

# SBC<sup>3</sup>'S ADOLESCENT MENTAL HEALTH PROGRAM DURING COVID-19

*SUPPORTED BY BHARAT SERUMS & VACCINES LTD.*



At these uncertain times, the mental health of each one of us is taking a toll to deal with the unexpected "new normal." We are living within the four walls and these imposed restrictions are bound to make anyone feel out of the ordinary. With schools coming to our screens, the whole system has taken a shift in the daily routine of our teens, and instead of going out to learn, play, and socialize, they have to make the best out of their resources at home. In the midst of this mayhem, SBC<sup>3</sup> has taken an initiative to help our adolescents and youth to deal with the most common issues that people of their age come across with like boredom or anxiety with the simplest "try at home" techniques to feel better and hopefully more mentally healthy and equipped to navigate through their lives at home.

## **Online Campaign**

To spread out our message we chose the most approachable and favorable platform for young people - social media! SBC<sup>3</sup> started a 10 - post series campaign, which includes videos, trending games, and

challenges, etc. The team came up with up relevant content such as Gratitude, Compassion, Mindfulness, and Managing Emotions, etc. which they felt were the need of the hour considering the pandemic situation. The young creative team of SBC<sup>3</sup> has put their heart and soul to make the most interesting and appealing. The videos depict children and youngsters practicing their hobbies, helping out in household chores, and practicing self-care. To reach out to more young people SBC<sup>3</sup> tied up with 7 dynamic Rotaract clubs and 1 Interact club from Mumbai. The campaign was rolled out on 6th May 2020. All the posts were uploaded on Instagram and Facebook so that it would be just a click away and could be easily shared around. All the young partners shared our posts on their official social media profiles resulting in expanding our reach out to other platforms and more audience.



Rethink! Revalue! Reset- Manage your emotions.

## Outreach

This social media awareness program had a total reach out of about 18,000 people approx. with 8850+ views and 700+ likes. We covered the topics of compassion, self-reflection, engaging in hobbies, mindfulness activities, practicing gratitude, and self-care in this program. Ten posts were put up which involved videos recorded by adolescents depicting how to practice these little trinkets to enhance their mental health and joy to spread simple but potent messages. Out of these segments, the one on **Gratitude** received the most views. This segment talked about evaluating a list of things that a person is thankful for in these tiring times and focusing on things that we do have in our life rather than focusing on what we lack. Being thankful for a roof on our head and a family to be within these dire times. Our segment on **Self compassion** walked through the need to prioritize our health and well-being and venture to remind ourselves of our self-love simply by hugging yourself or just telling yourself that out loud in front of a mirror. Looking at the youth of their age, the target audience is more likely to be influenced to make a change themselves in their behavior and thinking pattern. Another popular segment focusing on **bringing back the old hobbies** with kids and youngsters doing what they love, what brings them joy like singing, dancing, painting, seemed like a powerful way to help the target audience feel connected and more motivated towards change.

## Audience Response

Using videos to spread out our message came out as a more attractive form of communication, especially on Instagram. People did stop to look at the content and a few of them also happened to drop a like and comment on the post. The sharing of content through the rotary clubs did happen to substantially increase the number of views in thousands. The segments on practicing gratitude, relearning the hobbies, and taking a break, had the most favourable response the highest number of views and likes from the audience. The 10 days challenge post and Mindfulness Bingo had people sharing it on stories and re-evaluating their self-care regime. Reaching out to even a small number of audience and having them being influenced by it is a big step towards holistic change in the right direction.

