Assignment 3: Visualising Mental Health GRAP 3006 Communication Design Studio 4 Study Period 2

Student Mental Health
The Greenspace Project

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Student Mental Health Research

"Good for the soul"

The article discusses how gardening serves as a therapeutic and mindful hobby, particularly during stressful times such as the pandemic. The main points are that:

- Gardening can be a therapeutic and mindful hobby, especially during stressful times like the pandemic.
- Engaging in gardening activities has been shown to improve mental health by reducing negative emotions and boosting positive emotions.
- Spending time in a garden or even looking at one can provide stress relief and decrease mental fatigue.
- Gardening promotes the release of endorphins and serotonin, contributing to a sense of happiness.
- Gardening offers physical exercise, serves as a form of catharsis, and teaches acceptance and letting go of perfectionism.

"The health benefits of community gardening"

The article discusses the potential benefits of community gardens in promoting health literacy and improving health outcomes. The main points are that:

- Community gardens have the potential to improve health literacy and promote better health outcomes by providing a platform for individuals to access and understand health information.
- Engaging in gardening activities in community gardens can contribute to exercise, better diet, psychological well-being, communication, and social contact, leading to improved overall health and well-being.
- Community gardens can play a role in addressing health inequities, particularly among vulnerable populations such as Maori communities, by promoting sustainable living, providing access to healthy food, and mitigating the effects of climate change.
- Nurses can play a crucial role in leading and facilitating community garden initiatives, fostering rapport, trust, and better healthcare relationships with patients, and promoting health behaviour change and self-care.
- The primary health sector, including primary healthcare nurses, has the potential to drive innovative changes in healthcare delivery by prioritising holistic initiatives, diversity, and sustainability, thereby benefiting individuals and their communities in the long term.

[&]quot;'Good for the Soul': This Is How Ambulance Dispatcher Adam Unwinds after a Big Week." 2021. ABC Everyday. October 9, 2021. https://www.abc.net.au/everyday/gardening-cathartic-hobby-for-mindfuless-mental-health/100507966#.

Student Mental Health

Solution Brainstorm

Lecture notes

- Need to find a design solution that focusses on physical/mental health + nutrition while breaking the stigmas surrounding mental health and raise awareness of its importance.
- Solution could help studentds find a balance in studying and personal life.
- Average early signs of mental illness is 14, but most people do not seek help until adulthood.
- Need to find coping mechanisms to reduce stress levels this could be looking at personal drivers or changing habits.
- Find ways to look at mental illness and stress in a positive light (break the negative stigma).
- What are we looking to address? Are we creating a solution from a uni, an outside or individual perspective. What individuals are we targeting and how?
- Find the point of intervention.
- Motivation; a reason for the person to follow through.
- · Making it easy for them to do.

Deliverable brainstorm:

- Games
- Cards
- Apps
- Exercises
- Affirmations
- Journals
- Rewards
- Cues/reminders
- Prevention vs treatment
- Colouring books
- Art therapy
- Animal therapy
- Group activities
- Mood tracking
- Prompt cards
- Organisation techniques
- Community garden
- Meditation

Concept development

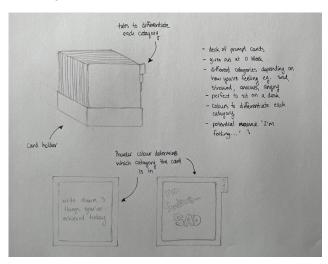
Concept 1:

Uni Connect

Instant online chat platform that connects students from the same university, anonymously.

- Opportunity to make new friends anonymously and if the chat goes well you can both consent to sharing email address's.
- No one online? Enter email address to be notified when the spike in users hits.
- No account required just enter your student ID university would need to create database of all student ID's.
- The end goal doesn't have to be to find friends could just be a once off opportunity to rant to someone with no strings attached, feel heard without being seen.
- As at it's core it's a platform to help mental health and loneliness may need to consider an optional report button. No live chats will be monitored unless one participant decides to report and in which case the contents of chat and both student ID's will be shared with the university to be dealt with at their discretion.

