



AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2022**

Best Communications Campaign by a Not-for-Profit or Non-Governmental Organisation



The 'Walk in My Shoes Live Photocall 2021' campaign.

Campaign

WIMS Live photocall 2021

Description of Campaign

WIMS (Walk in My Shoes) Live is an integrated communications campaign comprising an exciting programme of wellbeing events, activities and curated content to celebrate World Mental Health Day. The month-long campaign explored mental health and lifestyle themes to spark conversations, support those in need and shine a light on wellbeing.

St Patrick's
Mental Health Services



Organisation

St Patrick's Mental Health Services (SPMHS)

Background to the Campaign

In 2020, Walk in My Shoes, the flagship awareness-raising campaign of St Patrick's Mental Health Services (SPMHS), wanted to create an integrated communications campaign to respond positively to the extraordinary times that we were living in, and to adapt to a new normal, where there was an increased reliance on the digital world. Building on the success of WIMS Live 2020, WIMS Live 2021 was established as a month-long campaign of online wellbeing content.

WIMS Live ran across four weeks, with a different theme each week:

Your Wellbeing: 27 September – 3 October

The content of the opening week of WIMS Live 2021 was all about your wellbeing. From dealing with challenges to our mental health – like the grief all of us go through at some point or the climate anxiety weighing on more of us than ever – to learning how to give ourselves the gift of time, space and self-expression through self-care practices like journaling.

Wellbeing in the Classroom: 4 – 10 October

There are lots of things you can do to mind your wellbeing in and out of the classroom. We encouraged our audiences to take a look at some of our self-compassion tips for teachers and listen to our podcast on keeping your mind and body healthy at any age.

Family Wellbeing: 11 – 17 October

Family is a huge influence in our lives: feeling safe and supported with our family is something we all hope for. Families affect how we manage our emotions, build relationships, and learn to care for others, so knowing how to nurture our family wellbeing makes a big difference. During WIMS Live, we looked at how we can support one another through our family networks.

Wellbeing in the Community: 18 – 24 October

For the last week of WIMS Live, we focused on Wellbeing in the Community. There is so much life to be lived in our communities: having a mental health difficulty shouldn't prevent us from making the most of our communities, and they should be places where we can turn for support if we need it.

Statement of Objectives

Among the core strategic objectives of SPMHS are to advocate for the rights of those who experience mental health difficulties, raise awareness about mental health and tackle stigma. The WIMS Live campaign was developed in order to progress this key strategic objective of SPMHS, while also responding to the mental health challenges presented by the COVID-19 pandemic.

The WIMS Live objectives were to:

- Engage as many people as possible in a conversation about mental health.
- Develop an easily accessible, month-long programme of wellbeing content.
- Increase engagement numbers on all media platforms (traditional and social) and WIMS website across the four scheduled weeks.

We aimed to achieve this through various wellbeing activities, with a host of special guests, mental health ambassadors and clinicians taking part. The programme included a mix of podcasts, live webinars, celebrity social media take-overs and wellbeing sessions. All content was readily available from walkinmyshoes.ie, with events streaming across a variety of channels. WIMS Live was all about learning more about our mental health and how we can support people; talking about how we can face issues that weigh on our minds; and renewing ourselves after what was another very challenging year. We wanted to ensure each day was filled with a feel-good factor, and that content was communicated through various platforms to reach maximum audience numbers. Audiences were encouraged to use the #wimslive hashtag on social media to take part in the conversation.

Wellbeing activities across the four weeks of WIMS Live included:

Four Podcasts with two previous service users of SPMHS, Davy O'Connor (coach at Shelbourne FC) and Zoe Holohan (mental health advocate).

Four Webinars focusing on climate change and mental health, mental health support systems, #NoStigma in the community and student self-harm; how to spot the signs and what to do.

Four Wellbeing Sessions on journaling, sound bath, self-compassion for teachers and a Draw with Don (Conroy) session.

