

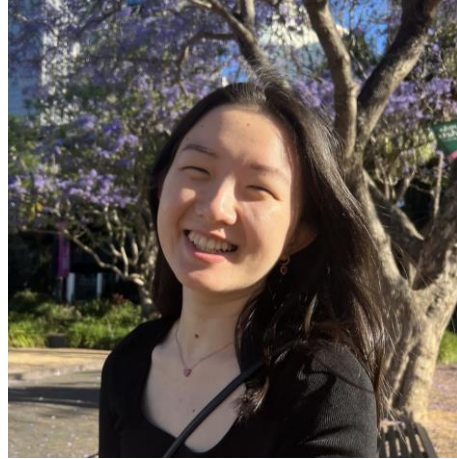


# Co-creation as a means for meaningful engagement in health messaging

**UNSW Health Promotion Unit - Mental Health Portfolio**  
**Karen Yuen & Teresa Sheng**  
[healthy@unsw.edu.au](mailto:healthy@unsw.edu.au)



# Meet the presenters



Teresa Sheng (she/her)  
Student Minds  
Program Assistant



Karen Yuen (she/her)  
Senior Project Officer  
- Mental Health

# UNSW Health Promotion Unit



Belinda Meggitt  
*she/her*



Madhav Raman  
*he/him*



Karen Yuen  
*she/her*



Kalyisah Farid  
*she/her*

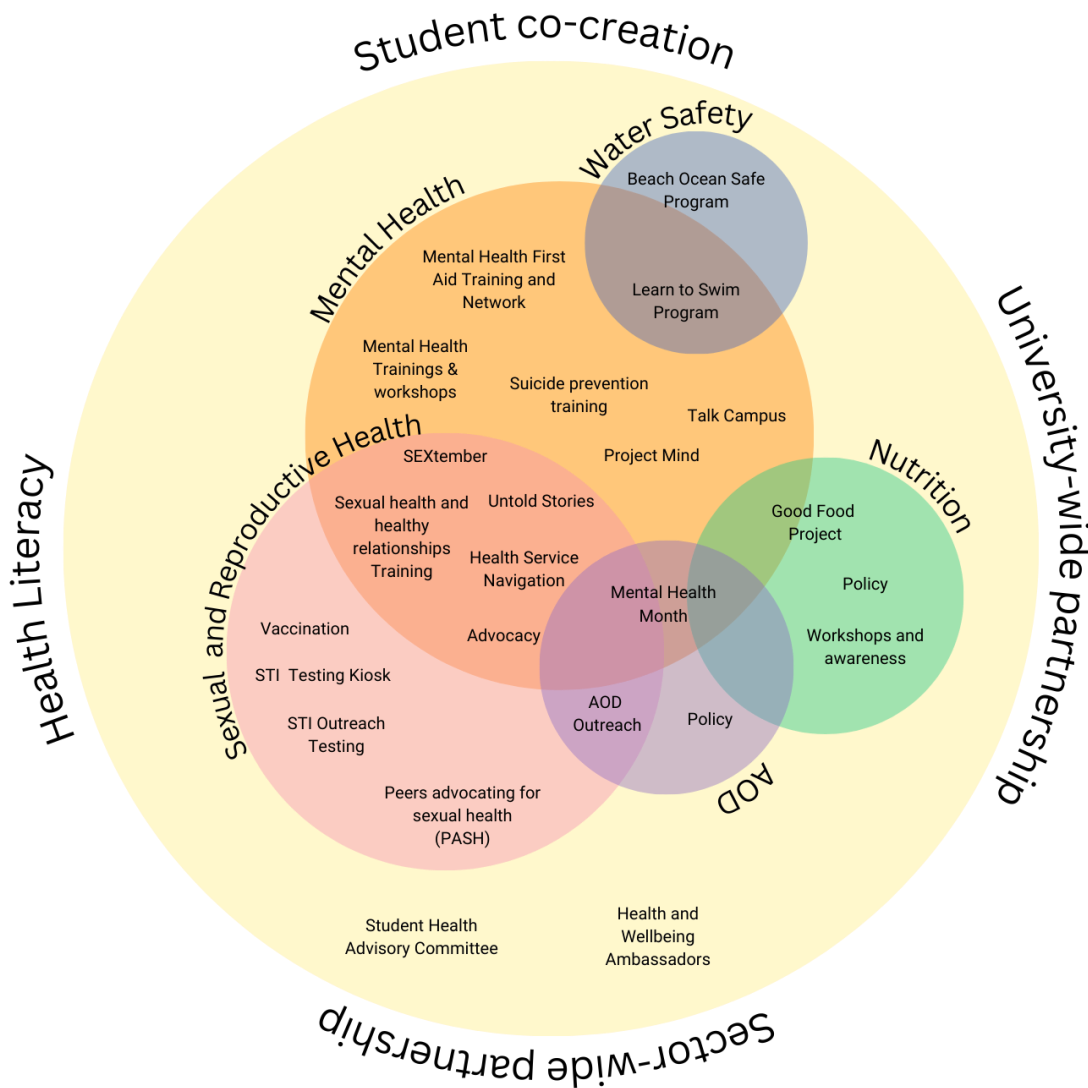
# UNSW Health & Wellbeing Ambassador (HWA) Executive Team