Concept 2:



Concept 3:

Community Garden

"The Patch"

Benefits for Students

- Reducing stress
- Promote sense of belonging
- Increase mindfulness
- Promote confidence amongst peers
- Create a space for people to meet
- Learn new skills (cause and effect, general gardening, seasonal planting guide)
- Provides sense of ownership
- Integrate different communities
- Nurture existing cultural identities

Benefits for University

- Sustainable urban environment
- Education: Incorporating fruits and vegetables and the health benefits, learn about productive gardening, biodiversity and sustainability
- Visual appeal: get students to hang around the university outside of class time
- Creates green oasis in a city campus

Products/Campaign

- Take home harvest packs for volunteers
- Study zone in garden
- Sell herbs/seeds/seedlings
- Students love free food, providing healthy alternatives once a week, friday afternoons, scan uni card and receive meal of the week
- Funded through donations and selling harvest packs

Concept Selection and Further Development

The Campus Greenspace Project

Proposal: Why do we think a garden space will improve students mental health?

Outcome: Embed the concept and solution into the campaign and designs

Find supporting articles that promote the connection between mental health and gardening/time in nature. Teacher mentioned literature that said 90mins in nature each week can improve your mental health (potentially written by ABC). Find research that looking at nature can also help mental health.

Create a QR Code found in the garden that will link you to upcoming events, how to volunteer, and take home harvest boxes.

Live stream of garden (like surf cams) > looking at nature while studying can promote mental health

Find a space within uni sa that the community garden could be situated and mock up how the space could be repurposed and utilised

Marketing Campaign:

- QR Codes links to gardening tips, recipes, upcoming events in 'the patch'.
- Posters around Uni
- Email campaign
- Package design: Harvest boxes, seed packs, take home planter boxes
- DIY Cards: How your take home seeds and planter box will grow, health benefits etc

Project Proposal:

Find articles relating to this topic Pick 3 positive outcomes from each article Combine repeating 3 outcomes from all articles Write proposal outlining what the community garden will offer, including those 3 outcomes
Find a space within the campus to put the garden
Write a mission statement

Marketing Deliverables:

- Create logo for "The Patch"
- · Finalise nice mock up of garden to present
- Create general poster, email campaign, package design for boxes, event poster?, personalised seed packs for DIY home planter box, DIY recipe cards
- Interactive QR Code: Log in and watch the garden remotely (Find article supporting the idea that looking at nature improves mental health)
- Interactive QR Code: Online forums discussing events, working bees, talking to other volunteers to create a sense of community
- Social media campaign, graphics, live stream, content

The information that we collect has to be translated onto the final poster.

Business Proposal

Introduction:

The Campus Greenspace Project is a proposal to establish a community garden at the University of South Australia (UniSA). The aim of the project is to create a sustainable, inclusive, and engaging environment for students, staff, and the wider community. The garden will provide an opportunity for people to connect with nature, learn about sustainable practices, and foster a sense of community on campus.

Benefits to Students and the University:

The Campus Greenspace Project has the potential to provide numerous benefits to both the students and the University, including:

- Improved Mental Health: Gardening and spending time outdoors has been shown to have a positive impact on mental health. According to a study by Soga et al. (2017), exposure to nature can reduce stress and improve mood. Additionally, a study by Bratman et al. (2015) found that walking in nature can reduce rumination, a risk factor for depression.
- Hands-on Learning: The garden will provide an opportunity for students to learn about sustainable practices such as composting, water conservation, and organic gardening. This hands-on learning will complement classroom learning and provide practical experience for students.
- 3. Community Engagement: The garden will serve as a space for the University community to come together and engage with each other. It will provide a platform for social events, workshops, and other community activities.
- 1. Soga, M., Gaston, K. J., & Yamaura, Y. (2017). Gardening is beneficial for health: A meta-analysis. Preventive Medicine Reports, 5, 92-99.
- 2. Bratman, G. N., Daily, G. C., Levy, B. J., & Gross, J. J. (2015). The benefits of nature experience: Improved

- affect and cognition. Landscape and Urban Planning, 138, 41-50.
- 3. Van den Berg, A. E., & Custers, M. H. (2011). Gardening promotes neuroendocrine and affective restoration from stress. Journal of Health Psychology, 16(1), 3–11.

