

# [Statistically, other barriers that prevent people from](https://assignbuster.com/statistically-other-barriers-that-prevent-people-from/)

Statistically, 4 out of every 10 Malaysians will experience mental healthproblems at some point in their lives (Kanyakumari, 2017). Despite poor mentalhealth or a neurological condition affecting such large proportions of society, most suffer in silence (Martin, 2017) and, according to the Business Insider, 85% of the world’s population find that the stigma attached to mental healthprevents them from getting treatment or talking about it (Dodgson, 2017).

Ourmagazine “ FLOURISH” is devoted to fighting this stigmatization and the otherbarriers that prevent people from seeking and receiving proper mentalhealthcare by increasing awareness of mental health issues, conditions, andillnesses. We hope to inspire positive changes by normalizing conversations aboutmental health in our society’s daily lives, especially for people affected bymental health issues.  Our marketing campaign to promote “ FLOURISH” is all aboutinclusivity and intersectionality—things often superficially talked about andlooked over.

We will be employing the use of strong visual mediums via guerillaart, poster, and video to be delivered by social media and physical posterdistribution and display (i. e. shops and cafes). Text will be carefullydesigned to ease reading for people with learning difficulties (i. e. dyslexia)and the models used will actually be representative of our society (i. e. awell-rounded variety of bodies, faces, and identities).

Furthermore, any imagesused will be mindful of the potential to cause distress in individuals withpost-traumatic stress syndrome (PTSS). The promotional video will also includesubtitles for hearing impaired individuals, and will play as advertisements onvideo streaming websites like YouTube and Vimeo. Wewill also promote “ FLOURISH” on the airwaves with advertisements on radio, podcasts, and streaming services (i. e.

Spotify, Deezer, etc.). These auditoryadvertisements hope to include and benefit hearing people with visualimpairments. The advertisements will be no longer than 8 seconds, will notinvolve loud or disruptive sounds (e. g. vehicular accidents, screaming, etc.), and will not be played too frequently to avoid putting off listeners (i. e.

onceevery half hour). All advertising and promotions, audio and visual, willair/present at any time of the day, but will play with more frequency at nightand in the small hours of the morning. Additionally, the proposal for the “ FLOURISH” campaignwill be assessed, approved, and tested by a consulting team of people livingwith mental health conditions and illnesses, and professional mental healthworkers before it will be released to the general public. Supervision andadvice from the same team will also carry on into the entirety of thecampaign’s run to ensure responsibility and integrity of our vision andobjectives.

Flexibility and safety is a primary concern, and any input forchanges would be welcome at any point of the project, and implemented bynecessity and feasibility. While the marketing materials and publication of” FLOURISH” will currently only be in English; audiobook, e-book, and Brailleversions will also be available alongside physical versions. In the future, wehope to be able to make “ FLOURISH” and all pertaining materials available inMalay, Tamil, Mandarin, and Malaysian Indigenous languages. Moving on, making “ FLOURISH” as accessible and inclusiveas sustainably possible equates to more people being able to enjoy and findbenefit with our magazine. We will also be one of very few publications (andquite possibly the first Malaysian and even Southeast Asian) to makesubstantial efforts in promoting inclusivity by actually ‘ walking the walk’ inaddition to ‘ talking the talk’. Going against the mainstream grain that oftenignores society’s most vulnerable and marginalized people tends to invokeattention and publicity, especially with the heavy involvement of the subjectof inclusivity in today’s political landscape; which would result in freepromotions for “ FLOURISH”. Furthermore, we will also contact public figures andfamous people to request their endorsement and promotion of “ FLOURISH” and itscampaign if they like the product and message. Having prominent people in thepublic sphere come out in support of mental health destigmatization would be ofgreat support to the cause, more so if they happen to live with mentalillnesses and issues.

We believe that this would speak louder volumes to ouraudience. For our main method of delivery, social media was an easychoice for its easily accessible, available, often economical, and widespreadreach in a short amount of time. The “ FLOURISH” campaign will operate from itsofficial social media accounts (i. e. Facebook, Twitter, Instagram, and YouTube)and feature our campaign materials on these websites. No longer rare nor a soloactivity, social media has various presences in everyday life. One of which is onlinenetworking, and by engaging readers by posting about mindfulness techniques andawareness blurbs about mental health problems (bite-sized and easily consumed) canbe beneficial to individuals while increasing outreach to potential readers. Moreover, service clients and their families havedistinctive assumptions about how their associations with mental healthadministrations and experts should be (Belmont 2017).