# UNSW Health Promotion

Focus on health literacy, capacity development, communications and settings-based changes. Deliver these using co-creation models



# Core Values

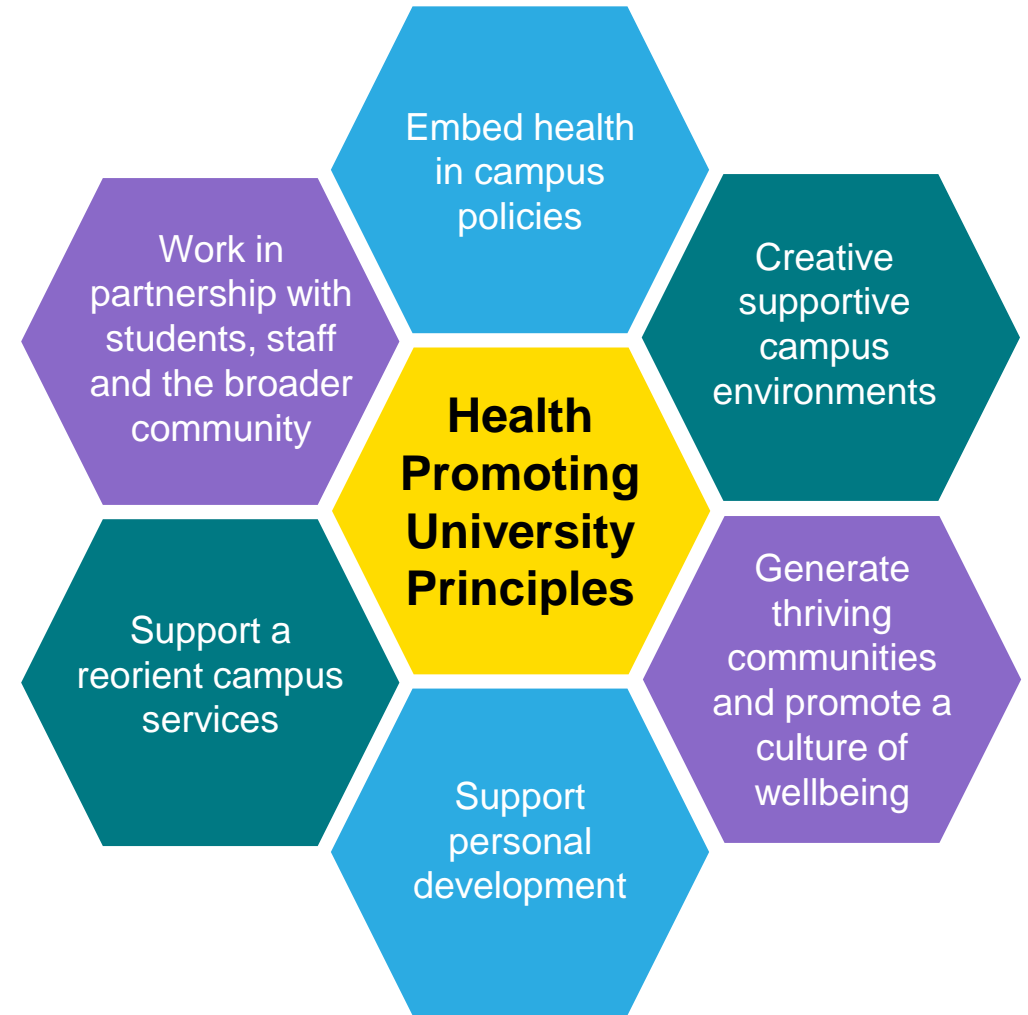
## Our Goal

Create a university environment that supports and promotes opportunity for students to thrive.

