



Hi F.I.V.E.



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Hi F.I.V.E.

Friendship **I**nvoke conversation **V**alue everyone's gift **E**liminate stigma

OBJECTIVE:

The Hi F.I.V.E. movement aims to promote mental wellness by increasing on-campus dialogue of mental health issues. It seeks to create Friendships by Inviting conversation and Valuing everyone's gift in order to Erase stigma. Through student-led outreaches, cross-campus partnerships and various campaigns, the Hi-F.I.V.E Movement hopes to create a campus-wide safe space where students feel free to disclose mental health issues and history without the fear of shame or judgment from peers, faculty and staff. It further seeks to provide students with additional resources and avenues to seeking mental health support. As a partnership between Health and Counseling Services and the Simon Fraser Student Society, the Hi-F.I.V.E Movement aims to inspire a cultural movement at SFU and on campuses nationwide.

BACKGROUND:

Stigma and discrimination have a very negative impact on people living with mental illness. Many people with mental health issues/illness often live in secrecy fearing that others will notice and discriminate against them. Stigma is defined as “beliefs and attitudes about mental health problems and illnesses that lead to the negative stereotyping of people living with mental health problems and illnesses and to prejudice against them and their families” (Mental Health Commission of Canada, 2009, p. 19). Often times, stereotypes about people with mental illness are based on ignorance, misunderstanding, or misinformation. The danger of labeling and stereotyping is that it may lead to views that those suffering with mental illnesses are not people but rather reduced to their illness.

There are many societal myths relating to mental illness: “mental illness is an excuse and people who claim to have it should just snap out of it” or “those with mental illness are dangerous and violent” or “mental illness means you are crazy”. These are mistaken beliefs that may lead those who hold them as true to mistreat, make fun of, dismiss, and discriminate against those living with mental illness.

When people struggling with mental illness internalize stigma, they develop shame and often end up isolated from others in the community and may avoid taking on challenges to reach their potential. Furthermore, those living with a mental illness often avoid seeking help because they often anticipate stigma and discrimination against them.

For students to have a positive and healthy experience during their time in university they must be able to manage their mental health and reach out for help if necessary, in a safe and non-judging environment.

LOGO:

In partnership with Healthy Minds/Healthy Campuses, SFU held a logo contest in search of a design to represent the campaign. Our final logo represents a high five, a universal symbol for friendship and commendation. Much like the rainbow pride flag representing the LGBT movement, our goal is for the logo to sustain itself and be recognizable as a symbol of support and safety for those dealing with mental health issues. The visibility and sharing of this logo is imperative in our campaign as a visual effort to create “safe spaces” and bring students together in support of our cause. Buttons and stickers will be produced for students to take, share, and pass on to friends and family to show their support.

DESCRIPTION:

- This campaign aims to create a safe space for those dealing with mental health distress by motivating members of the SFU community to speak openly and respectfully about mental health issues across campus.
- The campaign will foster the growth of friendships, dialogue and respect towards those struggling with mental or psychological distress.
- The theme behind this campaign goes beyond having anger against stigma or acceptance of those experiencing mental or psychological distress as other organizations adapt, but more importantly, it is one of benevolence, understanding, and support.
- We want to highlight the gift each person has to offer and urge everyone to abstain from viewing mental health issues as a barrier to getting to know others, inviting conversations with them, offering friendship to them, and treating them with respect.
- Finally the campaign will invite ALL members of the SFU community to pledge and commit to eliminating stigma, treat everyone with respect, including those experiencing mental or psychological distress.

TARGET AUDIENCE:

All students, staff, and faculty on university and college campuses

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Hi F.I.V.E. Movement to Eliminate Stigma

The Hi F.I.V.E. initiative aims at **eliminating Stigma** against those who experience mental health distress. We hope to invite people in our campus communities to join in embracing and seeing everyone with mental health issues as important parts of our communities; recognizing their gifts and contributions and treating them with respect and kindness.

Hi F.I.V.E. SPACES provide safe places for those who struggle and or experience mental health distress.

PLEDGE: I am committed to the following regarding those who experience or have experienced mental illness or mental health distress including myself:

1. I am committed to **embracing** and respecting those experiencing mental health distress and mental illness.
2. I am committed to **standing up (and speaking up)** when disrespect is shown against those experiencing mental health distress and mental illness.
3. I am committed to **making a difference** and promoting wellness in the lives of those experiencing mental health distress and mental illness.
4. I am committed to conducting myself and my endeavours in a manner that is **respectful** of those who experience mental health distress and mental illness.
5. I pledge to **know the facts**, to being aware of my attitudes and behaviours, and to speaking and acting respectfully when discussing or speaking to those with mental health distress and mental illness.
6. I am committed to **suspending judgments** against people who experience mental health distress and mental illness.
7. I am committed to **welcoming friendships** and/or relationships with those experiencing mental health distress and mental illness.
8. I am committed to **not treating people** who experience mental health distress and mental illness as if all they are is their diagnosis.