Ideas for Revenue Generation:

- 1. Selling produce from the garden at a campus farmers market or to local businesses.
- 2. Hosting workshops and classes on sustainable practices and charging a fee for attendance.
- 3. Renting out the garden space for private events such as university or corporate events.
- 4. Offering gardening services to local businesses or residents for a fee.
- 5. Selling compost or other gardening supplies to the community.
- 6. Partnering with local restaurants to use produce from the garden in their dishes.
- 7. Hosting community events such as live music or art fairs and charging admission fees.
- 8. Offering gardening internships to students for a fee.
- 9. Selling merchandise such as t-shirts, hats, or gardening tools with the Campus Greenspace Project logo.
- 10. Partnering with local schools to offer educational programs and charging a fee for participation.

Conclusion:

The Campus Greenspace Project has the potential to provide numerous benefits to the UniSA community and generate revenue for the University. By creating a sustainable, inclusive, and engaging environment, the garden will promote community engagement, handson learning, and improved mental health. With a variety of revenue generation ideas, the Campus Greenspace Project will not only benefit the University but also the wider community.

Greenspace Project –

Draft logo.

Removed the dash to simplify and clean up the overall look.

Greenspace Project Project

Greenspace Project

Final logo.







Final secondary logo.

Incorporates the look of a gardening patch.

Deliverables EDM

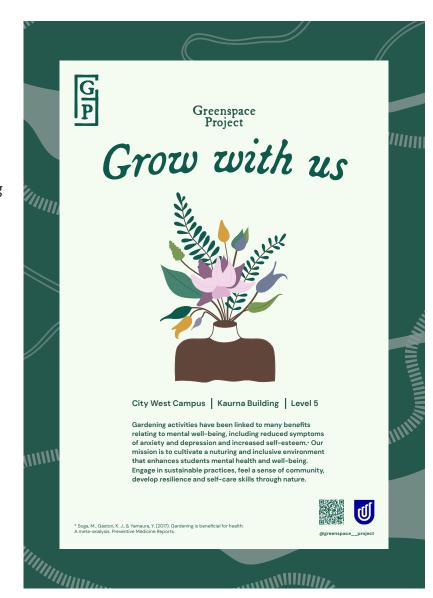
Our EDM is the first step to learning about the Greenspace Project, it is a brief but informative overview of what we offer and how to get involved.



Deliverables

Posters

Posters to be displayed around the university campus. Inform the viewer of the benefits of gardening and provide information about the Greenspace Project.





Deliverables Pocket Guide

Our pocket guide focusses on informing Greenspace participants of the mental health benefits of gardening while providing exercises and positive practices of mindfulness.

To be handed out on-site to customers and volunteers.





This can be a powerful tool to assist in

Journaling creates a safe space in an

developing mindfulness when gardening.

intimate setting, where the writer can focus on reflection, gratitude, observation,

learning, self-care and intention setting.

We understand that trying something new can often be difficult. So, here a few

journaling prompts to get you started.

Pay attention to the texture, colour, scents and sounds in the garden. Try focusing on one sense at a time deepen the mindfulness experience

How did it make you feel?

Slow down and observe the plants and their surroundings mindfully.
When we slow down and observe plants, we become fully present in the moment This practice of mindfulness helps calm the mind, reduce stress, and increase our overall sense of well-being.

Reflect on the concept of impermanence

Recall a mindful gardening moment. in the garden. How do you embrace the beauty of change and imperfection? What did you notice with your senses?

seasonal gardening tips.

Simple breathing exercises can be

practiced while at home or gardening.

One-Minute-Breath: This technique

helps to center and refocus your mind.

Step 1: Inhale deeply through your nose

Step 2: Hold your breath for a count of 5

Step 3: Exhale slowly through your mouth

for a count of 5. Repeat.

