

Best Mental Health Promoting Event

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

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 and on yourmentalhealth.ie the **#littlethings** campaign.*
3. The initiative may be open to the public
4. A short application form must be completed by **March 19th 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 14th 2018 and March 18th 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 29th and must book the Awards tickets by April 5th.
- The Winner will be announced at the BICS Awards. The judges' decision is final.



Sponsored by

Application

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|------------------------|
| Name of Event |
| Voices of UL |
| Name of Society |
| UL Drama Society |
| College |
| University of Limerick |

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?

In order to break down the stigma attached to mental health issues, Drama Society members wrote about their own mental health battles. These stories were then recorded and compiled in to a short film.

On Monday March 4th we premiered our short film in The Pavilion Bar and Restaurant on the UL campus. Before the film was shown we had a guest speaker, Michael Gallagher, speak to those in attendance. Michael is a prominent journalist and spoke to us about his own battles with anxiety, self-doubt, and low self-esteem – and more importantly how he overcame these issues.

On the night we raised funds for Limerick Mental Health Association, an association who promote positive mental health throughout Limerick City and County.

This was a new concept for our society – in previous years we have done a mental health showcase but we believed this project would be more powerful, as the film could continue to have a profound effect long after the film premiere.

Finding the time to make our event a success was the biggest challenge for us – with two productions this semester, we feared our ambition could be our downfall. However, our project leaders and Trips and Events Officer took it upon themselves to draw up a comprehensive action plan to ensure we could pull off the event.

We are extremely proud of the members who put their qualms aside to share their stories to promote positive mental health and improve the lives of others. As well as this, we are proud that the event has not lost its momentum – the amount of people it has reached is climbing day after day, utilising the power of social media to break down the barriers surrounding conversations about mental health.

In the Drama Society we are very aware of mental health issues – many people who become involved in theatre do so in order to explore their emotions and demons on stage, in a safe environment. We constantly assure our members that there is a 13-strong committee there to listen and help in any way we can. We felt this event would convey to people that our society is a place where people should never be afraid to talk about their problems, that we are an accepting society that are always there to talk and to listen.

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

Our event has promoted positive mental health on campus by letting people know everyone struggles mentally sometimes. Many students outside our society have since approached us expressing interest in working with us on a similar project after seeing the bravery of those who shared their stories. In light of this interest we are creating a website where people's stories can be uploaded, to continue the conversations about positive mental health that our film and screening have sparked.

At the time of writing the film has been viewed 14, 300 times since our screening. This has gone far beyond the population of UL and is showing people further afield that it is ok to talk and that through talking it does get better.

Limerick Mental Health Association have been in contact with us since the event and we are going to collaborate on a similar project during Mental Health Week 2019 – we will be shooting another short film on a wider scale, getting the people of Limerick involved. This promotional event is something we hope will continue to grow, to spread positive mental health throughout UL, the county, and much further.

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.

There were 4 main people involved in organising the event. Our President and our Arts Director acted as project leaders and produced the film. The Arts Director also filmed the video alongside our Trips and Events Officer. Our Trips and Events Officer organised the film premiere, booking the location and sourcing a guest speaker. Our Productions Officer was the MC for our event. The rest of our committee helped through promotion and were in attendance on the night.

There were seven people who appeared in the film itself, and one editor.

On the night approximately 85 people attended – this was a mix of students and members of the general public.

3 How did you fare financially?

What grant did you receive, how successful was your sponsorship/ fundraising. What was your overall income and expenditure?

Our overall expenditure was €455. We received half of this money from the Clubs and Societies sector of our University through the special apps process.

We raised approximately €200 for Limerick Mental Health Association on the night.

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.

To encourage people to share their stories we explained our idea at several of our drama workshops. We then posted across our social media channels constantly in order to draw in

participants. This was a success as seven people approached us who were willing to share their experiences.

The main source of promotion for our screening was a promotional video that we released a couple of days before our screening. In the promotional video, students all read pieces of one story to promote the idea that no one is alone in their battles with mental health issues. This form of promotion was something our society has not done before and was successful – the promo video reached 180 views on our YouTube channel, and played a huge part in the high attendance at our event. Going forward, we plan to make more use of promotional videos and our YouTube channel.

As well as our promo video, we designed a poster and shared it across our social media channels – Facebook, Instagram, and Snapchat, and appeared on ULFM, our college radio station, to promote the event.

We notified our members of the film premiere through weekly emails, and personally invited other societies to the event. We invited representatives from Limerick Mental Health Association, who attended as well as promoting our event themselves.

We got in touch with local news site, I Love Limerick, who published a promotional piece on their site. We have often publicised our events through I Love Limerick, but for the first time they attended our event and acted as press coverage on the night. This included live streaming sections of the event and a write up on the event. This ensured our event continued to grow momentum even after screening.

Since the premiere we have encouraged all society members to share the video to gain as much traction as possible – with over 14,000 views this has been a massive success.

