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**Step 1: Health Issue**

**Mental Health**

Mental health is a state of mental well-being that enables people to cope with the stresses of life, realize their abilities, learn well and work well, and contribute to their community. It is an integral component of health and well-being that underpins our individual and collective abilities to make decisions, build relationships and shape the world we live in. Mental health is a basic human right. And it is crucial to personal, community and socio-economic development.

Mental health is more than the absence of mental disorders. It exists on a complex continuum, which is experienced differently from one person to the next, with varying degrees of difficulty and distress and potentially very different social and clinical outcomes.

Mental health conditions include mental disorders and psychosocial disabilities as well as other mental states associated with significant distress, impairment in functioning, or risk of self-harm. People with mental health conditions are more likely to experience lower levels of mental well-being, but this is not always or necessarily the case.

**Step 2: Set Objectives**

The aim of this project was to conduct a rapid synthesis of the evidence on the clinical effectiveness and cost-effectiveness of models of care for providing treatment and support for people experiencing mental health crisis.

The project addressed four main objectives regarding the evaluation of models of care at each of the four stages of the mental health crisis care pathway identified by the Crisis Concordat:[3](https://www.ncbi.nlm.nih.gov/books/NBK338641/)

1. access to support before crisis point
2. urgent and emergency access to crisis care
3. quality of treatment and care when in crisis
4. promoting recovery/preventing future crises.

**Step 3: Research and Data Gathering**

**Research helps us understand how to best promote mental health in different populations.**From its definition to how it discussed, mental health is seen differently in every community. Thus, mental health research and evaluation not only reveals mental health trends but also informs us about how to best promote mental health in different racial and ethnic populations. What does mental health look like in this community? Is there stigma associated with mental health challenges? How do individuals in the community view those with mental illness? These are the types of questions mental health research can answer.-

**Step 4: Identify Target Audience**

To best understand the correct target audience for mental health campaigns we need to understand who is most at risk of mental health issues and then find a way to reach them with messages that, on the one hand, raise awareness of the dangers of mental health problems, and on the other explain how to get treatment.

This gives us the following target audiences for mental health campaigns:

1. Adults between 18 and 34 years of age
2. Adolescents (and school administrations)
3. People with substance abuse tendencies
4. People who have experienced trauma
5. People with chronic physical illnesses
6. Families, friends and loved ones (of all of the above)

**Step 5: Plan Communication Strategy**

## Barriers

Barriers to communication may relate to individual issues or to social and physical environments. Personal barriers may include:

* health status
* physical ability
* cognitive and sensory ability
* emotional wellbeing
* personality and mood
* culture and knowledge of English.
* A facility’s institutional values and philosophy affect the social environment through policies on:
* staff recruitment and training
* staff-to-staff communication
* routines
* rosters
* staff–resident ratios
* staff encouragement and support.

In the physical environment, communication is affected by:

* building design and layout
* size of rooms
* size and placement of furniture
* width and length of corridors
* extent of private space
* lighting
* ambient noise.

Principles

Change: As dementia progresses adjust how you communicate to suit a person’s changing needs.

Context: Guide a person through any task, activity or request by explaining or describing what is happening or about to happen.

No expectations: Make it clear verbally and non-verbally that a person may respond or not as they wish; that nothing is required of them.

Reassurance: Communicate verbally and non-verbally to reassure a person they are accepted.

Consistency: Verbal responses and non-verbal communication should not contradict each other.

Strategies

* Talk to a person, rather than about them to others.
* Address a person by their preferred name, not ‘dear’ or ‘love’.
* Tell a person what you are doing or going to do.
* Focus your full attention on the person and make eye contact.
* Use words and sounds of encouragement.
* Do not use a demeaning or condescending tone of voice or hostile gestures or stance.
* Do not invade a person’s personal space.
* Speak at a slower pace.
* Pause between one topic and the next.
* Use prompts such as pictures, photographs and simple signs.
* Accept a person’s feelings.
* Use non-threatening physical contact.
* Do not make abrupt changes to routines.
* Get to know a person’s life story so you have a store of background information for questions and conversations.
* Use individualised memory books to improve and keep communication skills.
* Use written and pictorial signs in significant places around the facility.
* Place memory charts containing photographs, brief statements about the person and conversation topics on bedroom walls and other appropriate places to aid communication.
* Use other techniques and therapies that help communication like aromatherapy, attention focusing, bright light therapy, massage, music therapy, pet therapy, reminiscence sessions and walking.

**Step 7: Create a Content Calendar**

**#1. To overcome the mental health stigma, choose your words carefully**

Nearly half of the caregivers of adults with mental health issues feel that the stigma of mental illness makes it difficult to talk about their concerns. So make your content warm, supportive, relevant and personal.

Whenever possible:

* **Use “you and your loved one”:** This phrase addresses both people with mental health concerns and their caregivers.
* **Choose second-person language:** Talking directly to the audience legitimizes the feelings and concerns of the people reading your words.
* **Talk about people, not conditions:** Just as you wouldn’t write “Jack is cancer,” a person isn’t synonymous with mental illness. Rewrite content such as “Jane is bipolar” to “Jane has bipolar disease.”
* **Avoid pejorative terms:** Instead of describing someone as “an addict,” choose “a person with a substance use disorder.”

**[](https://ahamediagroup.com/healthcare-content-marketing/copywriting/)**

**#2. Use mental health blogs and other formats to feature stories of recovery**

Reach your audience through a patient (or caregiver) story. This personalized approach:

* **Offers comfort:** Reading the perspective of others can help make your readers feel less isolated.
* **Provides meaning and hope:** Featuring someone who is working on or who has successfully improved their health can be meaningful to readers who are in a similar situation.
* **May be cathartic:** Writing about emotions is beneficial for someone experiencing a mental illness, according to the American Psychological Association. Consider providing opportunities for those who have experience with mental illness to offer guest posts.
* **Builds a relationship with your organization:** When you supply a vehicle for people to share their stories, you are creating meaningful content that, once optimized for SEO, brings people to your site. And allowing people to comment on web content offers increased interaction with your brand and services.

**#3. Offer resources and mental health support to help overcome barriers to treatment**

Many people with a mental illness and their caregivers express difficulty identifying a mental health professional or primary care provider with behavioral health knowledge. It can be even more challenging to locate additional services — such as day-program treatment and inpatient treatment.

Invest in up-to-date resources on your website, such as:

* Your institutional resources
* Local nonprofit agency listings and offerings
* Government services

Consider featuring patient-friendly providers to legitimize your content and increase brand presence. Don’t just feature physicians. Position your counselors, social workers and advanced practice providers using formats such as:

* Q & A posts
* Posts highlighting promising research or programs
* Day-in-the-life posts that highlight the patient/provider relationship

**Step 8 : Conclusion**

Mental health is one of the major factors that affect society security, development rate, and stability. Ensuring mental stability of citizens is one of the important aspects of the health system of any country. Treatment of mentally ill individuals requires diversified efforts from all agencies of a nation. The government of U.K. has played a significant role in enacting legislation that has changed the state of mentally ill individuals. Protection of their individual rights is one of the key advocacies of the government. Despite the past discrimination and isolation of mentally ill individuals, the laws developed have helped in ensuring that these persons are protected, and their health is at all times the priority. There are many factors that affect the recovery of a patient from these mental disorders. Medication and psychotherapy can help reduce the extent of illness, but another social factor may affect recovery after attending these treatment procedures. That necessitated the development of community housing programs that help built houses for mentally ill in a society.