Thus, social media canhelp demonstrate how mental health workers use social media in gaining betterunderstanding and knowledge on best practices in improving mental health; making it an effective device for individuals to help each other and assembleworking groups online (Betton & Tomlinson 2013). In addition to this, socialmedia helps individuals experiencing difficulties with relational connections feelheard, acknowledged, and supported. According to a survey by Time to Change, released for Time to Talk Day, 47% of people aged 21 and under said they foundit easiest to talk about their mental health problems online, compared to 49%preferring it face-to-face and 4% for phone calls (Cresci 2015). Making the purchase experience as smooth as possible isvital to the continuation of “ FLOURISH”. We plan to make subscription purchasesand donations as diverse and convenient as possible by offering secure andreputable online payment methods through credit card channels (VISA, Mastercard, etc.), internet banking (Maybank2u, CIMBClicks, etc.

), e-wallets(AliPay, Google Wallet, etc.), over-the-counter payments (MOLPay, iPay88, etc.), Bitcoin, and PayPal. A cash-on-delivery option will also be available, and each physical copy will also come with a subscription insert to be filledout and returned via mail order for those who like it the old-fashioned way. And finally, QR codes leading to the “ FLOURISH” website and online payment pagewill be included in each issue.  Readerswill have the option of subscribing to a minimum of 1 up to 12 issues of” FLOURISH” before a subscription renewal.

A subscription of 2 issues or more inone transaction will give them a 10% discount off the recommended retail priceof RM9. This discount amount will increase in increments of 5% with each additionalissue they sign up for in one transaction, encouraging longer termsubscription. Each issue will come with freebies and coupons from sponsors andcompanies we hope to collaborate with. The retail price for “ FLOURISH” willremain the same across Malaysia, with readers only needing to pay for theshipping and delivery costs no matter where they are in the country.       “ FLOURISH” speaks to a vast audience as mental healthissues do not discriminate. People who are struggling and too afraid to speak outcould use the magazine as a private, personal, and portable friend to encouragethem to seek help or to help others, perhaps even utilizing “ FLOURISH” as astepping stone in overcoming or fighting the barriers of mental healthstigmatization at their own pace. The cover’s simplicity aims to beeye-catching but mindful of sensory overload.

This contrasts most of today’smagazines that are usually packed with a jumbling miscellany ofsensationalizing words and images that often distract from the main point ofthe publication.  For our debut issue, a cloudy background was chosen toimbue a sense of peacefulness, with corresponding color choices to supplementthis tone. The 5 words, ‘ TOUCH’, ‘ SMELL’, ‘ TASTE’, ‘ HEAR’, and ‘ SEE’ highlightthe 5 main segments that make up the magazine. Additionally, our magazine’smotto of ‘ feed your brain, stimulate yoursenses’ is positioned below to inspire healthy brain activity whilereading. In the world of marketing, it would seem like there areconsistently new tips, tools, tricks, and trends to explore and incorporateinto your marketing strategies. The nature and range of the changes that haveinfluenced marketing over the past years has increased, observed to have beenmainly affected and motivated by the fundamental changes in society. Though amassive variety of platforms exist within such a technique, the marketingstrategies of magazines must be precise (Cartwright 2017). A vast number oftopics are being covered and each will be presented in its own way, which will ensureto catch and keep the audience’s attention.

However, many serious issues and topics are still beinglargely misrepresented and thus misunderstood, like our magazine’s main topic: mental illness and issues. Many would think that it is too difficult or naive toenlighten people about the topic and help those who are passing through it witha magazine. But we strongly believed that a deep understanding, compassion, andawareness was instrumental in helping us start and keep going in finding ways toprovide resources in building up a reader’s co-insurances; helping themovercome their obstacles, and perhaps positively affecting their inner selves ina way that turns them unto the world with the purpose of helping others.

Topass it on, if you will. In fact, we thought, what better tool than art tostimulate the senses?  Researchers haveexplored the relation between engaging creative arts and health improvement (Malchiodi 2016). This vital perspective is reflectedin the World Health Organization’s (WHO) 1946 preamble, where health is defined” as a state of complete physical, mental, and social well-being rather than merely the absence of disease or infirmity”. Whereas, interacting with artistic activities or even observing the creativeefforts of others can improve one’s moods, emotions and other psychological states (Stuckey, H. and Nobel, J.