HI F.I.V.E. START-UP KIT: IMPLEMENTATION IDEAS

Hi F.I.V.E.: **F**riendship Invite conversation **V**alue everyone's gift **E**liminate stigma

Interest in developing an initiative to raise awareness and eliminate stigma against those experiencing psychological and mental health distress at BC post-secondary institutions emerged at the BC Healthy Minds/Healthy Campuses Summit in 2010. Since then, a committee made up of members from many post-secondary institutions across BC has been working together to put ideas into action! Now the opportunity for institutions around Canada to join in implementing this initiative in their campuses has become a reality.

Spirit of the Initiative

A core aim of this initiative is to encourage, educate, and inspire open conversations about mental health and invite kindness and friendship towards anyone experiencing mental health issues. In addition, the initiative hopes to end stigma that may prevent individuals with mental health issues from accessing help and to foster a culture of understanding, dialogue, friendship and support. This initiative goes beyond challenging stigma, it promotes: ***Kindness, conversation, friendship, and treating everyone with respect.***

Implementation ideas:

STAFF and FACULTY:

1. Pledge and Safe Space sign at the door for students, staff and faculty.
 - a. Faculty and staff can take the pledge and put the sign up at their doors. This will communicate to everyone in your campus community that your space is safe for anyone to disclose issues of mental health and you will be a supportive, friendly community member
2. Faculty and staff can also be given buttons to wear or attach to their work bags or briefcases. Faculty and instructors (including TAs) to make announcements on

the first day of class about the initiative and that they have taken the pledge and are a safe person to talk to.

STUDENTS:

3. Pledge and buttons for students (students to pin button to their backpacks or school bags)

4. **Travelling journal: Dear Diary**

Target audience: Students

Details: An initiative designed to provide an outlet for SFU students to share their personal stories of dealing with stress, anxiety or other mental health issues.

Multiple blank journals will be available around campus for students to pick up, share, and pass along. The first page of the diary will outline the objectives, asking students to share their stories and pass along to a friend.

Objective: To get dialogue going about mental health issues on campus, in hopes of demonstrating to struggling students that there are many students going through similar issues, increasing dialogue and conversations about mental health, thus eliminating stigma.

Promotion: students will be made aware of this opportunity to have their story heard anonymously via on-campus promotions: HCS & SFU home pages, facebook, twitter, campus TVs etc as well as the booths on campus

You can check out our video on this initiative at:

5. You can create a specific student group to take on promoting the initiative.
 - a. Student groups can have booths around campus to engage with the community - hand out buttons, sign pledges, get involved, etc.
6. Approaching your student union and asking them to have their reps from all faculties take the initiative back to their faculties.
7. Invite student government, clubs, etc. who hold space or offices to post the Hi FIVE safe space sign at their doors or areas.
8. Invite student clubs on campus to be a “safe space” club and receive a Hi FIVE ‘stamp of approval’ recognizing its connection with the initiative. We can support the club by listing them on our website as resources for mental wellness.

Partnerships:

The success of this initiative is to have many champions and partners on campus. You may approach others on your campus who train peers, volunteers, or who provide

outreach to students or staff to request that they incorporate the initiative into their programming.

1. Buttons/sign at resource centres (e.g., Wellness Centre, Access and Diversity at UBC) and other strategic locations
9. Videos: staff, faculty and students telling their stories- a Youtube channel can be created for your institution
10. Using social media: Facebook, Twitter, websites.
 - b. Your institution can post on these media information about the initiative, the pledge, having people take the pledge and print their own Safe Space sign for their doors.
 - c. You can advertise events related to the initiative
 - d. Send small messages regarding mental health (prevention, intervention) or inspirations.
11. Any peer program can incorporate this initiative into their training and their activities on campus.
12. Approaching already existing events (week of welcome, orientation, peer trainings, clubs days, etc) and asking to have the initiative displayed or presented.
- 13. Have a big event to launch the initiative.**
14. Approach your Residence director; bring the initiative to the training day for Residence advisors. Put the sign on RAs doors.
15. If you have Student Life Coordinators, contact them and let them know about the initiative. See if they can incorporate it into their already existing activities.
16. You can join our community of practice to be part of the National initiative (email Erika Horwitz at ehorwitz@sfu.ca)
17. initiativeIncorporate information into current newsletters or create a mailing list specifically for the initiative or other forms of campus publications (e.g. campus newspapers)
18. Posters, brochures, digital signage to advertise the initiative
19. Have a celebration of success to mark major milestones and recognize the contributions of campus community





Hi F.I.V.E. Safe Space

Friendship | invite conversation V value everyone's gift E eliminate stigma





The Hi F.I.V.E. campaign aims to eliminate stigma towards those whom are experiencing mental health distress and mental illness.



Hi
Friendship
Invoke conversation
Value everyone's gift
Eliminate stigma

We invite everybody in our campus communities to respect and embrace anyone experiencing mental health issues and to take our pledge online.

Show your support by wearing this pin on your backpack, or on a secure place where other students can see!

<https://students.sfu.ca/health/HiFIVE> SFU | HEALTH & COUNSELLING SERVICES



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