

<b>Title</b>	Listen to your mind
<b>Authors</b>	Alice Lorenzi, Sara Campidelli
<b>Topic</b>	5, Mental Health and Well-Being
<b>Goals and Objectives</b>	The goal is to raise awareness of mental health issues and incentivize people to ask for help.
<b>Target/Focus</b>	The communication proposal has university students as its primary target. The audience can involve the rest of the academic staff such as lecturers, researchers, employees technical staff.
<b>Research</b>	The research was carried out at the University of Urbino. It was found that many students are not aware of the counseling service offered by the university. This comes as a result of poor communication. The poster aims to draw attention to and raise awareness about seeking psychological help.
<b>Method</b>	The method used for the research was a survey that investigated whether students at the University of Urbino: <ul style="list-style-type: none"> <li>● were aware of the psychologist service</li> <li>● felt that the counseling service was well communicated</li> <li>● believe that contacting a therapist is beneficial</li> </ul>
<b>Data</b>	It was found that: <ul style="list-style-type: none"> <li>● only 50% of the audience is aware of the service</li> <li>● 90% of the audience believes that the counseling service is not promoted adequately</li> <li>● 97% believes that consulting a therapist is beneficial and 70% would take advantage of the counseling service of the University</li> </ul>
<b>Results</b>	In conclusion, within the University there is a need to better communicate the

	counseling service in order to raise mental health awareness and to normalize seeking help from a therapist
<b>Conclusion &amp; Advice</b>	The poster did not include the name of a specific institution as it can also be thought for settings other than the university of Urbino
<b>Link for further information</b>	The background image was taken from Pinterest <a href="https://www.pinterest.it/pin/373165519127447080/">https://www.pinterest.it/pin/373165519127447080/</a>