

THE AWARDS 2021

Outstanding Marketing/Communications Team

Institution name	University of the West of England
Submission title or project name	Mental Wealth First Campaign – UWE Bristol
Nominee/key personnel	UWE Bristol Marketing Department
URL	https://www.uwe.ac.uk/about/values-vision-strategy/mental-health-and-wellbeing
Submission	<p>With mental health issues for young people on the rise, our own support services seeing a rise in referrals and a national narrative of a ‘student mental health crisis’, UWE Bristol announced tackling health and wellbeing as a strategic priority, one of the first universities to do so.</p> <p>Our communications campaign tackled the stigma around mental health, challenged the negative narrative about students’ mental health, and communicated the actions within the university’s Mental Wealth First strategy, including signposting to support available at UWE Bristol.</p> <p>The COVID-19 pandemic has brought mental health into renewed focus nationally, and put our strategy and communications to the test. The values and objectives have been embraced and championed by our staff and students and we have seen new innovations and change happening as a result, including significant increases in the percentage of students and staff who say they would seek support for their mental health.</p>