We work in partnership with students, staff, and the broader community to support and promote the health and wellbeing of UNSW students

We recognise that the wellbeing of students is interdependent with that of the community and the planet

Student wellbeing exists on a continuum and our role is to help them navigate the health and wellbeing services available to them



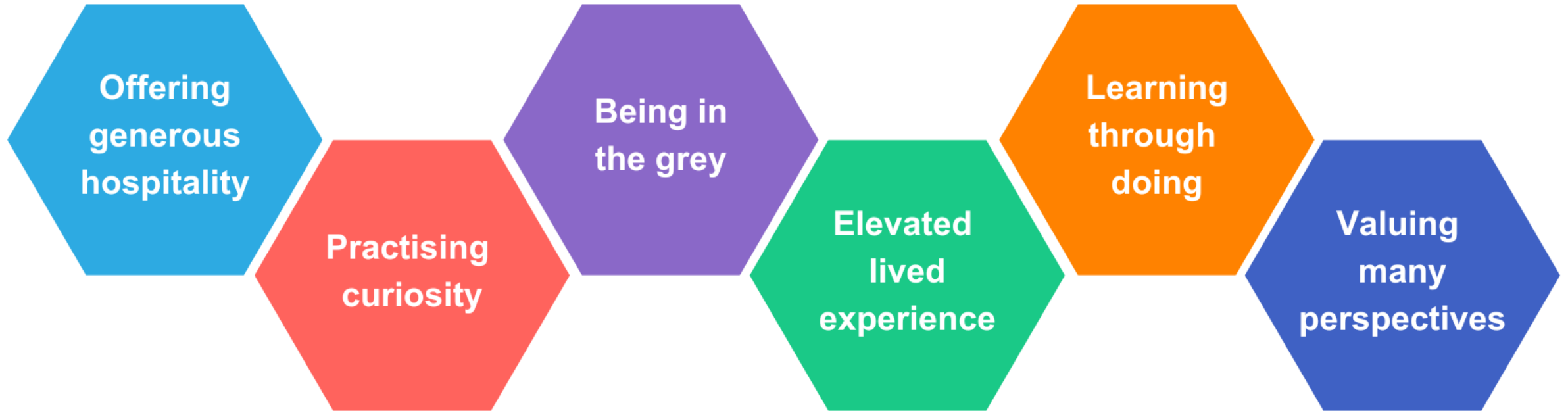
***“Co-design is more than a process.  
It is a social movement focused on  
challenging and changing  
inequitable power structures.  
Designing with, not for people.”***