## Young Groups which supported us are

We associated with 7 Rotaract clubs and 1 Interact that are based in Mumbai city with the following charter names:

1. RC Churchgate
2. Rotaract Club Of Mumbai Salt City
3. Rotaract Club Of Bombay Film City
4. Rotaract Club of Mulund Hill View
5. Rotaract Club of VES Club of Pharmacy
6. Rotaract Club of SIES Sion East
7. RC Bombay
8. Interact club of Kalpataru Gardens

## Conclusion

The two-month long program of coming up with content regarding enhancing the mental health and well-being awareness among the adolescents through social media platforms has an outreach of thousands of views. The involvement of the associated rotary clubs in Mumbai aided in the sharing of the content and spreading out the word. A few of the segments on practicing gratitude and relearning the hobbies stood out of the ten segments. The audio-visual form of content with the relatable aspect for the target audience proved to be a useful tool.



Bada-Bing Bada-Bingo! Play our Mindfulness Bingo

# SELF-CARE SESSION FOR TEACHER'S

On 3rd July 2020, SBC<sup>3</sup> conducted a free one-hour online webinar on the topic Self-care for teachers. Prior to the webinar, a poster was created with the zoom link for registration and has been promoted through different platforms such as Facebook, Instagram, WhatsApp. Emails were sent to schools; few personal calls were made to the principals.

Overall, 261 teachers registered for the webinar. The major chunk of registrations came from Jasudben M L School-37 registrations, from different branches of Kendra Vidyalaya-36 registrations, The Cathedral and John Connon School-26 registrations, followed by Gurunanak English High School with 12 registrations and St Gregorios School with 11 registrations.

153 participants attended the webinar. Which includes, the above-mentioned registrations and the participants from St John Universal School, Mount Litera International School, Rustomjee Cambridge International School and Jr.College, CP Goenka International School, Dr. Pillai Global Academy, Dosti Foundation, Aatman Academy Thane, Loyola School Bilaspur, Shishukunj International Indore, Mahindra International School Pune, Indian Central School Kuwait.



Because Everyone needs a Break!

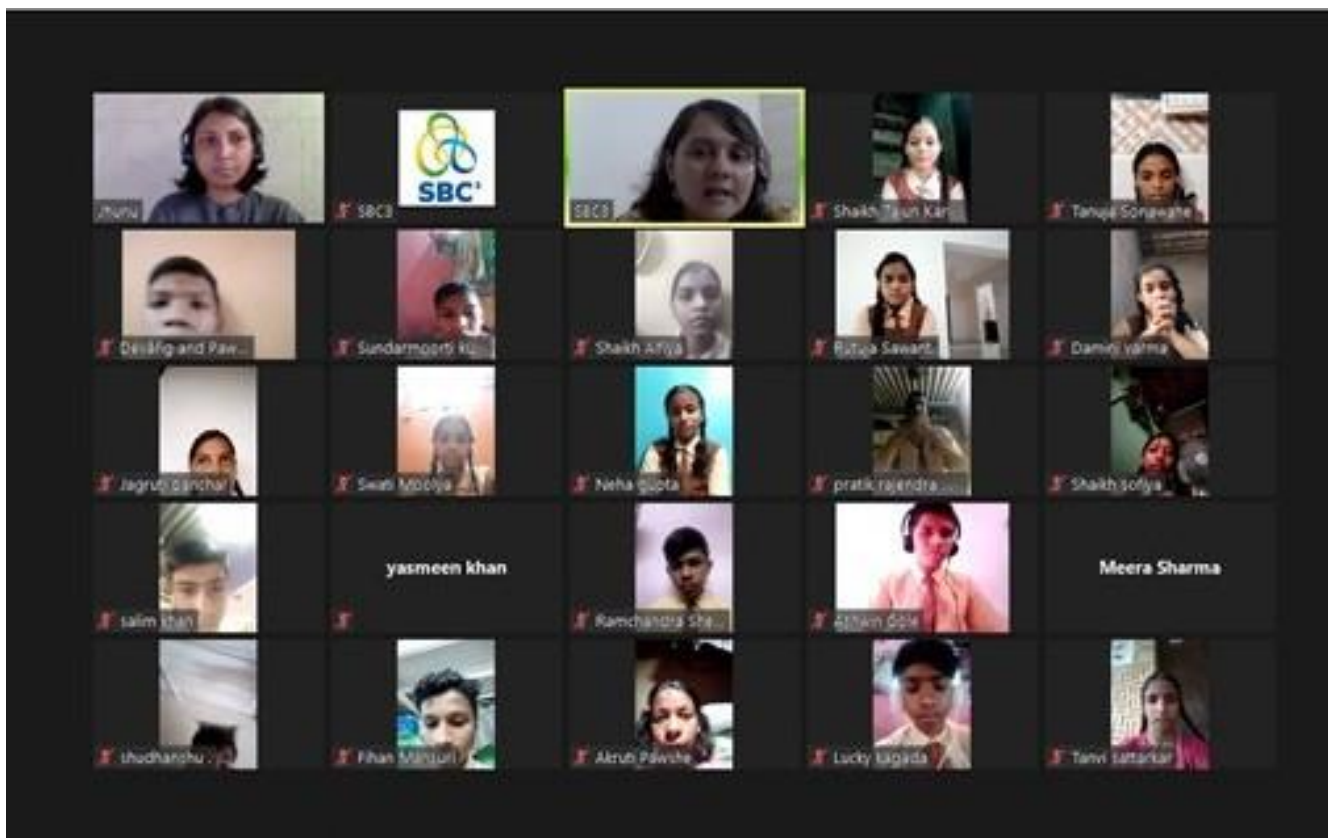
The session started with Ms. Priya welcoming the participants and giving an Introduction of SBC<sup>3</sup>, followed by Energetix Video. She then asked the participants what they are going through in the current pandemic situation and connecting it to the importance of self-care. She taught two simple techniques to the teacher to manage their stress and emotions, namely-Pranic breathing and mindfulness meditation. She also played two short videos related to the session. The session concluded with positive feedbacks and appreciation from the Principals and Teachers.