Four Instagram take-overs with RTE's Blathnaid Treacy, social media influencer Grace Mongey, Ultra-Marathon runner (and WIMS ambassador) Conor O'Keeffe and Transition Year students who took part in the WIMS Transition Year (TY) Programme.

Programme Planning and Strategy

To achieve the WIMS Live objectives outlined, a comprehensive integrated communications strategy was developed based on audience profiling work, and the PESO model was considered for the most appropriate communications tactics to implement that would contribute to achieving the objectives of WIMS Live.

Audience Profiling and Segmentation

WIMS works to promote positive mental health; to tackle mental health stigma; and to change how people, particularly young people, think about mental health. The WIMS audience is broad and varies from parents to teachers to young people to the general public. The WIMS Live themes were chosen based on the typical WIMS audience, and further segmented to tailor content for each audience group which included teens aged 12-17; teachers and school staff; family members and carers and the general public.

Content Planning

Tactics chosen included podcasts, videos, webinars, content marketing, social media advertising, traditional media and third-party endorsement. In the content planning stage of the campaign, the metrics that would indicate success and achievement of the objectives were also identified, and included engagement on social media, signups to events, impressions, resource downloads and the number of people attending live events. The content was then planned and broken down as below, with each week focusing on a specific audience cohort.

Week 1: Your Wellbeing: 27 September – 3 October

Journaling Session: Dr Declan Lyons, Consultant Psychiatrist at SPMHS, took us through the power of journaling and gave us tips for the most effective practice of writing and reflecting.

Climate Change and Mental Health Webinar: WIMS hosted a webinar to discuss some of the ways in which eco-anxiety manifests itself in our day-to-day lives and how nature and the environment can support us in recovery and maintaining wellbeing.

Grief and Growth podcast: Zoe Holohan, mental health advocate and best-selling author of *As the Smoke Clears*, joined broadcaster Jan Ní Fhlanaigáin in a podcast exploring her experience of bereavement, mourning and recovery.

Instagram Takeover: RTE presenter and friend of Walk in My Shoes, Blathnaid Treacy, took over the WIMS Instagram account to share with our followers the things she likes to do to unwind and recharge.

Week 2: Wellbeing in the Classroom: 4 – 10 October

Compassion for teachers' session: This session aimed to empower teachers with some tools and skills they can use to be kind to themselves and refresh throughout the school year.

Self-harm awareness webinar: This webinar aimed to support teachers and school staff to spot the signs of when a student or young person in their classroom might be self-harming and to know how to respond.

Healthy Minds and Bodies podcast: In this podcast, we were joined by strength and conditioning coach at Shelbourne FC, Davy O'Connor, to talk about his own personal experience of mental health difficulties, as well as how, on a personal level, we can all enjoy mental health benefits through sport and exercise.

Instagram Takeover: WIMS Ambassador and Ultra Marathon Runner Conor O'Keeffe took over the WIMS Instagram account during week two of WIMS Live to let our audience know what wellbeing activities he gets up to in the evening time.

Week 3: Family Wellbeing: 11 – 17 October

Draw with Don Session: Artist Don Conroy brought us a very special Draw with Don session, showing us how to draw lots of lovely moments from nature; from birds and trees to his famous owls!

Mental Health Support Systems Webinar: When you're going through or recovering from a mental health difficulty, knowing you have a group of people to support you can be a huge boost and reassurance. Family, friends and carers can be there to listen, to share and to help you recognise when you might need some extra support.

Mental Health Stigma podcast: In this podcast, we chatted with Charlotte Forrath, who has lived experience of mental health difficulties and of receiving care in hospital. Charlotte talked about the impact stigma can have on someone going through mental health difficulties and what we can all do to challenge it.

Instagram Takeover: For WIMS Live week 3, Grace Mongey jumped on the WIMS Instagram to share with our followers the importance of family support and how she minds her wellbeing.

Week 4: Wellbeing in the Community: 18 - 24 October

Sound Bath Session: Rachel Lenny of Earth and Purpose Yoga brought us on a beautiful self-care practice journey with a sound meditation experience where we could relax to the sound of alchemy crystal bowls.

