

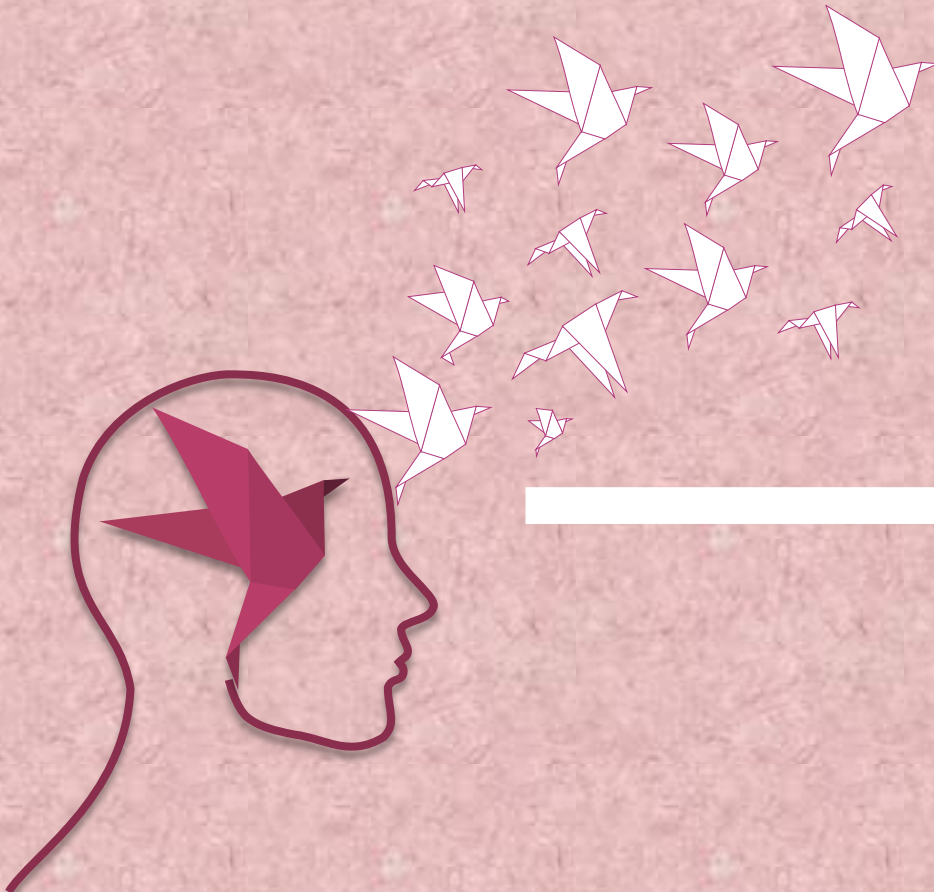
Health and Wellbeing

Rinchen Pelzang

Roshni Bastola

Sangay Dechen Gyanzo

Tenzin Yoezer



Mental Health?



"I always find myself desperately seeking peace. The thought of ending my life comes time and again. I feel only this can end the mental trauma I am going through"


~ Anonymous



Objective


- **To provide an interactive platform for youths to normalize mental health discussion.**
- **To create awareness on mental health issues**


BENEATH THE SMILES


About

 [Enter location](#)

 We are a group of four, members of the Youth Initiative 2020, taking the first step towards normalizing talking about mental health. 


 1,013 people like this

 1,184 people follow this



 [Enter website](#)

 [Enter phone number](#)

 Typically replies within an hour
[Send Message](#)

 thesmilebeneath@gmail.com 

 [Edit business hours](#)