What a lovely interaction it was, with such wonderful teachers.

# SESSION FOR STUDENTS

SBC<sup>3</sup> conducted a free session for adolescents of the Vakola English School. The session's objective was to help them cope with this unprecedented time. Around 30 students attended the session via zoom. The session aimed at raising self-awareness and developing coping techniques among them. It was an interesting activity-based session. The session begins with the acknowledgment of current situations, leading to the importance of taking care of one's mental health. The session concluded with coping techniques for the various issues brought up in the earlier activities. The students benefited a lot from the session. The teachers and the principal appreciated the SBC<sup>3</sup> team's effort in supporting the students during the need. The session ended with positive feedback.



Nothing can stop the Passionate learners!

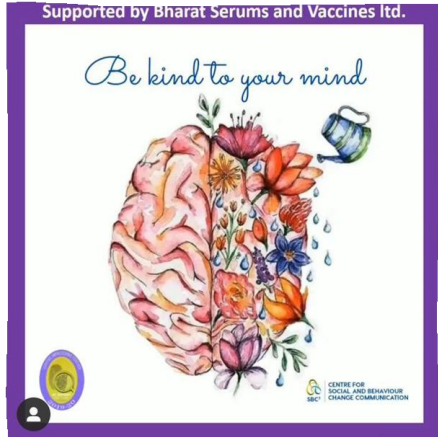
# SOCIAL MEDIA POST'S



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Be kind to your mind



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Self Care Bingo Challenge


1 Done with Hairs/ Nails	2 Tried a new recipe	3 Ate a Bowl of fruit/veggies
4 Meditate	5 Saw a Ted Talk video	6 Read a Novel
7 Physical Exercise	8 Spent an hour with myself	9 Danced
10 Did Skin grooming	11 Did a creative work	12 Spent time with loved ones