#NoStigma in the Community Webinar: This webinar explored what mental health stigma is; how it feels to experience it; and, most importantly, how each of us can become allies in our communities to bring this stigma to an end.

Mental Health Recovery podcast: Paula, who has gone through her own journey of mental health recovery, joined us to explore what she does to maintain good mental wellbeing, sharing her own tips and learnings from her experience. Paula looked at the importance of hope and gratitude in recovery and life generally, and encouraged others to seek help if they need it.

Instagram Takeover: For the last week of WIMS Live we heard from Transition Year students on the WIMS (TY) Transition Year programme. They spoke to our followers about mental health in their communities.

Media Strategy

A traditional media strategy was implemented in tandem with the content planning and digital strategy to ensure significant coverage of WIMS Live, and its schedule and activities, which would contribute to achieving the overall campaign goal of engaging as many people as possible in a conversation about mental health. A photocall with SPMHS staff and some of the key guests and participants in this year's WIMS Live programme took place on 20 September. Images from the photocall were issued to all media on 22 September, and a press release announcing the WIMS Live schedule and line-up was also issued to all media on 22 September.

A media notice announcing the 'Climate Change and Mental Health Webinar' and other webinars as part of the WIMS Live schedule was issued to national print, radio and healthcare media on 27 September. A second press release, to mark the World Mental Health Day initiative as part of WIMS Live and the new WIMS ambassador, was issued to all media on 4 October – the week leading up to World Mental Health Day.

Digital and Social Media Strategy

Tools to build anticipation and encourage interest and signs-ups to events included using countdown timers on Instagram Stories; sharing digital adverts and posts with a 'coming soon' message; tagging guests in posts to encourage shares on their platforms; the WIMS Live campaign page was updated each week where our audience could catch up on all the week's content and hashtags to target audiences were researched and utilised.

Digital activity included:

- Publishing a promotional video launching WIMS Live and nine WIMS Live videos to YouTube.
- Adding four podcasts to Mixcloud.
- Updating the WIMS Live campaign landing page daily to link through to events and activities.
- Updating the WIMS Live catch-up page weekly with campaign content.
- Creating two news posts and four event posts on *walkinmyshoes.ie*
- Adding a new homepage banner to highlight WIMS Live to website visitors.
- Promoting WIMS Live through SPMHS and WIMS' digital mailing lists.
- Sharing the campaign across four social media channels, with daily posts and weekly roundups in a range of formats.

Measurement

WIMS Live achieved the following key outcomes which indicated success in achieving the overall campaign objectives:

Media Outcomes

- 35 media items related to WIMS Live were published/aired, including six broadcast items, with national coverage on Morning Ireland and the RTE Six One News on World Mental Health Day.
- The campaign was covered regionally as well as nationally in publications such as the Irish Examiner, the Irish Independent, RTE and the Irish Times.

Content Engagement

- The WIMS Live promotional video achieved 2,713 views from its publication to the campaign end, with a watch time of over 37 hours.
- 207 people in total signed up for the four live webinars.
- Nine other WIMS Live content videos recorded 1,658 views from 1,183 unique viewers with a total watch time of 81.6 hours during the campaign.
- WIMS Live podcasts received close to 100 listens.
- Wellbeing sessions and self-care content performed particularly strongly on social media and YouTube.
- The numbers of returning users to the website grew during WIMS Live, with these users significantly more engaged (50% longer session duration; 17% more pages per session).

Digital and Social Media Outcomes

- Guests were tagged in social posts to encourage shares and cross-posting to their audiences, which contributed to the #wimslive hashtag recording 1,366,698 impressions on Twitter and Instagram.
- The WIMS Live campaign pages drew 18.2% of all website traffic.
- From 27 September to 24 October, social media achieved:
 - > Over 475,000 impressions.
 - > Over 7,000 engagements.
 - > Over 2,100 link clicks.
 - > Over 500 new followers or page fans.

ruepoint



Onclusive

PARAGON
Customer Communications