

Overview

[The Global Health Education and Learning Incubator at Harvard University](#) (GHELI) supports interdisciplinary education about world health through the production, curation, and dissemination of educational public goods. This exemplar work was a final project for “World Health: Challenges and Opportunities,” a General Education course at Harvard College taught by GHELI Faculty Director Sue J. Goldie. For this creative assessment designed with support from GHELI, students systematically analyze a societal health challenge they care about and create a “real world” product intended to influence policy or motivate change.

Abstract

A PSA raising awareness about suicide and mental health among young women in the U.S.

Artist

Oksanna Samey (2022)


Caption

Despite the heightened visibility of other diseases in the global population, mental illnesses constitute a significant risk to numerous subpopulations. Nowhere is this more evident than the United States, where various mental illnesses create unique risks for young women. In the year 2019 alone, mental illnesses like depression, anxiety, bipolar disorder and schizophrenia accounted for 6.5% of the total disability-adjusted life-years (DALYs) recorded. However, when these metrics are adjusted for age and sex, clear patterns of increased risk in women and girls appear. For girls aged 5-14 and women aged 15-49, mental illnesses constituted 18% and 16% of DALYs respectively, a more than 10% increase from the national average. DALYs caused by depression are 5% higher in these groups, and 3% higher for anxiety. Similar trends are evident in mortality.

Artist Lens

From the outset of 2022, popular media has been inundated with news stories surrounding the suicides of several prominent young women. While shocking to many, their deaths indicate the severe mental health crisis facing the United States. "The Storm" is a four-minute public service announcement (PSA) designed to air as an online media or television advertisement. These media are most likely consumed by members of the target audiences. To accommodate time constraints, the PSA is designed in three sections: 1) Storm Preparedness, 2) Mental Health, and 3) The Text Message. Although these sections are complementary, the "Mental Health" section is designed as a standalone if needed due to advertisement time limits.

The target audiences are predominantly female consumers aged 12-60 on the online video platform YouTube or television programs. Within this range, the primary audience is young women aged 12-40 who may suffer from mental health issues or have a loved one who does. The secondary audience is adult women who may be mothers or maternal figures to young women who suffer from mental health challenges. A tertiary target audience is adult fathers or father figures who also struggle to help young women in their lives navigate mental

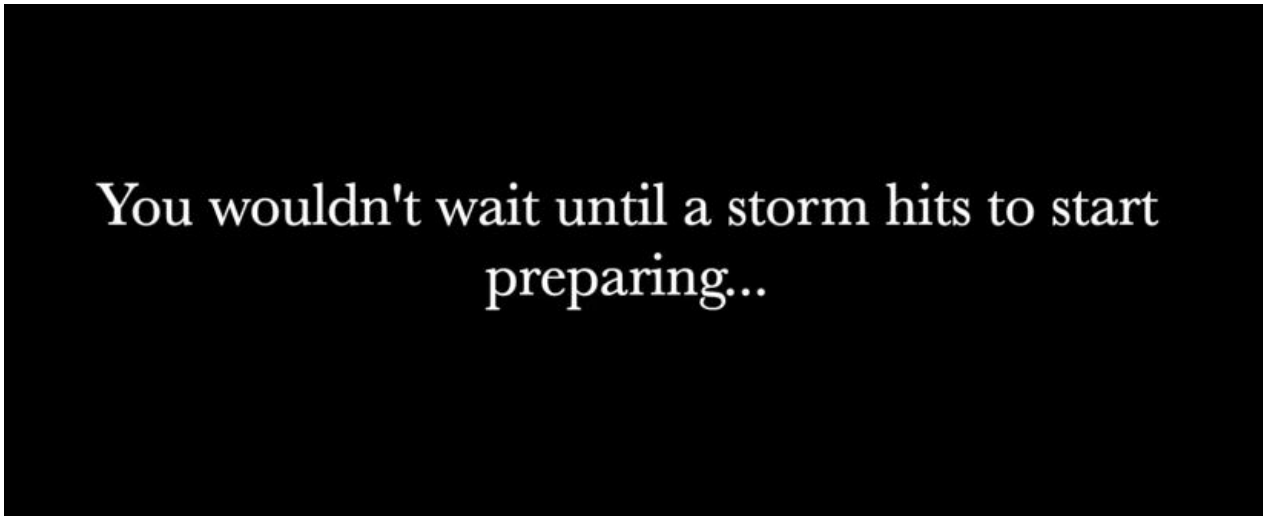


health challenges. All these audiences are intended to take away a common message: discuss, challenge, and treat mental illness before it leads to suicide.

[Watch Oksanna Samey Reflection](#)

Media

Video



You wouldn't wait until a storm hits to start
preparing..

[Watch The Storm](#)