

## Doing a Ripple Lecture Shout Out

### Why is a lecture shout out good publicity?

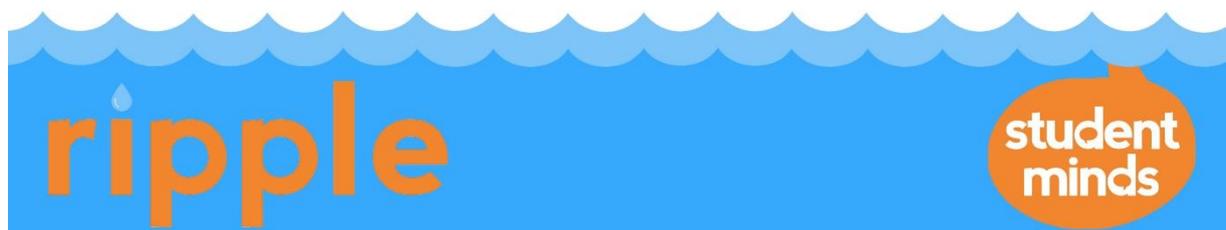
Students don't always read their emails, and they might not notice your posters, but you are pretty much guaranteed their attention if you can talk to them before one of their lectures! Lecture shout outs are a particularly good form of publicity for our campaign events as everyone can see how friendly you are, which makes going along to an event much less intimidating :)

### What should I say?

Here are some of the things you might like to include:

- 1 in 4 students experience psychological distress, associated with increased risk of depression. While at university, 43% of students experience anxiety, loneliness and feelings of not being able to cope.
- Ripple is a campaign running in unis all over the UK to raise awareness of depression in student groups. The campaign teaches students about what it's like to experience depression, what the symptoms are, and where to go for support.
- The campaign encourages people to share their Ripple Tips, the small things they do to support their mental health. Student Minds will be promoting Ripple Tips throughout the campaign to show students that everyone has a part to play in tackling student depression. Look out for Ripple Tip submission boxes around campus, and share your own Ripple Tips on Twitter using the hashtag '#RippleTips'.
- Visit the Student Minds website ([studentminds.org.uk/Ripple](http://studentminds.org.uk/Ripple)), and the Students Against Depression website ([studentsagainstdepression.org](http://studentsagainstdepression.org)). Share your experiences of depression or your experiences supporting a friend at the Student Minds Blog ([studentmindsorg.blogspot.co.uk](http://studentmindsorg.blogspot.co.uk)) or by filming a Ripple video at [itgetsbrighter.org](http://itgetsbrighter.org).
- If you would like to find out more, go to our website [www.studentminds.org.uk/Ripple](http://www.studentminds.org.uk/Ripple), email [[university](mailto:[university]@studentminds.org.uk)]@studentminds.org.uk or come along to our Ripple events on [date].

**i** You can ask students to write their own Ripple Tips using the slips we've provided in the Campaign Pack, and collect them at the end of the lecture. Remember to use the Ripple Tip impact boxes, asking students to answer 1-5 to "I have more understanding about what depression is". It's a great opportunity to collect student's Ripple Tips – Tweet them to @StudentMindsOrg with the hashtag #RippleTips.



## So you could say...

'Hi, my name is Rosanna and I am a volunteer for Cambridge Student Minds.

Did you know? 1 in 4 students experience psychological distress, associated with increased risk of depression. While at university, 43% of students experience anxiety, loneliness and feelings of not being able to cope. There are significant barriers to talking about mental health for students, but above all students are most likely to speak to friends when they are experiencing difficulties.

We're here to tell you about Ripple, a new campaign being run by Cambridge Student Minds to help students learn more about depression, and how to cope with low mood. Ripple teaches students about what it's like to experience depression, what the symptoms are, and where to go for support. You can get involved in the Ripple campaign by coming to our launch event on Monday 1<sup>st</sup> February at 7pm in the SU Bar, where you can pick up some posters, use the Ripple photobooth and watch videos of students talking about their experiences of depression. We're also running other events throughout the term, so keep an eye on our facebook page for more information.

There's loads of information about depression and how to support yourself and your friends at the Student Minds website ([studentminds.org.uk/Ripple](http://studentminds.org.uk/Ripple)) and the Students Against Depression website ([studentsagainstdespression.org](http://studentsagainstdespression.org)). You can share your experiences of depression or your experiences supporting a friend at the Student Minds Blog ([studentmindsorg.blogspot.co.uk](http://studentmindsorg.blogspot.co.uk)) or by filming a Ripple video at [itgetsbrighter.org](http://itgetsbrighter.org).

You may have noticed the slips of paper we've left around the room – you're looking at a Ripple Tip. As part of the campaign, we're collecting Ripple Tips: the small things people do to support their mental health. Student Minds will be promoting Ripple Tips throughout the campaign to show students that everyone has a part to play in tackling student depression. Look out for Ripple Tip submission boxes around campus, and share your own Ripple Tips on Twitter using the hashtag '#RippleTips'.

What do you do to support your mental health? Do you do something in particular when you're feeling low, or stressed? It can be a behaviour, a place, an activity, a way of thinking, certain people you speak to, anything that helps you with your mental health. If you want to share your Ripple Tip today, fill in your Ripple Tip in the box and hand them in at the end of the lecture. We also want to know if this has helped your understanding of what depression is... so please use the boxes to submit your Ripple Tip, in the boxes from 1-5 (definitely don't agree -> definitely agree) in answer to the question "I have more understanding about what depression is".

Thanks for listening! If you would like to find out more, please visit our events or contact us at [cambridge@studentminds.org.uk](mailto:cambridge@studentminds.org.uk)."

