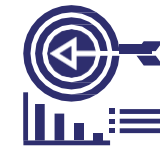


On the occasion of the
World Mental Health Day,
1to1help presents



Campaign Objective



Our Campaign:

1to1Buddy —

Someone For
Everyone an
emotional well-
being companion,
someone who can
hold your hand
while you navigate
the new future.



COVID with its separation
measures has created a
dissected and disjointed
society. It's time we relearn
to be there for each other
and offer new ways of
navigating our new reality.

In line with World
Federation for Mental
Health's theme :Mental
Health for All.

Greater Investment –
Greater Access.
Everyone, everywhere.



What & When : Campaign Details

Campaign Name:

1to1Buddy — Someone
For Everyone

When: October, 2020
(9 collaterals to be
shared over 4 weeks)

Hashtags:

#worldmentalhealthday

#1to1help #1to1buddy

#mentalhealthforall

#Someoneforeveryone

Impact:

- Providing localised emotional and mental well-being support
- Developing new coping skills
- Developing a positive outlook for our new uncertain future



Coping with change alone can be difficult, that's why it's easier to do it with a buddy .
1to1Buddy- Someone for everyone



Being there
for each
other makes
all the
difference

Campaign Schedule

Week 0 (1st Oct)

- Collateral 1: "Our Minds in 9 Months" - A teaser video accompanied by a 2-question quiz to capture emotions around mental health & COVID. Responses will be used for creating a word cloud.
- Collateral 2: Coping With Change*— a self-help quiz to see how resilient our users are and how well can they adapt to change on World Mental Health Day. This is to be shared with Employees on 10th Oct 2020.

Week 1 (8th Oct)

- Collateral 3: Activity Mailer: Choose Your 1to1Buddy: a mailer asking users to choose their 1to1Buddy from their organization.

Week 2 (13 & 15 Oct)

- Collateral 4: What You Can Do To Be There For Each Other A webinar to help users develop mechanisms to support each other at work.
- Collateral 5: Activity Mailer: Help Your Buddy Achieve Their Goals

Week 3 (20 & 22 Oct)

- Collateral 6 : Sailing Through & Emerging Stronger - A webinar on developing positive perspectives.
- Collateral 7- Activity Mailer: Post It Project

Week 4 (27 & 29 Oct)

- Collateral 8: *Reminder mailer : to reuse the self-help tool shared in collateral 2. **The end users will be asked to reuse the tool to measure the impact of the campaign on their coping skills.**
- Collateral 9: Activity Mailer: Expressing Gratitude For Your Buddy

Campaign Collateral Details



COLLATERAL NUMBER	THEME & CONTEXT	WHAT IT IS	WHERE	WHEN
COLLATERAL NO 1.	Looking at how COVID and its changes affected people and gathering their responses	A 2-question quiz that will lead the users to our teaser video for the campaign	Landing Page	1 st October
COLLATERAL NO 2.	A self-help tool to measure the resilience & ability of our users to cope with the changes that have happened this year for world mental health day	A self-help tool to assess the resilience skills of our end users	Website & Landing Page (tentative)	1 st October
COLLATERAL NO 3.	Coping with change alone can be difficult, that's why it's easier to do it with a buddy : Introducing 1to1 Buddy-	A tagging activity mailer	1to1 Social Media Handles	8 th October
COLLATERAL NO 4.	How to be there for each other: Localised emotional support at your workplace	Webinar - Collateral will be an invite	Website & Landing Page (tentative)	13 th October
COLLATERAL NO 5.	Help Your Buddy Achieve Short term goal (activity)	A social media tagging post where buddy pairs mention the ways to help each other achieve their goals	1to1 Social Media Handles	15 th October

Campaign Collateral Details



COLLATERAL NUMBER	THEME & CONTEXT	WHAT IT IS	WHERE	WHEN
COLLATERAL NO 6.	Journey to happiness & hope: develop positive perspectives and coping techniques together	Webinar – Sailing Together & Emerging Stronger - Collateral will be an invite	Website & Landing Page (tentative)	20 th October
COLLATERAL NO 7.	Post It Project (activity): write a memorable conversation, or a pleasant memory on a post it note and post its picture on our SM handle.	A social media tagging post where you write a memorable conversation, or a pleasant memory with co-worker in the past which helped you on a tough day on a post it note and post its picture on our SM handle.	1to1 Social Media Handles	22 nd October
COLLATERAL NO 8.	Post-campaign assessment of the resilience skills following the learning curve covered in the campaign's collaterals	A reminder mailer to reuse the self-help tool to measure the change in their resilience skills following the 3 rd week of the campaign	Website & Landing Page (tentative)	27 th October
COLLATERAL NO 9.	Gratitude for your buddy	A social media tagging post where buddy pairs thank each other for supporting them through this campaign & being there for them	1to1 Social Media Handles	29 th October

THANK YOU

CONTACT US



1800-270-1790



www.1to1help.net



You will be contacted
within 24 hours