This anchors you in the present moment

Breathing Exercises:

Here's how to practice it:

for a count of 5.



SEASONAL PLANTING GUIDE

Follow this planting guide and engage in mindfulness practices!

You'll be able to enjoy the mental health benefits of gardening throughout the Australian seasons, while cultivating a deeper connection with nature and yourself.

SPRING

September to November:

- ➤ Spinach
- ➤ Kale ➤ Peas
- > Strawberries
- ➤ Lemon balm

> Lavender

As you plant the seeds or seedlings, take a moment to observe the textures and

renewal in your own life.

Capsicum Blueberries ➤ Basil Rosemary ➤ Mint

> Tomatoes

SUMMER

December to February:

While tending to your garden, engage your senses fully. Notice the warmth of the colors of the plants. Reflect or sun on your skin, the fragrant the potential for growth and aroma of the herbs, and the

vegetables. Allow yourself to

be present in the moment.

AUTUMN March to May:

> Pumpkins Butternut squash

on your mental well-being.

➤ Sage

- ➤ Calendula

WINTER June to August:

winter season.

Indoor Herb Garden Grow herbs like thyme, oregano, lemon verbena, and chamomile indoors during the

savor the flavors mindfully.

As you harvest the produce, During the colder months, tend take a moment to appreciate to your indoor herb garden the abundance of nature and with care and attention. Take a the nourishment it provides moment each day to observe Reflect on gratitude for the vibrant colors of the fruits and season's harvest and the the plants. Use the herbs in positive impact gardening has soothing teas or meals, and

GARDENING ACTIVITIES

Planting Seeds:

Once you have selected the seeds you will be planting this season, take a moment to observe and appreciate

Notice the texture, shape, and color of the seeds Reflect on the notential within each tiny seed, symbolizing the potential within yourself. Carry the sensations and intentions involved in this mindful seed planting activity into your daily life, nurturing intentions and watching them grow.

Weeding Meditation:

Weeding can be transformed into a mindful activity, focusing on the sensations and the act of letting go. As you remove the weeds, imagine that you are not only removing unwanted plants but also letting go of any negative or unwanted thoughts or emotions. With each weed you pull, visualize releasing any mental or emotional burdens. Allow the act of weeding to become a metaphorical process of letting go and creating space for growth and renewal.





MINDFULNESS & CONNECTION THROUGHOUT THE YEAR

Mindfulness Practice:

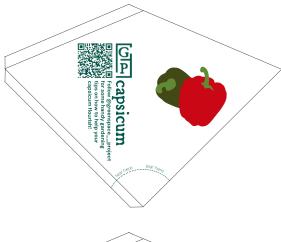
Set aside a few minutes each day to engage in mindfulness while in the garden. Focus on your breath, sensations in your body, and the sights and sounds around you. Use gardening as an opportunity to practice being fully present and cultivating a sense of peace and calm

Connection with Nature:

Reflect on the interconnectedness of all living beings. Observe how plants insects, and birds thrive in your garden. this harmony and how it contributes to your own well-being

Deliverables

Seed Packets







and at university events to generate revenue for garden

maintenance.



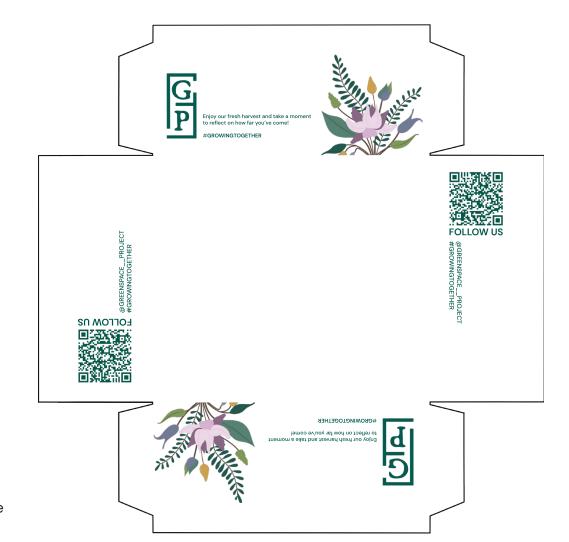






Deliverables

Harvest Box







The harvest box is an additional revenue generation opportunity, designed to hold fresh produce form the Greenspace Project to be given out and sold.