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BENEATH THE SMILES

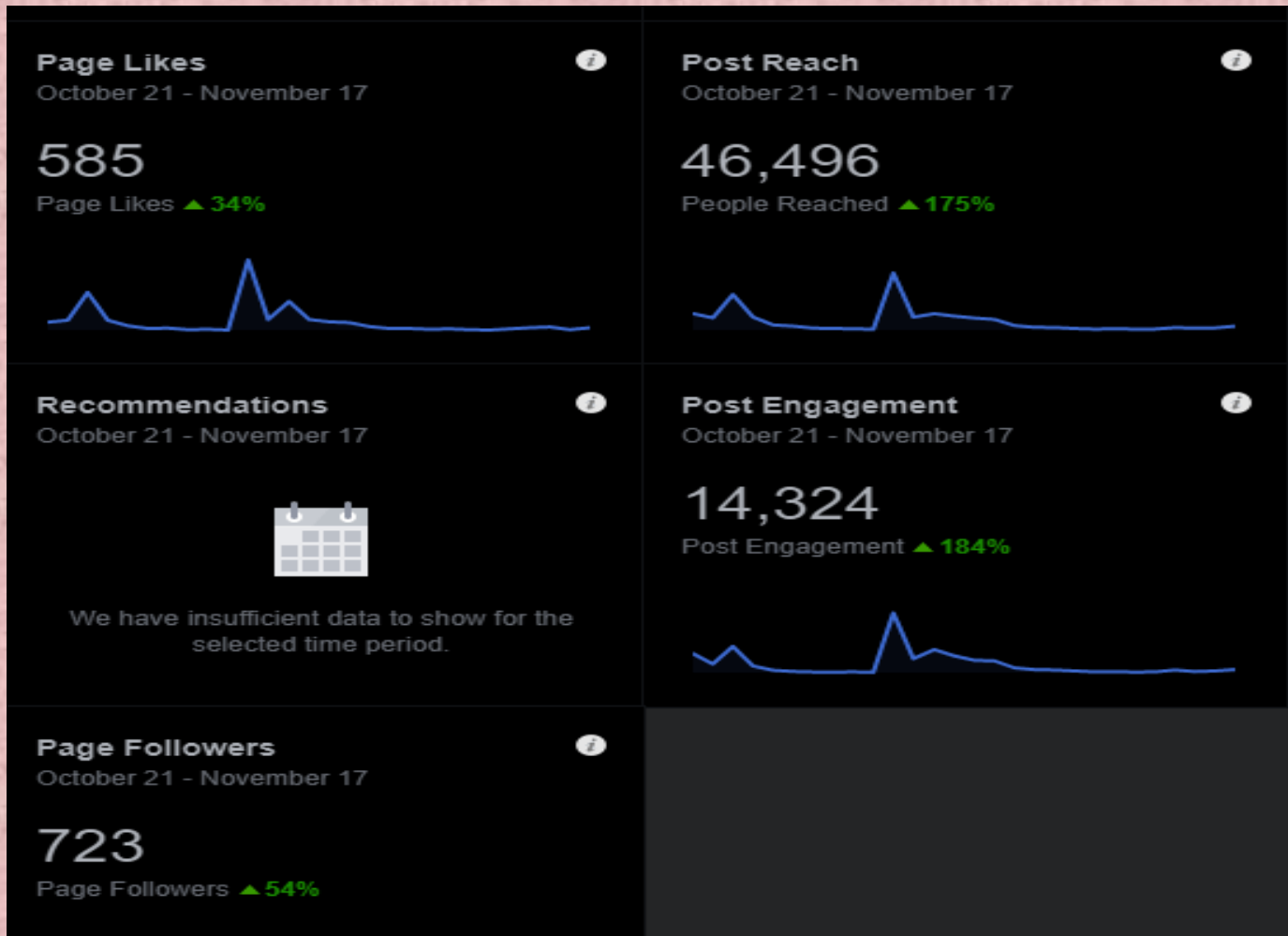


#talkinghelps

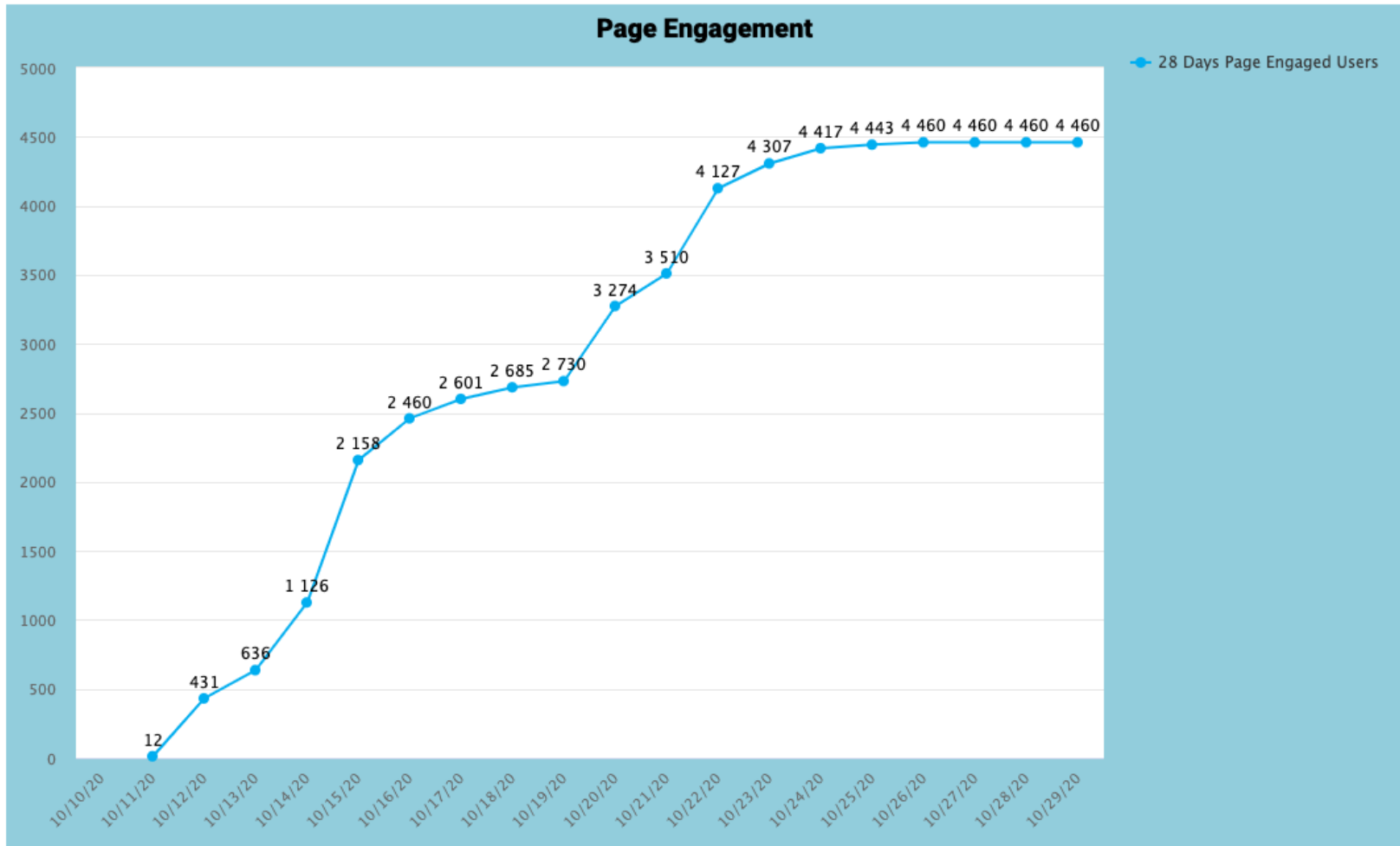
OVERVIEW

Date	Activity
10/13/20	Create page
10/13/20	Introductory video/story 1 - Rinchen Pelzang
10/13/20	Create google form to collect stories
10/14/20	Story 2
10/14/20	Share helpline contact details
10/14/20	Video 2 - Tenzin Yoezer
10/15/20	Story 3
10/15/20	Video 3 - Sangay Dechen Gyanzo
10/16/20	Story 4
10/16/20	Video 4 - Roshni Bastola
10/19/20	Story 5
10/20/20	Video 5 - Guest Speaker
10/20/20	Story 6
10/21/20	Share posts of vibrant pages

