



**NUS**  
National University  
of Singapore

Health & Wellbeing  
Office of the President

#Areu  K

# POST CAMPAIGN SURVEY SUMMARY





## Introduction

The Health and Wellbeing team is excited to present to you the key findings from the post #AreuOK campaign survey 2021.

Here is a quick recap of what the campaign was about:

In January 2021, we launched the #AreuOK campaign, which was a mental health destigmatisation campaign that sought to drive resource awareness and set the tone for a culture of psychological safety and empathy on campus.

Key campaign highlights include wellbeing workshops, mental health resources, a #WellNUS managers toolkit, and training videos.

To measure the campaign's effectiveness, we administered a post-campaign survey (from 18 Aug to 30 Sep 21) in which both our NUS students and staff participated. In collaboration with the Office of Data and Intelligence and NUS Saw Swee Hock School of Public Health, we have analysed the data. We hope it gives greater insight into how such mental health campaigns can build empathy and lower personal stigma against mental health conditions amongst the NUS population.

We hope these findings empower you to constantly reach out to one another, have open conversations about mental health, and learn about the available mental health resources.

NUS cares about the health and wellbeing of our staff and students and aims to continue to bring you a myriad of services and initiatives, including the #AreuOK campaign 2022. Stay tuned for updates on these [exciting programmes and initiatives](#) on our HWB resource portal.

Remember, it is ok not to be ok. Help is always available. Together, we can break down stigma and build a supportive and safe environment for our staff and students!

# #AreuOK

## Pre-Post Campaign Survey Participation Headlines

1955  
staff



21% increase from  
1614 participants in  
Feb 2021.

2072  
students



116% increase from  
963 participants in  
Feb 2021.

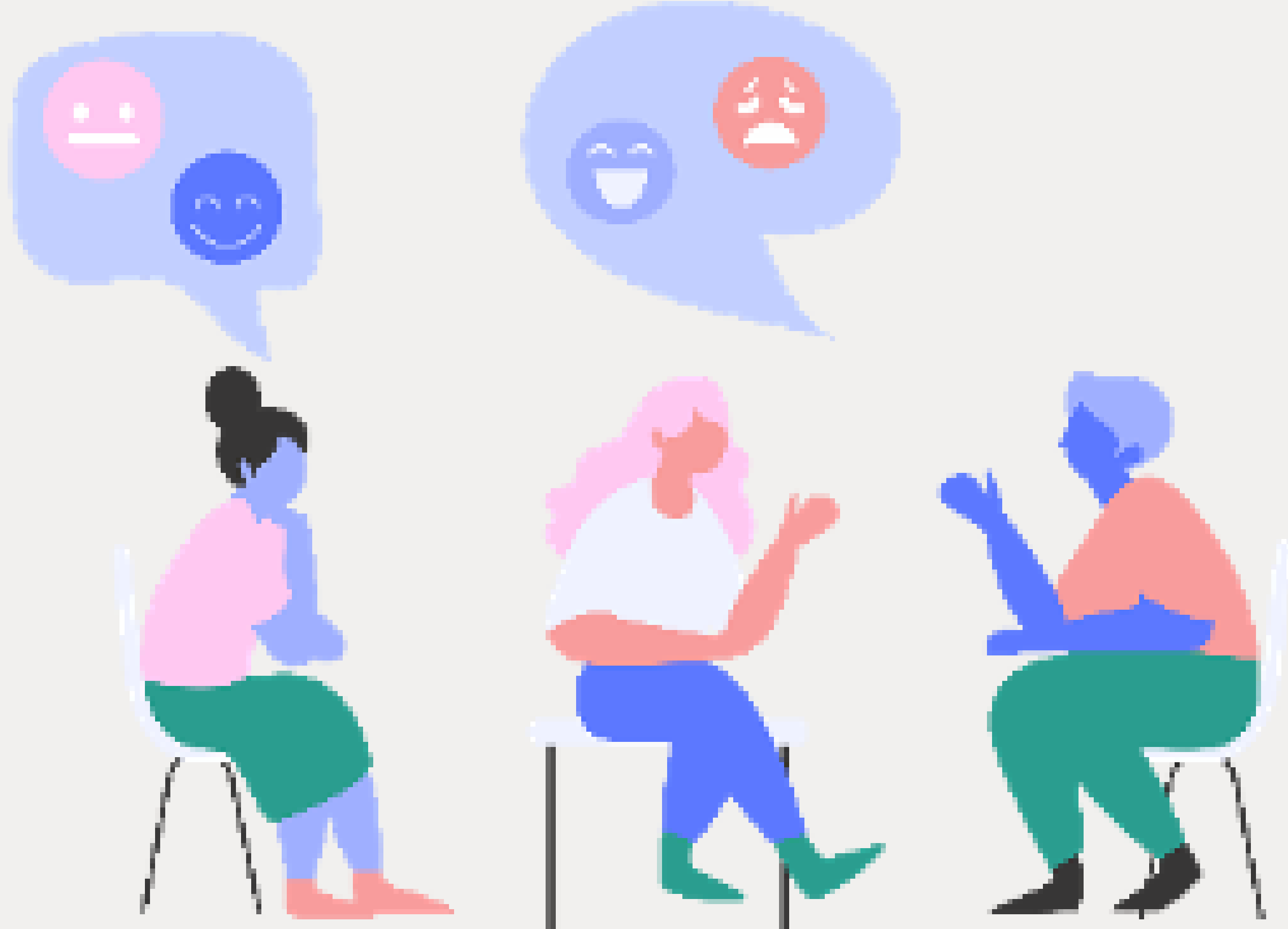
249 staff requests for well-being check-ins, of which 55 followed through with appointment.