Social Media Campaign

Instagram Tiles







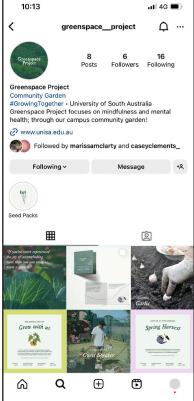














Our social media profile is our main source of information to the public and primary touch point to updating our community on upcoming events and products offered.

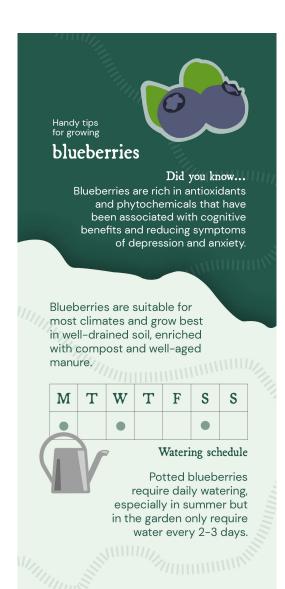
Social Media Campaign

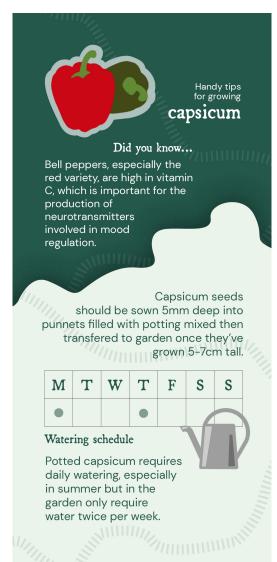
Instagram Stories (Seed Pack)

The Seed Pack highlighted story is to inform the community of best practices and processes for nurturing plants. Each seed packet sold at the Greenspace Project has a story linked to that seed.

The stories provide information on the mental health benefits of each plant, the necessary watering schedule and other useful tips about the plant.

This form of information allows the seed packets to remain simplistic in design and provide information in a modern way that can easily be revisited.







Presentation Speech Part 2

BROOKE:

Today we are presenting our project that is a part of 'Visualising Mental Health', with a specific focus on Student Mental Health in University Students.

When conducting our initial research, we found that at least 1 in 5 students suffer with something approximating a disorder: for example, anxiety and depression. We discovered that 3 out of 4 students experience significant stress, and when we compare them to their age-matched peers who aren't at university, they risk is likely higher.

In this context, our research primarily focused on University Students and their mental health needs. We recognized the unique challenges they face and the importance of addressing their well-being in a comprehensive manner.

We went to the Australian Institute of Health & Welfare and discovered that our demographic's age bracket is between 16 and 24 years old; taking up 64% of the University student population. We found that this age group is particularly vulnerable to mental health issues, as 75% of mental health problems are established by the age of 25.

Some of the common stressors that can create an unhealthy environment for students are academic pressure, financial stress, social stress and finding a worklife balance. And with this in mind, we set out to design a distinctive solution that would make a lasting impact on students suffering with mental health issues.

Introducing our design solution, the "Greenspace Project"— an example of innovation in the realm of Student Mental Health. Unlike conventional community gardens, the Greenspace Project at UniSA stands out for its emphasis on mental well-being and community building. Our vision extends beyond horticulture; we strive to create a sanctuary where students can immerse themselves in

mindfulness activities, harness the benefits of gardening, and forge meaningful connections.

Engaging in gardening and spending time outdoors has been shown to have a significant impact on mental health. Research indicates that being in nature can lead to a 50% reduction in symptoms of anxiety and a 40% decrease in symptoms of depression (Bratman, et al., 2015). Additionally, studies have found that gardening can improve mood and reduce stress, with a 30% increase in self-esteem reported among individuals who regularly engage in gardening activities (Soga, et al., 2017).