KA McKercher



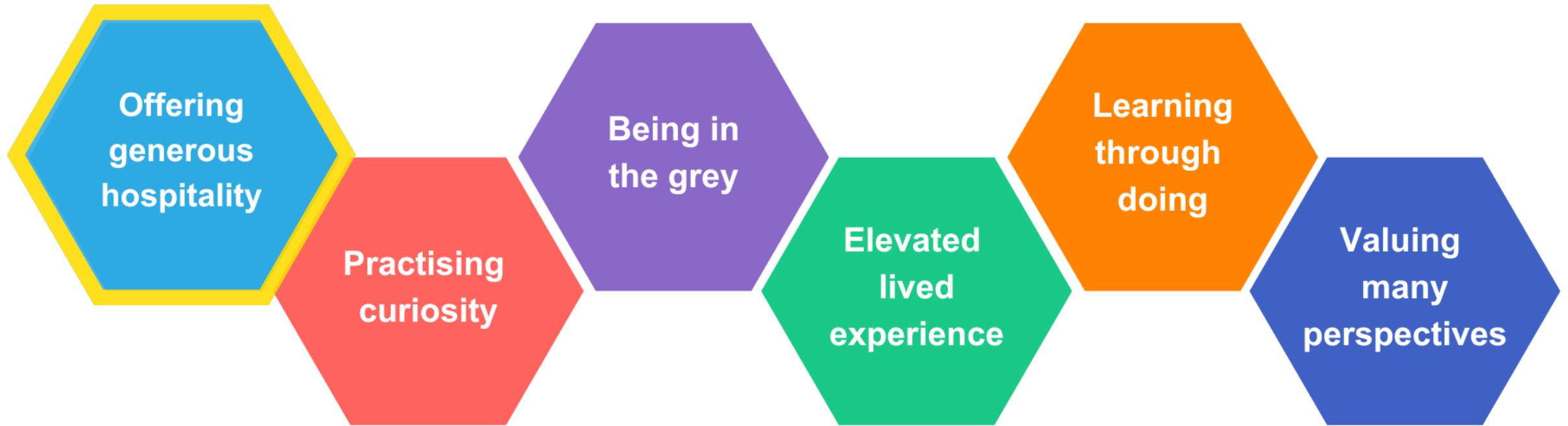
**UNSW**  
SYDNEY

# Six Mindsets for Co-Design



KA McKercher (2020)

