUGUST 2024 - WELCOME BACK BADGERS!

#### BACK TO SCHOOL EVENTS!

Welcome back, students! We trust you had a fantastic summer and are thrilled to see you back on campus. We recognize that the transition back can be daunting, but fear not! UHS is here to support you every step of the way. [Click here](#) to explore a lineup of exciting welcome back kick-off events that we're hosting in the weeks ahead. Let's make this semester unforgettable together!



#### LAUNCHING OUR “LET’S CONNECT” PROGRAM

We're thrilled to announce the launch of our "Let's Connect" program! This summer, UHS has been hard at work preparing a How-To Guide to Strengthen Professor and UHS Relationships, aiming to support our students better. We've heard your feedback loud and clear—there's a need for stronger connections among everyone on campus. [Click here](#) to dive into the details of this exciting new initiative and join us in building a more supportive community for our students.

#### “LET’S TALK” IS BACK!

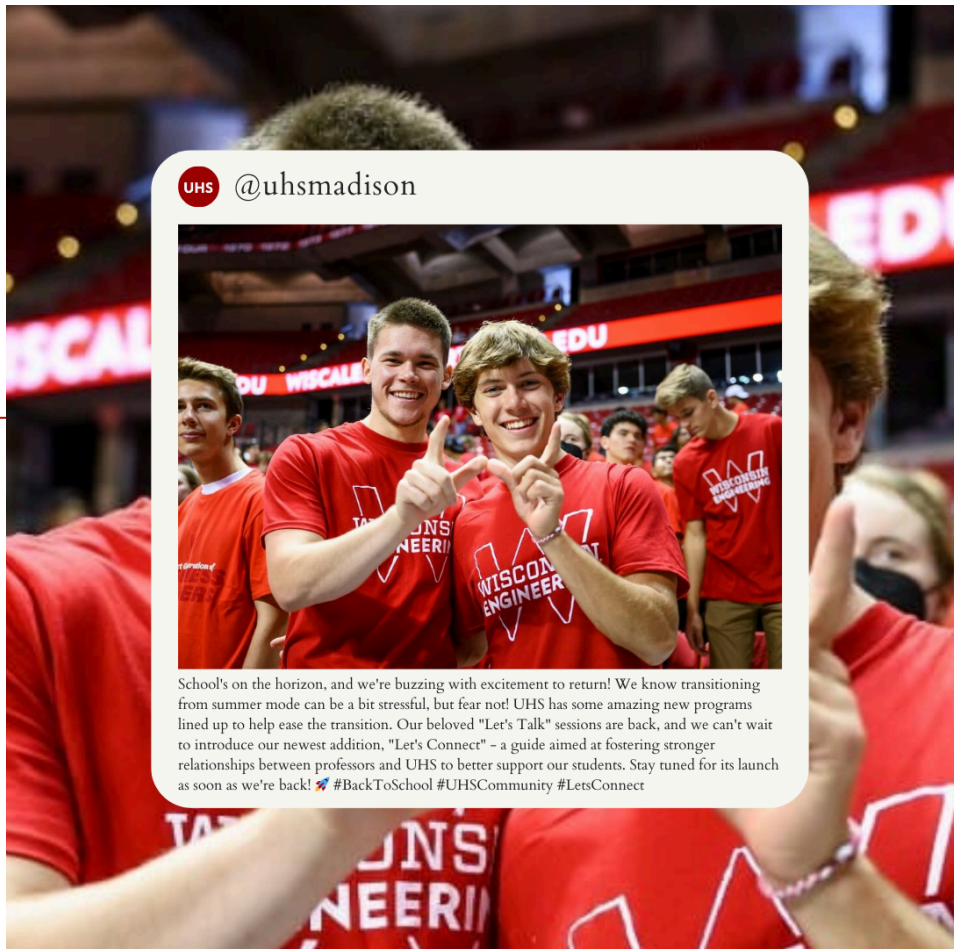
"Let's Talk" is back, offering confidential consultations for all students, whether on campus or virtually. No topic is off-limits, and attending Let's Talk sessions can provide you with valuable insight, support, and information about additional resources. [Click here](#) to find out where these sessions are taking place and take the first step toward gaining the support you need.



**Members of UW-Madison are not able to unsubscribe from these lists. Enrolled student. If you feel desperate, are thinking about suicide, or you're afraid for the well-being of someone you know, call UHS at 608-265-5600 (option 9).**

**[Learn more information about crisis services.](#)**

# Creative Plan: Social Media Channels



To communicate to our intended audience, we have proposed relaying information on social media platforms including Instagram, TikTok, X, and LinkedIn. While these mockups are created initially for Instagram, they can be adapted to any social media platform that the UHS team sees fit. In addition, we have created a newsletter that can be sent to all students through weekly emails sent out by UHS. And lastly, we have created an agenda for our "Let's Connect" campaign that can be utilized by UHS to easily communicate how professors, faculty and student organizations can get involved and educate others.




# Campaign Materials: Social Media Channels

 @uhsmadison



Welcome back, students! We're thrilled to kick off Fall 2024 with you. Don't miss out on any UHS events—sign up now via the link in our bio! Plus, prepare for our 'Let's Connect' Program, which will be coming to all your classes starting this September! 🎒 #BackToSchool #UHS #LetsConnect"

 @uhsmadison



"Let's Talk" is back, offering confidential consultations for all students, whether on campus or virtually. No topic is off-limits, and attending Let's Talk sessions can provide valuable insight, support, and information about additional resources. [Click here](#) to find out where these sessions are taking place and take the first step toward gaining the support you need.