# #AreuOK

## Post Campaign Survey Findings

01

Both staff and students who are aware of AreuOK campaign tend to have a **better personal stigma score and is more willing to support people with mental health issue**, as well as have a better mental health, compared to these are unaware of AreuOK campaign.



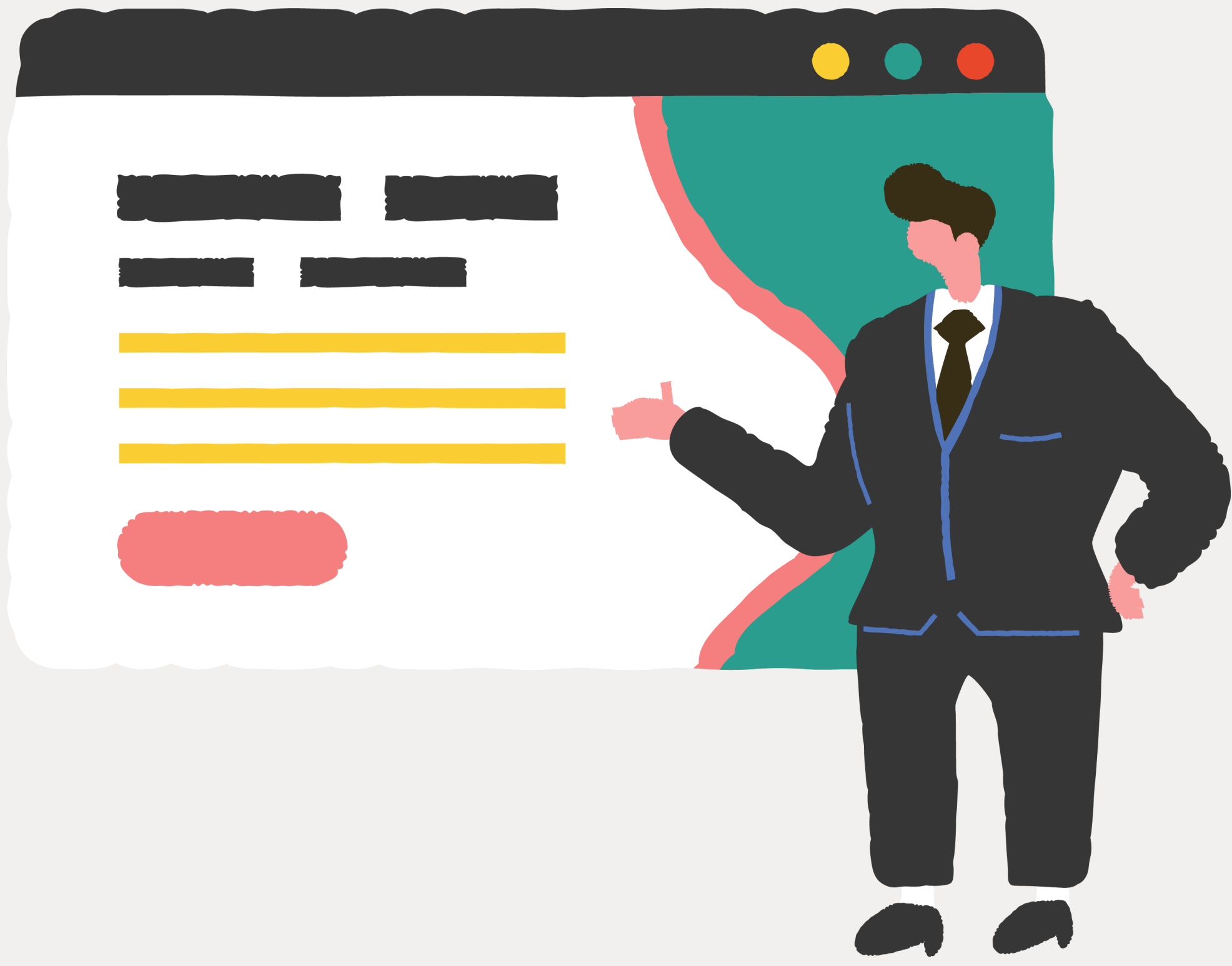
Majority (70%-80%) of respondents who are aware of AreuOK campaign agreed that the campaign had **increased their awareness of mental health-related stigma and resource, as well as their willingness to support people with mental health issues.**

02

Student and staff who are **more stressed or have a poorer mental wellbeing may be less willing to use the mental health resource and service.** In addition, compared to staff, students are more open to use these resources and service, especially for these with poorer mental wellbeing.