2010). We especially chose to use guerilla art to talk aboutmental illnesses because of its history in challenging the status quo; it feltmore than appropriate. More than just colors on canvas, guerilla art is ahistorically significant art form that represented a person or people’s radicalcause to call for change and awareness, whether against an authority or thewrongs they felt were happening in the world (Martinique 2016).

Beloware some examples of guerilla art posters that were used to increase awarenessabout mental health issues and illnesses. These images also served to inspireour own poster design: Postersare an intelligent and financially savvy method for conveying messages, andappealing ones can bait adjacent individuals into a particular occasion andalert them of a forthcoming item or administration (Tolliday, 2017). We will displaythe posters in high-traffic areas where people can’t help but notice them whilethey wait for their purchases or transportation. Keeping things simple withminimal information in large font will heighten visibility from a distance andencourage maximum exposure.  Wearing Edward DeBono’s red thinking hat for the taglineof ‘ hope is real’ aims to convey apowerful and emotionally driven message that hope exists for allunconditionally from people who understand and truly know.

For a subject withas long and arduous a history as mental health has, compassion, understanding, sensitivity, and sincerity are things that are greatly needed in order to makea project such as this work. Thepromotional video for “ FLOURISH” is no longer than 15 seconds long, and wascreated with stock video, audio, and image files from VideoHive, Mazwai, PexelsVideos, and Pexels. With our video, we want to come in calmly and comfortinglywhile getting our points across concisely.

Our approach has the potential tobore viewers but to avoid that, we aim to keep it short and simple andincorporate some lively music and imagery that would compel one to payattention. The video ends with a call to join “ FLOURISH” in its goal to breakdown the barriers of the stigma plaguing our attitudes towards mental health issuesand illnesses, followed by a reiteration of our magazine’s motto of ‘ feed your brain, stimulate your senses’.          There will also be an audio advertisement no longer than8 seconds available for airplay on music streaming services and the radio. Allsound effects used were sourced from ZapSplat, Audioblocks, and Freesound. org.  Allvoiceover work was provided by team member On Ee.

Bothfiles are uploaded into the Google Drive on the TiMes Moodle website. What we want to tell our readers with “ FLOURISH” is thatit is totally okay whether they suffer with depression, anxiety, PTSS, schizophrenia, dermatillomania, learning disorders/difficulties, etc. We wantto normalize and explain that living with these conditions are simply justthat: living.  Additionally, psychological illnesses and conditions arenot taken as seriously or as validly as biological illnesses and conditions andare hence treated and dealt with disproportionately, even when both areextremely debillitating and can affect each other adversely. This prevents manypeople from receiving the healthcare they need and even discourages them fromtrying (Holmes 2016). Even more alarmingly are the findings of an Americanstudy that discovered that doctors neglected and were less likely to implement propercare management procedures with patients that had depression, which wassignificantly less care as opposed to conditions like diabetes, asthma, andcongestive heart failure (Bishop et al. 2016).

Especially for teenagers and young adults, we felt thatthere were not enough magazines in present day circulation exclusivelycommitted to the discussion, improvement, and destigmatization of mental healthissues (Mahyuddin 2016; Mpamalaysia. org n. d.; Mycen.

com. my n. d.). While ourmagazine is for everyone and can be enjoyed by everyone, we ended up havingsociety’s youth in the front of our minds while designing the concept of ourmagazine and marketing campaign.  Furthermore, what we have noticed locally is that mostmagazines in Malaysia may only have a rare, infrequent, or one-off feature onmental health in their issues.

Or small blurbs and excerpts to support alight-hearted and unrelated point they are trying to make (e. g. “ Studies haveshown that chocolate DOES make you happier!”). At best, they may make a mentalhealth themed issue, but all of these actions that we have seen any popularMalaysian publication make in regards to addressing mental health issues failsto truly confront the stigma, taboo, misrepresentations, and harmfulstereotypes. It is as though there is a fear of exploring and addressing thesubject as they tend to keep things very light and simplistic and do not gobeyond that top layer of an extremely complex and complicated topic.

Ultimately, what we currently have in Malaysia is notenough. We want to see a Malaysian magazine cause deep cracks the ground interms of making a positive impact in furthering the development, conversations, and progress of mental health issues in Malaysia. What we wanted to see andhave, we have funneled into “ FLOURISH”, and we trust that with the greater partsof the little increments to our magazine that most others don’t have, ourmagazine will truly flourish and most of all, help others to flourish.