

<b>NAME</b>	MAAZ SHAIKH
<b>UID</b>	2021700059
<b>CLASS</b>	SY CSE(DS)
<b>BATCH</b>	D
<b>GROUP MEMBERS</b>	SHUBHAM VISHWAKARMA BODHISATYA GOSH ADITYA GANGAL VEDANT DAPOLIKAR STEPHEN VAZ

**Topic: Promoting Mental Health Awareness**

Mental health is a crucial aspect of overall well-being, yet it often receives less attention and resources compared to physical health. This campaign aims to break the stigma surrounding mental health and promote awareness and acceptance of mental health issues. By promoting open conversations, understanding, and access to mental health resources, we hope to empower individuals to take care of their mental health and seek help when needed.

**Tagline: "Let's Break the Stigma: Mental Health Matters"**

The tagline is a concise and memorable statement that encapsulates the message of the campaign. "Let's Break the Stigma" implies that there is a negative perception or stigma surrounding mental health, which needs to be overcome. "Mental Health Matters" emphasizes the importance of mental health, which is often overlooked.

### **Explanation of attitudes:**

Attitudes are evaluations or judgments about people, objects, or situations. They can be positive, negative, or neutral and can influence behavior. In the case of mental health, negative attitudes and stereotypes can prevent individuals from seeking help and contribute to the stigma surrounding mental health. Positive attitudes, on the other hand, can promote acceptance, support, and understanding.

### **Factors that may have led to the formation of attitudes:**

Attitudes can be shaped by various factors, including personal experiences, cultural and societal norms, media representation, and education. Negative experiences with mental health, lack of understanding, and exposure to stigmatizing language or behavior can contribute to negative attitudes. On the other hand, positive experiences, education, and exposure to diverse perspectives can foster positive attitudes.

### **Principles of persuasion used in bringing around attitude change:**

Persuasion is the process of changing attitudes or behavior. There are various principles of persuasion that can be used to bring about attitude change, including:

- Source credibility: The credibility and expertise of the source delivering the message can influence the persuasiveness of the message.
- Message content: The content and tone of the message can impact how persuasive it is. Messages that appeal to emotions, use vivid imagery, and provide solutions can be more persuasive.
- Audience characteristics: The characteristics of the audience, such as their values, beliefs, and attitudes, can influence how they respond to the message. Messages that are tailored to the audience and address their concerns and needs can be more persuasive.
- Social norms: The perception of what is considered normal or acceptable behavior can influence attitudes and behavior. By promoting positive attitudes and behaviors as social norms, it can encourage attitude change.

### **Effectiveness of the campaign in matching the communicator, the message, and the message recipient:**

The effectiveness of the campaign depends on how well it matches the communicator, the message, and the message recipient. The communicator needs to be credible and trustworthy, with expertise and knowledge in mental health. The message needs to be clear, concise, and emotionally impactful, with a focus on promoting positive attitudes and behaviors towards mental health. The message recipient needs to feel understood, respected, and included, with the message tailored to their needs and concerns.

### **Principles of perception and cognitive dissonance:**

Perception refers to how individuals interpret and make sense of information and stimuli. Cognitive dissonance is the mental discomfort experienced when an individual holds two conflicting beliefs or values. To promote attitude change, it is important to understand how individuals perceive mental health and the sources of cognitive dissonance that may prevent them from seeking help. By addressing these perceptions and providing solutions to alleviate cognitive dissonance, it can facilitate attitude change and promote mental health awareness.

## Poster

# LET'S BREAK THE STIGMA MENTAL HEALTH MATTERS



## Tips For Communicating



- Listen without judging
- Validate their feelings always
- Be patient and understanding
- Show empathy and compassion
- Respect their boundaries always

JOIN US FOR A MENTAL HEALTH  
SYMPOSIUM ON MAY 10.



UNDER THE GUIDANCE OF  
- PROF MONA  
UPADHYAYA

For more info,  
call 8282165669