# Six Mindsets for Co-Design: Offering generous hospitality

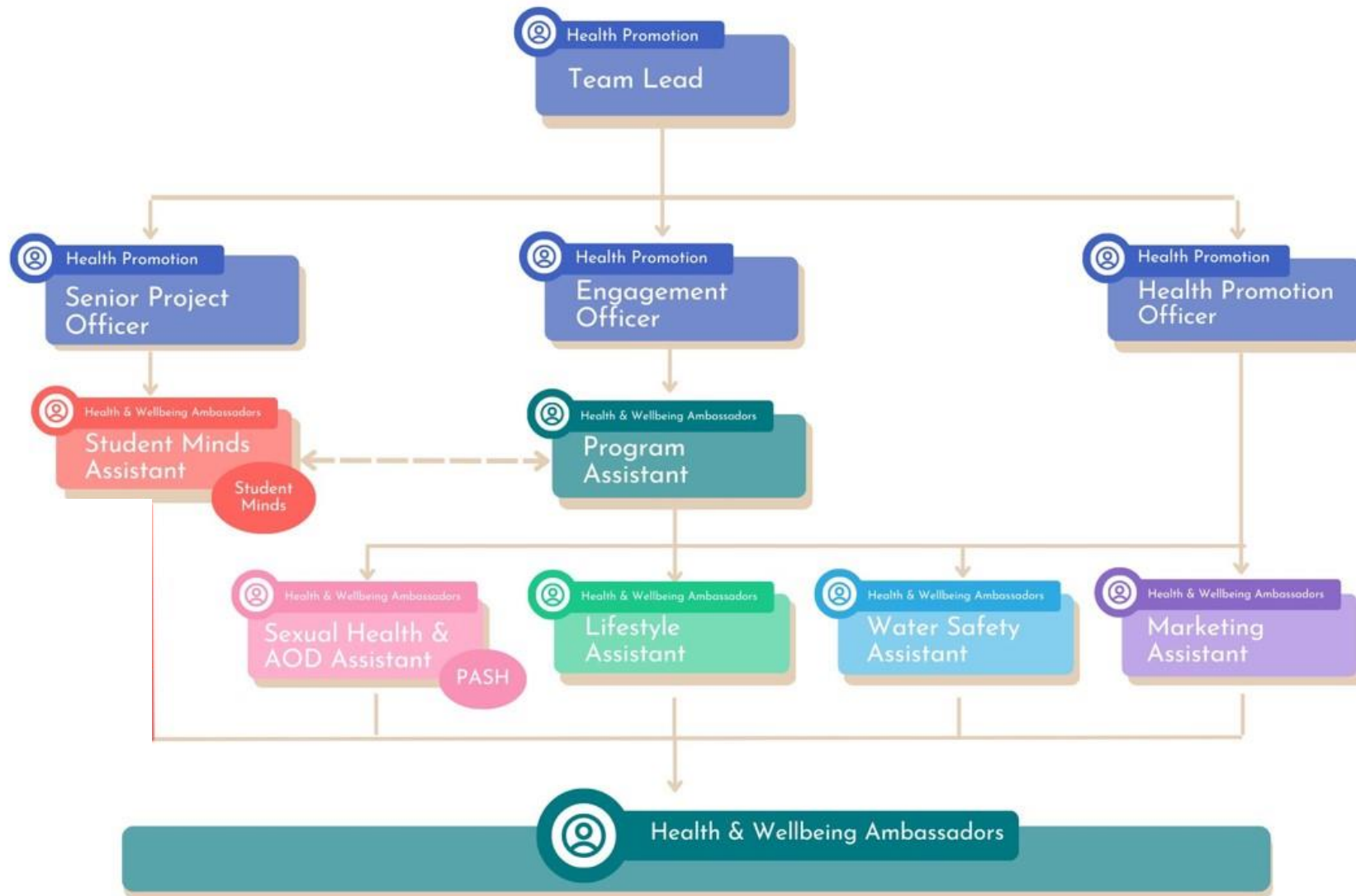


KA McKercher (2020)

# Four Dimensions of Hospitality



KA McKercher (2020)

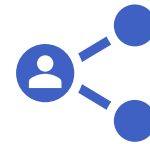


Structure of the Health and Wellbeing Ambassador Program and Health Promotions Unit

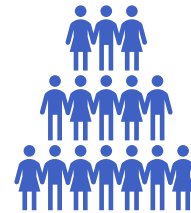


# Health and Wellbeing Ambassadors

Students passionate about health and wellbeing, co-designing health promotion campaigns and resources with the Health Promotion Unit



Peer-educators leading initiatives and conversations that promote health and wellbeing

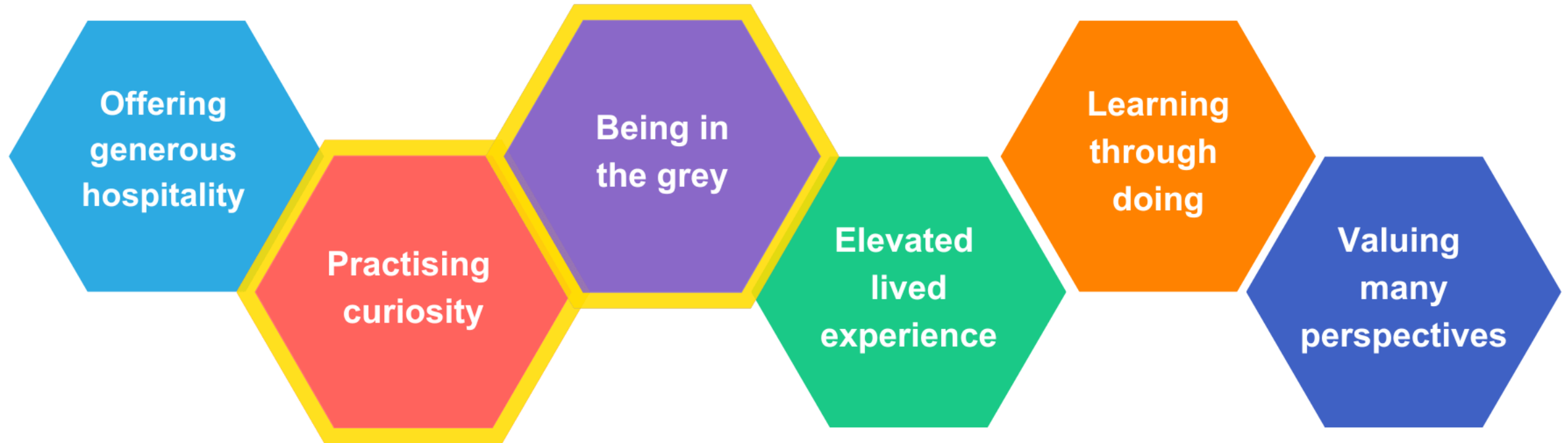


Led by 5 student executives who manage a team of over 100 volunteers.  
Team lead embedded within the Health Promotion team



Student Minds is a sub-group of volunteers with an interest in student mental health

# Six Mindsets for Co-Design: Practising curiosity & Being in the grey



KA McKercher (2020)

# Case study 1: 'How Are You Feeling' campaign



# 'How Are You Feeling' campaign on social media



*Feel Well*

Feeling tired is natural, especially when you're experiencing:

- Uni stress
- Being overworked
- Insufficient sleep
- Inconsistent eating
- Anxiety
- Depression

Constant fatigue, however, may be a symptom of more serious issues.