PAGE INSIGHTS

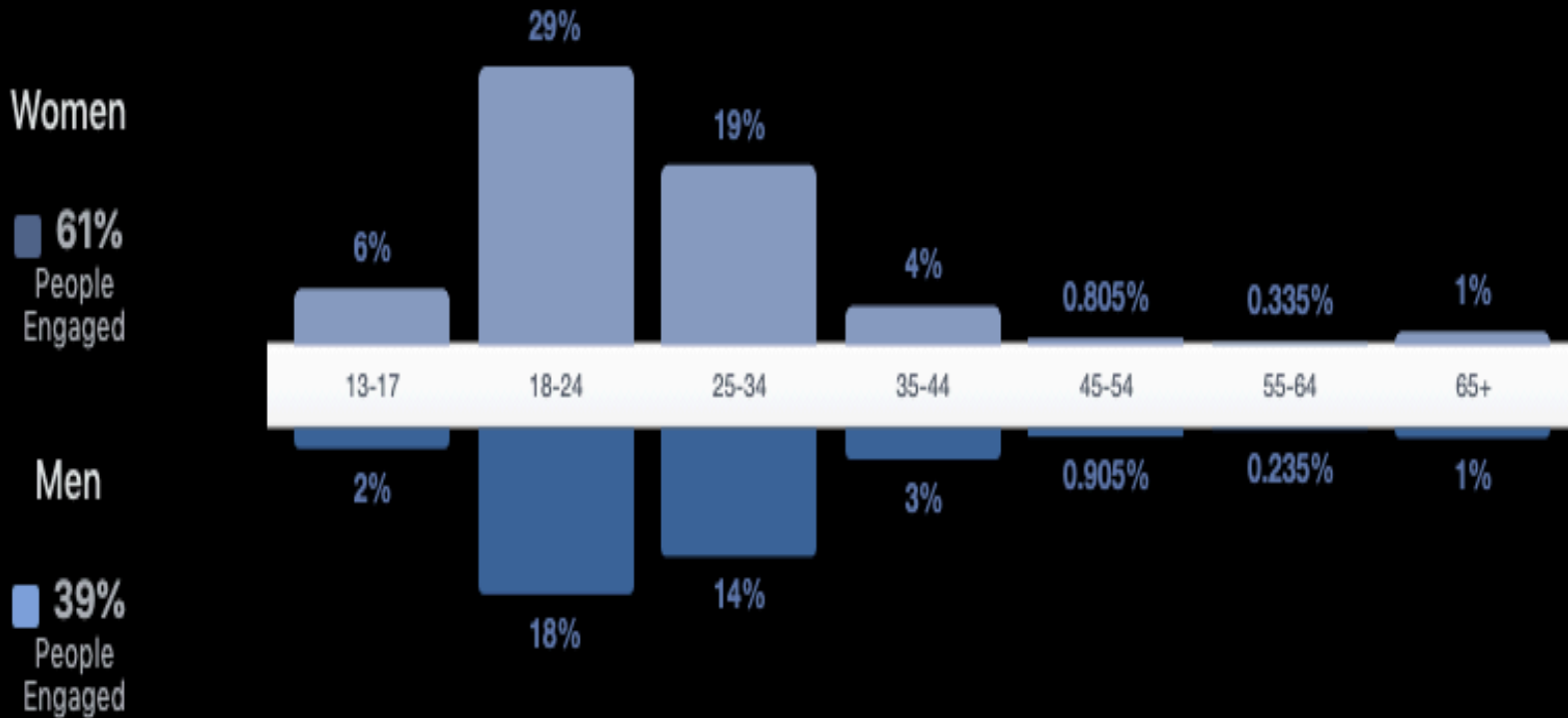


Page Engagement



Page Engagement demography

The number of People Talking About the Page by user age and gender. This number is an estimate.



Campaign Highlights

The background features a stylized illustration of a person's head and shoulders in shades of purple and blue. The person has long, wavy hair. Below the head, a fountain pen is shown writing on a surface, creating a large, textured, light-colored stroke. The overall aesthetic is modern and artistic.

CHALLENGES AND LEARNING

1. SOCIAL MEDIA STRATEGIES

AUDIENCE



Micro-blogs vs videos

CREDIBILITY



Integrity



Trust



Reliable



Authentic



Reputation



Regard



Commitment

2. INTERNAL CHALLENGES

01

Lack of
experience



02

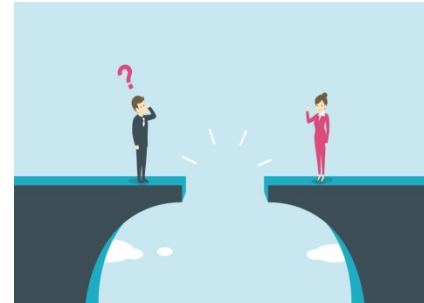
Time
Constraint



Time Constraint

03

Communication
gap



04

Gaining
audience's
trust



LESSONS LEARNED

- Mental illness is an issue even in the 'happiness' kingdom.
- People are willing to speak out provided they get a platform.
- Normalizing mental health discussion is difficult but not impossible.
- Talking helps.

WHAT NEXT??



BENEATH *THE* SMILES



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THE YOUTH INITIATIVE FOR
DEBATE, DELIBERATION
& DIALOGUE



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