EXAMPLES of Toxic Positivity & Non-Toxic Accepting Statements

Toxic Positivity	Non-Toxic Validation
<ul style="list-style-type: none"> <li>"Don't think about it, stay positive!"</li> <li>"Don't worry, be happy! Failure is not an option."</li> <li>"Positive vibes only. Delete Negativity."</li> <li>"Everything happens for a reason."</li> <li>"If I can do it, so can you!"</li> <li>"It could be worse"</li> <li>"Everything will work out in the end"</li> </ul>	<ul style="list-style-type: none"> <li>"Describe what you're feeling. I'm listening"</li> <li>"I see that you're really stressed, anything I can do?"</li> <li>"I'm here for you through both good and bad."</li> <li>"Suffering is a part of life, you are not alone."</li> <li>"Failure is a part of growth and success"</li> <li>"Sometimes we can draw the short straw in life. How can I support you during this hard time?"</li> </ul>

Mental Health

IS... 	ISN'T... 
<ul style="list-style-type: none"> <li>Important</li> <li>Something everyone has</li> <li>Intrinsically linked to physical health</li> <li>Something we need to look after always.</li> </ul>	<ul style="list-style-type: none"> <li>A sign of weakness</li> <li>Shameful</li> <li>All in your mind</li> <li>Something to think about only when it feels broken</li> </ul>



10 Day Challenge PRACTISING GRATITUDE

- Wake up and smile!
- List 5 things you are thankful for
- List 5 people who do/did something that helps/helped you
- Tell them - "Thank you for helping me/doing..."
- List 5 people who are important to you
- Tell them - "I am thankful that you are in my life"
- Break time! Wake up and smile!
- List 5 things you like about yourself
- List 5 things you do for yourself
- Mission Successful! Wake up, smile, hug yourself and say - "Thank You!"

6 WAYS TO BREAK THE ANXIETY CYCLE

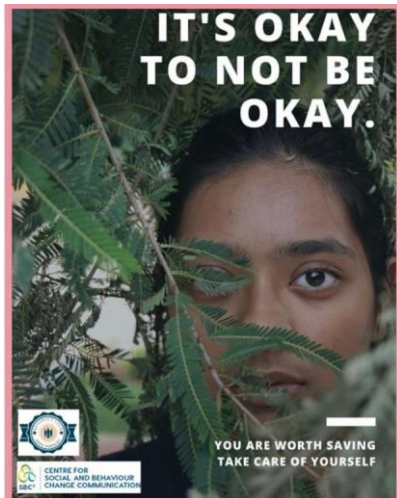
<p><b>Stay Calm</b> Fear is only as powerful as you make it.</p> <p>1</p>	<p><b>Be Mindful</b> Follow the best practice to protect the health and well being from the place of love, not fear.</p> <p>2</p>
<p><b>Be Present</b> Stay in the moment. The future can be scary, as it's just a story we have told ourselves.</p> <p>3</p>	<p><b>Practice Gratitude</b> Be thankful and appreciative of what you have in the moment.</p> <p>4</p>
<p><b>News Detox</b> Keep things in perspective. Get your informations only from reliable source.</p> <p>5</p>	<p><b>Self care</b> Keep your mind and body healthy by staying and thinking positive.</p> <p>6</p>

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Take deep breaths	Talk to a friend	Maintain a journal	Try guided meditation	Listen to a podcast
Take some time to read	Set a mini goal	Try cooking	Ask for help to someone	Clean your room
Drink warm water	Get dressed		Complete a to-do chore	Express gratefulness
Compliment someone	Grow a plant	Create some DIY art	Do exercise	Have tea/coffee
Do yoga	Make a quote list	Listen to music	Dance	Acknowledge & accept feelings

# SOCIAL MEDIA POST'S



# SOCIAL MEDIA VIDEO'S

- [Guess the words](#)
- [Take a break](#)
- [Three reminders](#)
- [Sharing to rejuvenate](#)
- [Self-reflection to change our lives](#)
- [Loving yourself during lockdown](#)
- [Managing emotions during lockdown](#)
- [Gratitude during lockdown](#)