That's when you should consider seeing a professional.

*Feel Well*

Sleep might feel secondary to other priorities...

But sacrificing quality sleep leads to "problems with thinking, concentration, memory, reaction time and mood".

zzzzz

Preventative Health SA, 2023

Practising Good Sleep Hygiene

Sleep hygiene refers to a "series of healthy sleep habits that can improve your ability to fall asleep and stay asleep".

"What you eat and drink, the medications you take, how you schedule your days and how you choose to spend your evenings" has a massive impact on sleep quality.

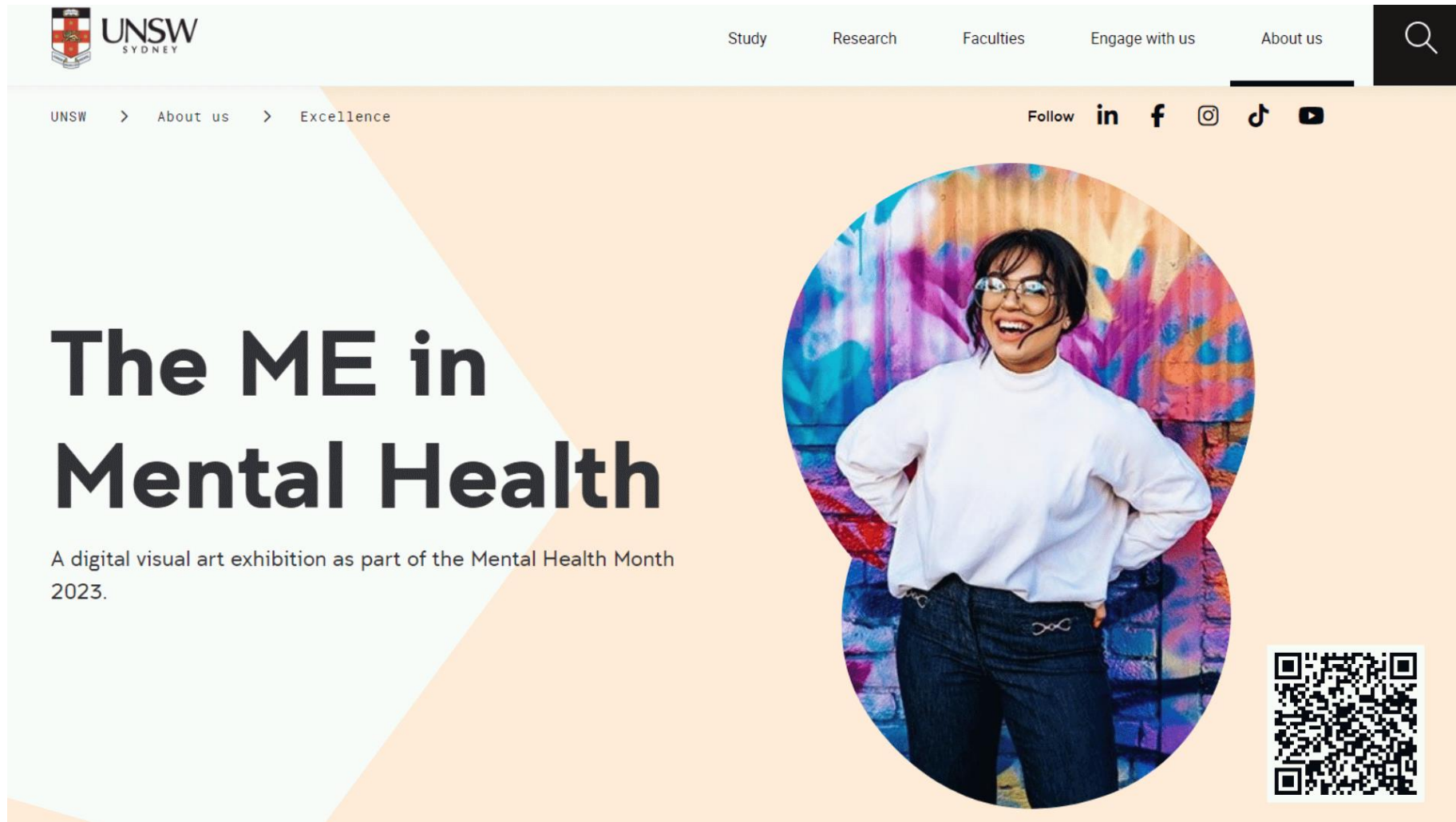
zzzzz

American Academy of Sleep Medicine, 2020

### Here's Some Sleep Hygiene Tips!

- Get Cosy**  
Keep your bedroom at a comfortable, cool temperature. Avoid bright lights and loud noises before bed time.
- Wind Down**  
Establish a routine that prepares you to sleep.
- Get Enough Sleep**  
Adults are recommended at least 7-8 hours of sleep per day.
- Avoid Sleep Stressors**  
Screens, caffeine, alcohol and large meals before bed time can affect sleep quality.
- Be Consistent**  
Get up at the same time every day, even on weekends and vacations.

# Student Artworks



The screenshot shows the UNSW Sydney website header with navigation links for Study, Research, Faculties, Engage with us, and About us. A search icon is located in the top right corner. Below the header, a breadcrumb trail reads 'UNSW > About us > Excellence'. Social media icons for LinkedIn, Facebook, Instagram, TikTok, and YouTube are displayed with the text 'Follow'. The main content area features a large circular image of a smiling woman with glasses, wearing a white turtleneck and dark jeans, standing in front of a colorful, abstract mural. To the left of the image, the title 'The ME in Mental Health' is displayed in a large, bold, black font. Below the title, a subtitle reads 'A digital visual art exhibition as part of the Mental Health Month 2023.' A QR code is positioned in the bottom right corner of the main content area.

UNSW SYDNEY


Study Research Faculties Engage with us About us

UNSW > About us > Excellence

Follow in f @ 🎵 📺

## The ME in Mental Health

A digital visual art exhibition as part of the Mental Health Month 2023.



# 'How Are You Feeling' campaign printed resources



## Feeling tired?

**Sleep hygiene** is a series of healthy habits that help you get good quality sleep every night. This includes what you eat and drink, your daily schedule including your evening routine, and medications, for example. Try each one below.

### Get Cosy

Keep your bedroom at a comfortable, cool temperature. Avoid bright lights and loud noises before bed time.

### Avoid Sleep Stressors

Screens, caffeine, alcohol and large meals before bed time can affect sleep quality.

### Get Enough Sleep

Adults are recommended to have at least 7-8 hours of sleep per day. How many hours do you need to feel well-rested? Schedule this.

### Wind Down

What's in your evening routine? Choose habits that prepare you for sleep, like skincare, tidying or relaxing music.

### Be Consistent

Try to sleep at about the same time every day, even on weekends and holidays.



Want support?  
**UNSW Health & Wellbeing**  
[unsw.to/wellbeing](https://unsw.to/wellbeing)

