

Mental Wealth UK presents...



25by2012 is an ambitious campaign that aims to address threats to mental health and wellbeing on university campuses, by establishing student groups at 25 universities by the end of the year.

Read on to discover why it's special, and how you can support it !

What's the story?

Over the past 18 months student mental wealth groups have been launched in a dozen universities, and have been busy changing attitudes, increasing awareness, and providing members with valuable skills. All to boost student wellbeing. Groups have won a number of awards. Both Manchester and Cardiff groups were recognised at the national NUS awards, with one of the leading members of the Manchester group, Tayaba Nicholson, named Student of the Year for her campaigning.

With campus wellbeing threatened by turbulent times, we're seeing more students than ever step forward. We want to give them the support they need to have an impact, so that together we can make 2012 a defining year for student wellbeing.

Who's behind it?

Mental Wealth UK was launched in 2010 to support student mental wealth groups and campaigners. It is currently the only national organisation dedicated to the mental health and wellbeing of university students. More information can be found here: www.mentalwealthuk.com

The campaign is also being run with the support of a number of fantastic organisations and projects, including Action for Happiness, Nightline, the Charlie Waller Memorial Trust, the Matthew Elvidge Trust, Students Against Depression, Leeds Metropolitan University, and Time to Change.

What does it mean to be one of the 25?

Each of the 25 universities that are represented will be announced as they join, and will receive a detailed resource pack containing guidance, information, and support materials. Groups will be given hands on support by Nathaniel Smith, who is leading the campaign full-time. They will become full members of Mental Wealth UK, influencing the direction of the organisation, and benefitting from ongoing PR support, training and campaign materials. We are better together.

How do we become one of the 25?

Firstly, you've got to be a member of a university. Obviously. If you're a student, excellent! You can join up through the website, after which you can download the info pack. Nathaniel will be on call to give you a helping hand day or night. If you're a member of staff, you can campaign on your campus, and share the message with your students. We're encouraging universities to put a notice about the campaign on their websites featuring the logo and a link through to the campaign page. You might also invite us in to give a talk to your students? Info on the website.

How can I support the campaign?

We're looking for the usual things, really. Help get the campaign noticed. Donate some spare change. Whatever you can spare will help us promote mental health at more universities and provide better support to groups. We love to hear from anyone that is interested in helping young people, and improving higher education, so feel free to get in touch. We might just hit on a great idea together.

For materials, latest information, or to sign up, visit the website.
Help us countdown to 2012 with a smile!

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