

## Application Form

1. Answer the questions in the application. Maximum of three A4 pages of writing, (longer applications will not be accepted).
2. Add a copy of your poster/brochure/timetable if applicable plus at least 4 photos from your event and links to any videos and websites and save as one PDF file.
3. Upload your completed application to [bics.ie](http://bics.ie)

# Best Mental Health Promoting Event

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## Rules:

1. The initiative must be organised by at least one society in a member college.
2. The initiative must empower students to reduce the stigma around mental health and open the conversation about mental health and well-being.  
*Check out some ideas on our sponsors website [pleasetalk.org](http://pleasetalk.org) and on [yourmentalhealth.ie](http://yourmentalhealth.ie) the **#littlethings** campaign.*
3. The initiative may be open to the public
4. A short application form must be completed by **March 19<sup>th</sup> 2019 at 2pm.**
5. There are no restrictions on the number of initiatives per college which are submitted
6. The initiative must take place between **March 14<sup>th</sup> 2018 and March 18<sup>th</sup> 2019.**

## The winning entry will be chosen as follows:

- A panel of adjudicators will short list to 3 nominees who will be notified on March 29<sup>th</sup> and must book the Awards tickets by April 5<sup>th</sup>.
- The Winner will be announced at the BICS Awards. The judges' decision is final.



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## Application

<b>Name of Event</b>
'Dan and Darragh Do The Radio'
<b>Name of Society</b>
Radio Society
<b>College</b>
Technological University Dublin Tallaght Campus

### **Please provide a brief description of the event.**

*Include if this was a new event, if not how did it improve on last year. Did you face any challenges, What you were most proud off? How does this event fit in with the aims of your society?*

This is a **first-time event** for TU Dublin Tallaght Campus. 'Dan and Darragh Do The Radio' is a recurring show which was broadcast during TCR FM's Radio Week 2019 and it was born from the 'Dan and Darragh Do Ability' podcast. This podcast began as a passion project in October 2018, created by two third year Radio Society members as a platform to **discuss the unseen ability within disability**. To date the podcast has examined areas such as public transport services, the stigma around disability and the Paralympic sport of Boccia, but during Radio Week they took it upon themselves to examine **mental health through the lens of ability**.

This was important to the Radio Society because they observed a demand for this conversation among the student populace and the wider community, and it is a topic about which many Radio Soc members are very passionate.

One of the main challenges faced in the organising of this event was **confronting the stigma** surrounding the subject of mental health matters and the delicate handling of a very personal topic. Fortunately, our two hosts showed **great sensitivity** towards their guest and created a safe environment in which everyone could speak freely and openly without fear of being judged. This also links very closely with the aims and objectives of the Radio Society as a whole, which always seeks to provide a **warm, friendly and inviting atmosphere** at all times, as well as providing accessibility for members and contributors of all ability types.

It was also important to us that there was balance between sensitivity and meaningfulness, i.e. we wanted to make sure that we did not shy away from difficult content because, for us, the most important thing is that we **set an example** for anyone else who might not yet feel capable of speaking out. We had to be true to our mission statement, which was to have a real conversation about mental health matters even though it may be a vulnerable experience.

We are so proud to have achieved these aims and we even took it one step further and gave some creative examples of our own personal tools through which individuals can **promote positive mental health**, such as our guest's Positive Thoughts Book. This is a notebook which she uses to catalogue her happiest moments and she then refers back to this in moments of anxiety to ward off panic attacks. In our broadcast we encourage our audience to explore their own similar **creative methods** to look after their emotional wellbeing, and we are proud to have been able to provide such specific and unique coping methods for dealing with mental health struggles.

## 1. Describe how your event promoted positive mental health on your campus and any positive outcomes.

The key aim of our event was to take steps to **contribute to the normalisation** of mental health matters in everyday life and, to do this, we held an open and honest conversation about all things mental health which was **broadcast to our listenership** through online platforms. Our two hosts, Dan and Darragh of 'Dan and Darragh Do Ability', invited a former TU Dublin Tallaght Campus student and Radio Soc alumnus to join them on the air.

They discussed the guest's work in progress, a book about mental health matters, as well as the **personal experiences** of both the guest and the two hosts in relation to mental health. All three parties spoke very openly and with great vulnerability about their experiences with various mental health conditions, from stress to **depression and anxiety**, as well as identifying many mental health matters about which there is very little societal awareness, including Bipolar Disorder, Borderline Personality Disorder, Schizophrenia, Dissociative Identity Disorder, Obsessive Compulsive Disorder. etc., pointing out that the **conversation about mental health still needs to be broadened**.

Furthermore, the three gave insight as to how they deal with their various conditions and what tools are available to those who struggle with similar conditions, with particular emphasis on accessing the **support services** (namely counselling services) available to students through their educational institutes.