03





Compared to health and wellbeing videos, resource **website** (40%-50%) or **seminars** (30%) are majority's favorites, which may also have a more positive impact on staffs' mental wellbeing.



05

Although most people who have used **NUSHeart** were **satisfied** with it (73% of users give a score of at least 6 out of 10), it is **used by only a few people** (17% of staffs with poor mental wellbeing).



Staff tend to comment that they would **like to receive more regular emails or attend more seminars**, while students focus more on greater **outreach and publicity**.

06

07

Both staffs and students are more interested in topics related to **anxiety, stress, depression and disorder**.



# What can you do?

01

Refer to HWB resource page for latest updates!

a. Wellbeing Check-In Sessions for Employees

b. Mental Health Materials like the Manager Toolkit on Mental Health

02

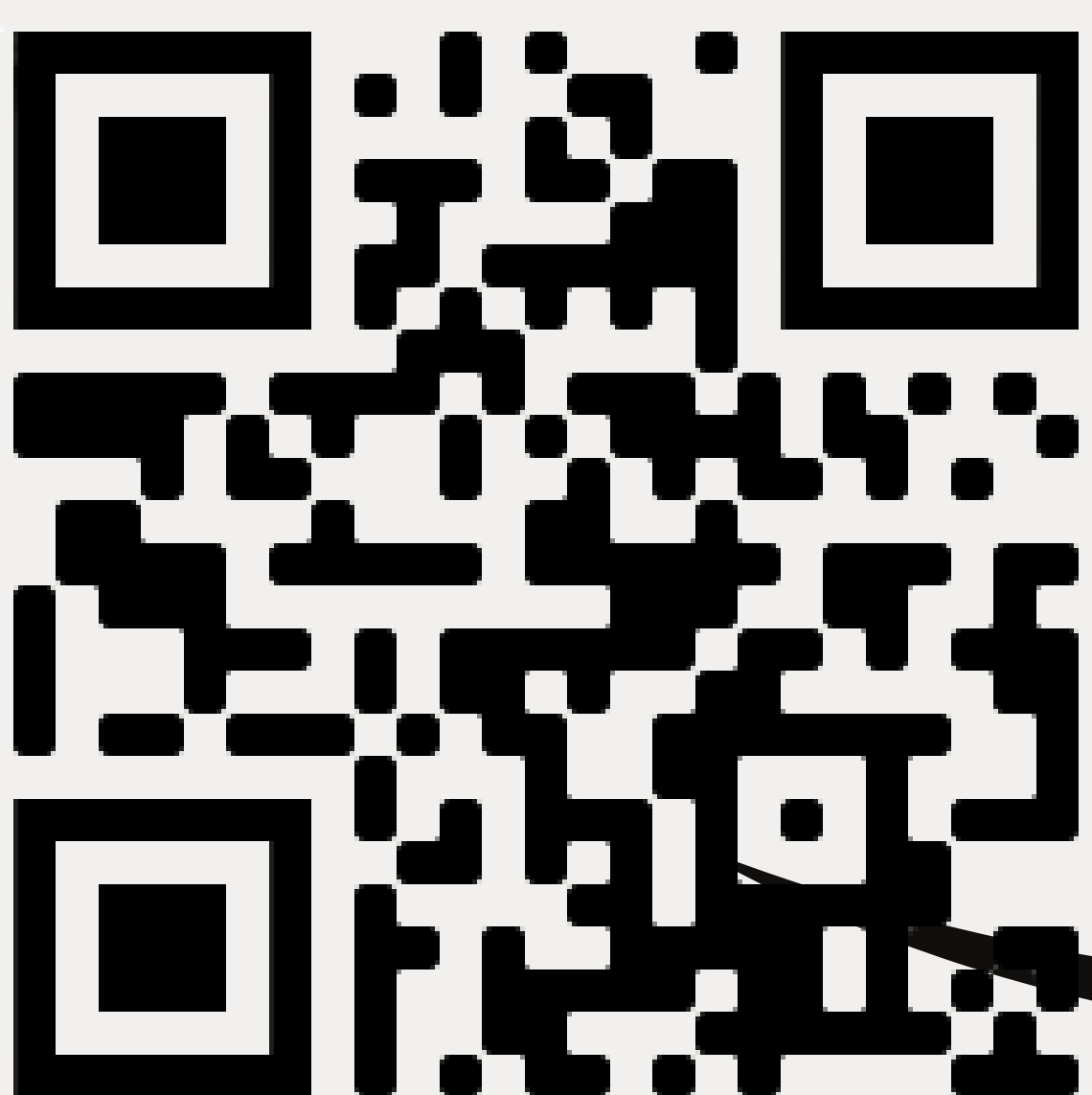
Promote & disseminate upcoming wellness initiatives:

a. #AreuOK 2022 Campaign

b. WellNUS Festival

03

Invite the Health and Wellbeing team to present at School/Faculties'/Department staff meetings for engagement



Scan the QR code to find out more about us!

If you have any questions, please reach out to us:

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