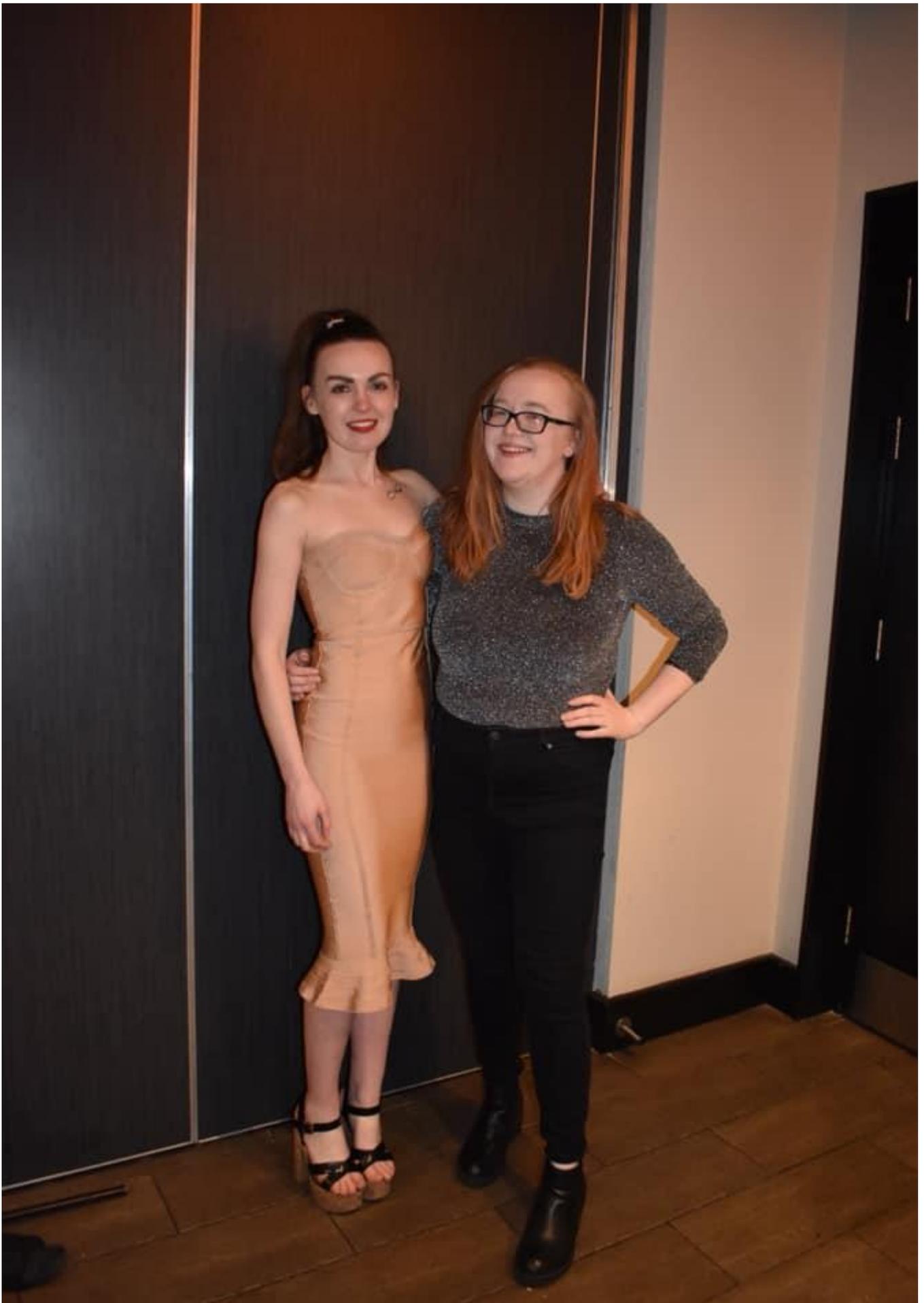
5 What would it mean to the society to win this award and why do you feel the society merits the award?

Winning this award would be monumental to our society as this is a project we hold close to our hearts. We are extremely proud of what we have achieved through this event and think we are very deserving– our film has been seen by 14, 300 people and we believe it has had a significant effect on people from the amount of shares and comments it has received. Having the bravery to tell our own stories has let people know that it is ok to struggle with mental health, and that talking about what you are going through significantly eases the burden.

This event is only beginning– our film is continuing to accumulate views and shares and our website is in production. The support we have received is overwhelming, and the amount of people who are now willing to share their stories after our film was released means we have achieved what we set out to do with this event. This is not the end for Voices of UL and we believe we have already achieved something special. This event is ongoing and we believe winning this award would add fuel to the fire we have already sparked, promoting awareness of our film and website, and continue to tear down the stigma surrounding mental health in Ireland.

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









DRAMASOC
Drama Society @ University of Limerick

UL DRAMA SOCIETY PRESENT
VOICES OF UL SHORT FILM PREMIER
WITH GUEST SPEAKERS

MARCH 4TH

7.00 PM

THE PAVILION

<https://www.facebook.com/uldrama/videos/2287764148169269/>

- Voices of UL Short Film

https://www.youtube.com/watch?v=HBQLHNzkjrc&feature=youtu.be&fbclid=IwAR0ftZvljUs3kSezEjlmIF74tYjvEGWEuFwCIw-hFZp0V_08s_y7jZJUinQ

- Voices of UL Promo Video