The most notable positive outcome is the incredibly **warm response** we have received since the broadcast. Many of our peers have come forward and told us that they could relate to the issues we raised and that they found our show **inspirational**. This is the best outcome that we could have hoped for and makes the whole experience incredibly rewarding.

## 2. How many were involved in the event

*Include number on the organising committee, how many students attended, if applicable how many members of the public attended.*

Many parties helped to contribute to the production of 'Dan and Darragh Do The Radio'. The Radio Society committee is made up of **six active members** who liaised with us in the logistical organisation of the show and offered invaluable support throughout.

During the production phase we had access to a crew that was made up of producers, desk operators and runners as well as our two hosts and studio guest, amounting to a team of **approximately six** (the exact number and parties varied over the course of the week).

We were also fortunate enough to have input and support from the Radio Society as a whole (**approximately forty members**), as well as many of our fellow students and the college faculty with an interest in our subject matter.

While we are very grateful to all the many parties who helped us put together our programme and contributed to our content, perhaps the most important party of all is our listenership and those who took an active interest in our event. The exact numbers of listeners during our livestreamed event are unclear, but the podcast has **fifty-one** plays on SoundCloud and we got a lot of engagement through the podcast's Facebook page (currently at **112 followers**), where the link was shared seven times by members of our audience. The link also saw further engagement through TCR FM's public Facebook page, which currently has an **audience of 1,118 people**.

## 3 How did you fare financially?

*What grant did you receive, how successful was your sponsorship/ fundraising. What was your*

*overall income and expenditure?*

This event was **financially neutral**; we had no expenses as we have full access to the TU Dublin Tallaght Campus recording studio, which has become a second home to us, and the cost of poster printing was covered by the college. Therefore, we sought neither grant nor sponsorship for this event as our focus centred around conversation rather than anything material.

Our **objective was to start a discussion** about mental health between people of varied circumstances to get three different perspectives on all topics covered and then share this with our audience to encourage further conversation and normalise the topic of mental health matters, both on a societal and a personal level. To do this, **we needed no funds**; instead, we just needed people willing to share their experiences and we were fortunate to have such parties available to us, and it goes without saying that our **greatest resource is our members**.

#### **4 Please give details of the methods used to promote the event?**

*How successful were you at your PR and getting people involved. Tips: It is important to detail variety of publicity methods used as well as the creativity and innovation of the publicity utilised.*

This programme was extensively promoted through a number of **social media channels**, namely Facebook, Twitter and Instagram. We shared promotional material and links to the live event through our own personal accounts, the 'Dan and Darragh Do Ability' podcast accounts as well as the Radio Society's public accounts.

Furthermore, the Radio Week event (including a show schedule which featured our programme in the line-up) was promoted through an **extensive poster campaign with eye-catching graphics**.

These posters were proudly displayed all along the corridors of TU Dublin Tallaght Campus, adorning any available notice-board or surface. These same graphics were used to create short video ads to promote the society's event which were, again, shared through social media.

We also used the oldest means of promotion; **word of mouth!** Promotional stands were set up around the college campus as a point of contact between the society and the public, both during Radio Week itself and also in the lead-up to the event at the TU Dublin Tallaght Campus Clubs and Socs Open Day. Through interest in these stands we were able to tell our peers and the college staff all about what we were doing as a society and direct them towards our event.

#### **5 What would it mean to the society to win this award and why do you feel the society merits the award?**

The Radio Society is a tightly-knit family and a community in itself; receiving this award would be a **great validation of all the love and work that has been put in** by the members over the course of the year and, in many cases, over the last four years. Furthermore, it would be an acknowledgment that the conversation about emotional wellbeing is a conversation worth having, even if it makes us feel vulnerable.

Historically, the subject of mental health has been seen as taboo but fortunately times are changing and **we are eager to play our part in this change**. We endeavoured to challenge the stigma surrounding mental health by opening up about our personal experiences and inviting others to do the same, even though it was a difficult conversation to have (privately, let alone publicly). This award would prove to us, and to our listeners who may have their own struggles, that it is a courageous and difficult thing to do, but **talking about mental health is in itself rewarding**.

**Include poster, brochure and at least FOUR photos of your event plus links to any videos and websites.**

- Link to mental health episode → <https://bit.ly/2JmI5EM>

**Example schedule poster featuring our programme:**

The poster is for 'Radio Week 2019' on TCR FM 99.1, organized by the Radio Society at TU Dublin. The central theme is 'Talk Back Tuesday'. The schedule is as follows:

Time	Programme	Icon
11 AM	Breakfast Banter	
12 PM	Dan & Darragh Do Radio	
1 PM	Non Stop Indies	
2 PM	Entrepreneurships	
3 PM	Radio Documentaries	
4 PM	Controversial Conversations	
5 PM	The Nominees	







