



“It’s Okay to be Okay” Campaign

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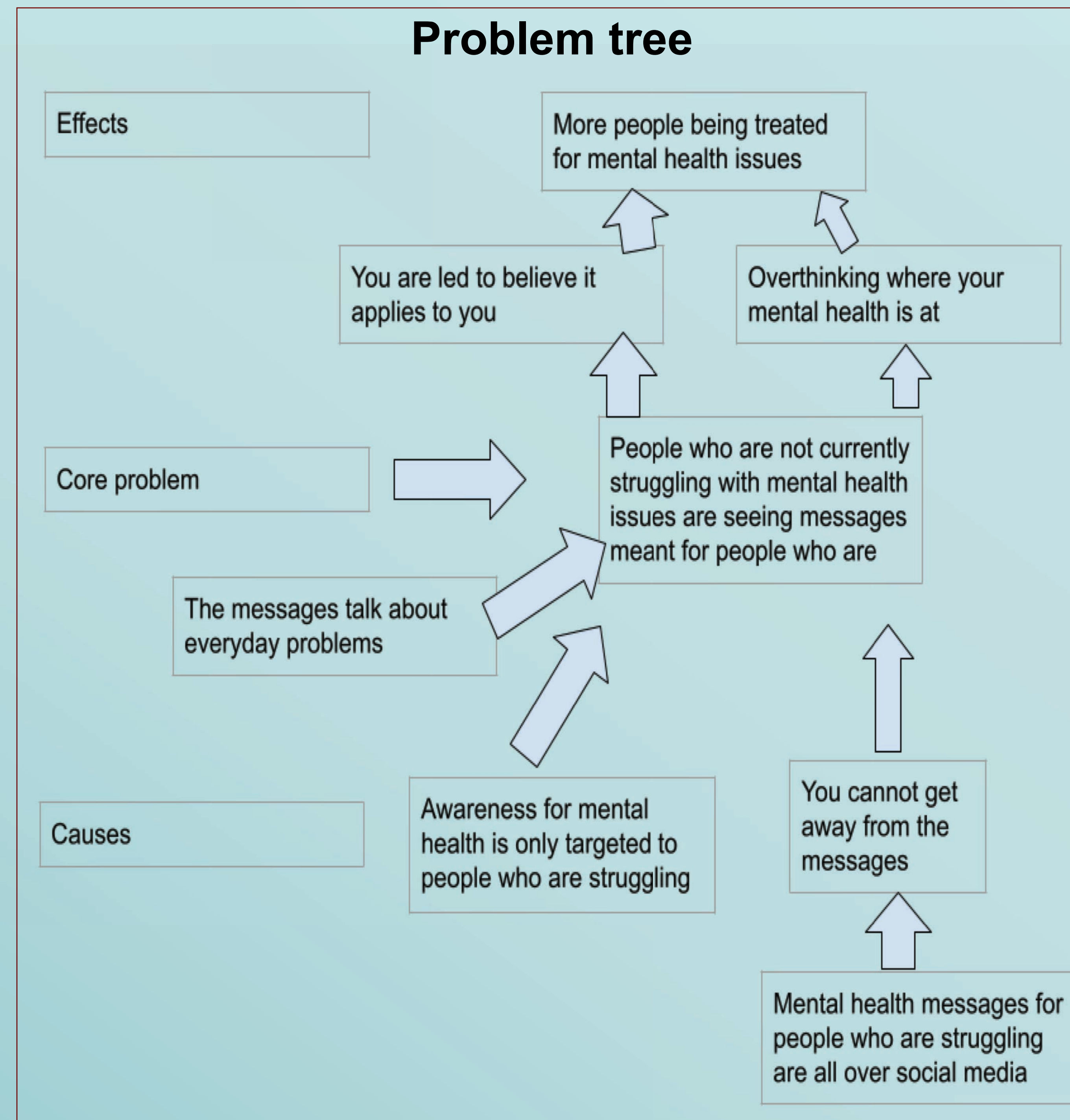
Levels of communications

We will be using intrapersonal communications. Not everyone can relate to our campaign. It is up to the person to view the messages and take the individual change that needs to be made for them.

Campaign Proposal + Justification

The “It’s Okay to be Okay” campaign is a social awareness campaign that focuses on bringing awareness to people who are currently not struggling with mental health issues. Mental health is a long winding road for some people. It might be a constant struggle, something that just comes and goes, or something that is not experienced at all. For people who are not experiencing any mental health issues, it might be harmful to them to see so many messages spreading awareness about mental health issues. It could cause their mental health to start being bad. This campaign is to show that it is okay to be okay. While it is very important to normalize mental health issues, we cannot forget that it does not apply to everyone and there is such a thing as good mental health.

Problem tree



Main communication channels

There will be two main communication channels we use. On social media we will talk to our community with our various accounts. Here we will post Videos encouraging people to appreciate the little things in life, show people ways they can show gratitude in their lives, and we will encourage people to take time out of their day to stop to look where they are and just enjoy it. We will also have a line of clothing with our “It’s okay to be okay” logo on it. This will take the conversation off social media and into real life situations. If someone is wearing the shirt and another person sees it they will take time out of their day to think about it. Maybe for the rest of the day they will embrace the good spot they are in and continue to be happy for as long as possible. These channels bring our messages to a large scale or a big scale, whichever way they get interacted with. They are easy to share and get our word out. Everyone on or off social media will be able to see it.



From left to right: Examples of how mainstream media talks about everyday problems as mental health problems from the Instagram account @myanxiety_and_me. The It’s okay to be okay logo.