# Campaign Materials: “Let’s Connect” Agenda

UNIVERSITY  
HEALTH SERVICES

## LET’S CONNECT PROGRAM OUTLINE

Department of Life Sciences  
Communication



### Focus 1: Syllabus Changes

1. Incorporate Mental Health Check-Ins:
  - Allocate time during class for brief mental health check-ins where students can anonymously share their thoughts or concerns. Professors can provide resources for students struggling with mental health issues, including contact information for UHS counselors.
2. Include UHS Resources in Syllabus:
  - Dedicate a section in the syllabus to outline mental health resources available at UHS, such as counseling services, support groups, and crisis intervention. Provide details on how students can access these resources and encourage them to seek help when needed.
3. Promote Let's Talk Sessions:
  - Integrate information about Let's Talk sessions offered by UHS into the syllabus. Encourage students to take advantage of these informal drop-in sessions to discuss any concerns they may have about their mental health or academic stress.
4. Schedule Mental Health Days:
  - Designate specific days throughout the semester as mental health days where students are encouraged to prioritize self-care and well-being. Provide suggestions for activities and resources available at UHS, such as mindfulness workshops or relaxation techniques.
5. Include UHS Contact Information:
  - Include UHS contact information, including phone numbers and website links, in the syllabus footer or contact section. This ensures that students have easy access to UHS resources whenever they need support or guidance.

# Campaign Materials: “Let’s Connect” Agenda

## LET’S CONNECT PROGRAM OUTLINE

Department of Life Sciences  
Communication



### Focus 2: Social Media Campaigns

1. Integration into Course Materials:
  - a. Professors can incorporate links to UHS social media profiles (Facebook, Instagram, Twitter) into course materials, such as syllabi or online learning platforms like Canvas. By including these links, students have easy access to informative content, event announcements, success stories, and resources like Togetherall.
2. Classroom Promotion:
  - a. During lectures or class discussions, professors can mention the importance of following UHS social media platforms for staying informed about mental health resources and events. They can encourage students to engage with UHS posts by liking, sharing, or commenting, thereby promoting awareness and participation.
3. LinkedIn Engagement:
  - a. Professors, as faculty members, can engage with UHS updates on LinkedIn by following the UHS page and sharing relevant posts with their professional network. This helps to spread awareness among faculty and staff about UHS resources, success stories, and initiatives.
4. Canvas Popups and Emails:
  - a. Professors can support UHS initiatives by ensuring that Canvas pop-up notifications about mental health resources and events are prominently displayed within their course modules. Additionally, they can reinforce these notifications by mentioning them in regular emails to students, providing reminders about available resources and upcoming events, and promoting services like Let's Talk.

# CREATIVE PLAN



**UHS** | University  
Health Services  
UNIVERSITY OF WISCONSIN-MADISON

## Explanation of how materials will get attention

The "Let's Connect" program aims to address the challenge of students feeling disconnected from University Health Services (UHS) and their professors regarding mental health issues. By leveraging various communication channels, including emails, social media platforms, and Canvas popups, the campaign seeks to attract and hold students' attention while fostering stronger relationships with their professors.

Students seldomly get emails from UHS promoting their programs and outreach. This new "Let's Connect" program will help students stay informed about UHS events and news, while building stronger relationships with their professors. Student's struggle to feel connected and comfortable with their professors in regards to mental health issues. This campaign will hopefully reduce the barriers that students face in their classroom and provide more open communication and transparency. Mental health issues is not something people should face alone and these strategies will help student's know professors can be used as resources in times of crisis and need.

The "Let's Connect" campaign employs a multifaceted approach grounded in communication theory, social marketing concepts, and data insights to attract and hold students' attention while fostering stronger connections with UHS and their professors. Through targeted communication, engaging content, and a focus on transparency, the campaign aims to break down barriers to seeking help and promote a culture of support and well-being on campus.

# IMPLEMENTATION

---

01

Evaluation

## **Survey**

During the middle of the semester, we will conduct a survey that will gauge the attitudes and usage of UHS services. UHS will send out an email with the survey to the student body and we will ask professors/TAs to promote the email during class and discussions. The survey will ask if they have used any UHS services since the start of the year or if they are planning to, how they learned about UHS services and their general attitude towards UHS. It will be a quantitative survey. This will show us how the student body is using and feels about UHS during the middle of the semester.

## **Google Analytics/ Canvas**

Throughout the semester, we will track the interactions in our email newsletter, on Instagram, and on the canvas page. For the email newsletter, we will be looking at how many clicks not only the email gets, but the links inside of it. This will show us what types of mental health information or events are appealing the students at UW and help us better curate the information we include in the newsletter. As for Instagram, we will be tracking the number of likes, comments, views, reposts, etc. our posts and stories get.

# IMPLEMENTATION

---

01

Evaluation  
Cont.

This will help UHS see what types of visual media are attracting interactions and helping to gain followers. Finally, for the canvas page, we will be tracking the amount of interactions the UHS canvas page gets by not only students but also by the faculty. This will show us how many professors/departments are using the UHS slideshow and how many students are looking at the canvas modules.

## **Partner feedback**

We'll leverage our campaign partner relationships to collect feedback on engagement with UHS services. For example, we'll conduct focus groups with partnered student organizations to assess their experiences with their instructors and how they facilitate conversations and connections to mental health and UHS services. Similarly, we'll perform focus groups among departments and instructors using the "How to Guide" to assess feasibility, successes, and any challenges they're experiencing.

These evaluation measures will ensure we are continuously collecting feedback from key stakeholders to be responsive to the needs of students and the mental health crisis on college campuses.



## CLOSING REMARKS

---

Thank you for taking the time to consider our recommendations for your communication strategies. We hope you find something valuable in our findings!