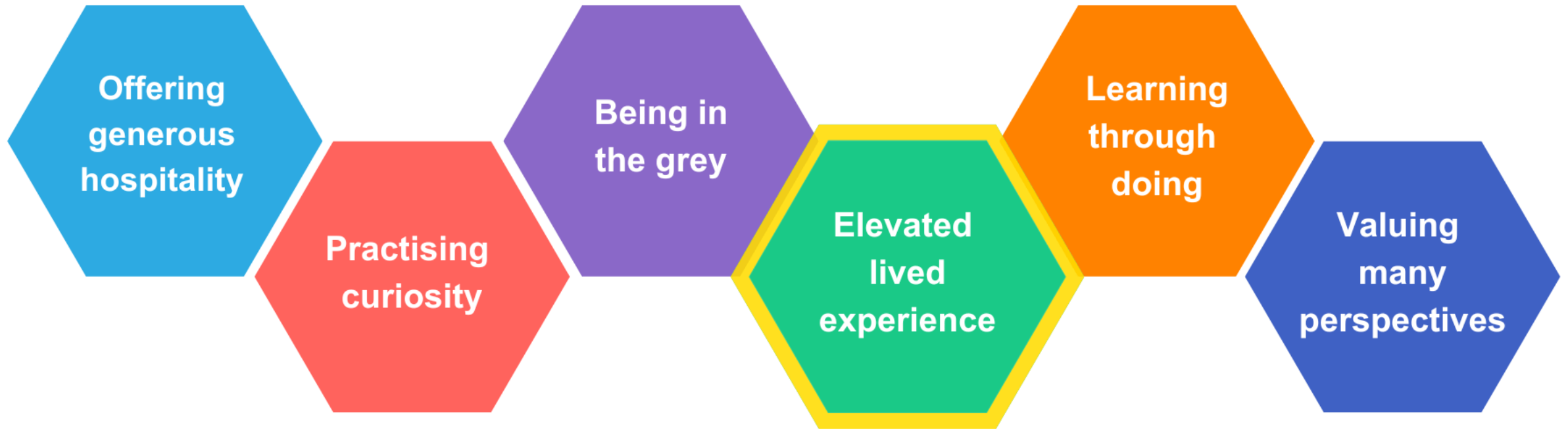


Artwork  
**Singularity**  
Jojo Vu

# 'How Are You Feeling' resource distribution




# Six Mindsets for Co-Design: Elevated lived experience



KA McKercher (2020)

# 'How Are You Feeling' campaign printed resources



 **Feeling anxious?**

**Feeling anxious** is a common emotional response to stressful situations, and usually goes away. It can make your breathing rapid and shallow.

**Box breathing** is a relaxation technique that resets your breath to alleviate stress. *Trace the box as you go along.*

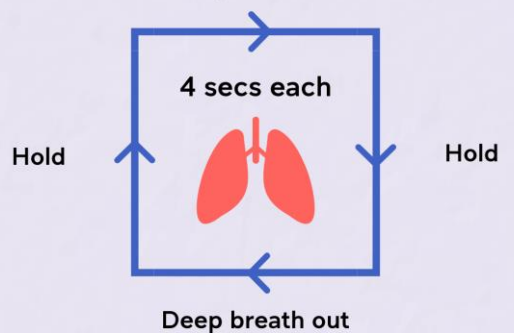
Deep breath in

4 secs each


Hold


Deep breath out

Hold



**Still feeling anxious?**  
It might be helpful to speak to someone you trust, or a counsellor by booking an appointment at [unsw.to/mhc](https://unsw.to/mhc).

 **Want support?**  
UNSW Health & Wellbeing  
[unsw.to/wellbeing](https://unsw.to/wellbeing)

 **Artwork:**  
Matti  
100,000 Marks of Anxiety

# Case study 2: Relax & Recharge Stations

**Relax &  
Recharge  
Station**

# A pilot to improve food security and wellbeing



- 2 locations at UNSW campus
- 9 weeks of access for students to fresh fruit and vegetables, and wellbeing resources
- 180+ student survey responses
- UNSW Minimal Risk Ethics approval (HREC7101)

# What did we find?

## Food bank/charity Use

19% Often use

42% Sometimes use

## Awareness of R&R Station

76% Aware

22% Not aware

**“I am a first-year PhD student; I found I needed all the Relax and Recharge Station services introduced in this survey, even though I wasn’t familiar with them before. Now that I am aware of these services, I would like to have more information about them.”**

# Six Mindsets for Co-Design: Learning through doing & Valuing many perspectives



KA McKercher (2020)



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**medibank**  
For Better Health

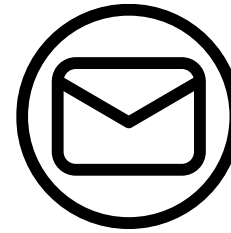
- Alixia Shafira Caesarion
- Helen Han
- Matti
- Jojo Vu
- Tanvi Jaiman



**hwa**  
HEALTH & WELLBEING  
AMBASSADOR PROGRAM



**Contact us**



[healthy@unsw.edu.au](mailto:healthy@unsw.edu.au)



[@unswhealth](https://www.instagram.com/unswhealth)

## References

International Conference on Health Promoting University Colleges. *Okanagan Charter : An international charter for health promoting universities & colleges*. 2015.

McKercher, K. (2020). *Beyond Sticky Notes. Doing Co-design for real: mindsets, methods and movements*. Sydney, Australia: Beyond Sticky Notes.



# Thank You



**UNSW**  
SYDNEY