Presentation SpeechPart 2

MARISSA:

Our project distinguishes itself by seamlessly merging mental health awareness, sustainable practices, and community engagement. Our research shows that spending time in nature can have a profound impact on mental health, and our project draws upon this evidence. Notably, renowned journals such as John Hopkins Medicine and the Journal of Environmental Psychology have published studies supporting the efficacy of nature-based interventions in alleviating symptoms of depression and anxiety.

Driven by our research findings, we have developed a range of deliverables that align with the mission of the Greenspace Project. These include impactful posters and electronic direct mail (EDM) designs for promotion, utilizing QR codes to provide easy access to information and the garden's location via our Instagram page.

Our outreach efforts primarily focus on Instagram, as it serves as a dynamic platform for connecting with the UniSA community. Through this platform, we post updates about the garden's progress, announce upcoming workshops, and offer practical tips for mindfulness and gardening practices.

To further support students' well-being, we have created a comprehensive Mindfulness Pocket Guide—a valuable resource that combines gardening tips, journaling prompts, breathing exercises, and mindfulness activities. This guide empowers students to engage in self-care, enhance their well-being, and build resilience. It also serves as a gateway to our Instagram page, which features additional resources and information related to mindfulness, gardening, and the Greenspace Project.

Additionally, we have designed seed packets and harvest boxes to extend our positive mental health mindset beyond the garden. These creations enable students to continue gardening practices at home, experience the joy of cultivating fresh produce, and enjoy associated psychological benefits. The seed packets are labelled with QR codes leading to our Instagram page, offering insights into each plant's benefits and expert care advice. The proceeds from the harvest boxes support garden maintenance and inspire others to embark on their gardening journey.

In conclusion, the Greenspace Project is a community garden dedicated to integrating nature, sustainable practices, and community engagement to address Student Mental Health. We combined and harnessed the restorative power of green spaces, with community engagement, sustainable practices, and mental health solutions. This multifaceted approach aims to provide students with tools and resources to enhance their well-being and foster a sense of connection and resilience.

References:

Bratman, G. N., Daily, G. C., Levy, B. J., & Gross, J. J. (2015). The benefits of nature experience: Improved affect and cognition. Landscape and Urban Planning, 138, 41–50.

Soga, M., Gaston, K. J., & Yamaura, Y. (2017). Gardening is beneficial for health: A meta-analysis. Preventive Medicine Reports, 5, 92-99.

Design rationale

Introduction:

The Greenspace Project is a part of the larger initiative "Visualising Mental Health" with a specific focus on student mental health. The aim of this project was to deeply analyze, interpret, and define the parameters set by our clients in order to create a communication piece that would strongly resonate with our intended audience. Our objective was to develop a unique solution that would have a lasting impact on the lives of students.

Design Solutions:

The Greenspace Project is an innovative approach to student mental health, distinguishing itself from conventional community gardens by placing a strong emphasis on mental well-being and community building. Beyond horticulture, our vision is to create a sanctuary where students can engage in mindfulness activities, benefit from gardening, and foster meaningful connections.

What sets our project apart is the seamless integration of mental health awareness, sustainable practices, and community engagement. Research has shown that spending time in nature can invigorate the soul and serve as a powerful antidote to mental depletion. Studies published in renowned journals, such as John Hopkins Medicine and the Journal of Environmental Psychology, have demonstrated the efficacy of nature-based interventions in alleviating symptoms of depression and anxiety.

Deliverables:

To complement the mission of the Greenspace Project, we have developed a range of deliverables:

Posters and Electronic Direct Mail (EDM): These
promotional tools encapsulate the essence of the
Greenspace Project, highlighting our mission, the skills
students can acquire, and the opportunities for personal
growth. Strategically designed with QR codes, the posters
lead interested individuals to our Instagram page, providing

- easy access to information and the garden's location
- Social Media Engagement: Instagram plays a pivotal role in our outreach efforts. It serves as a dynamic platform for connecting with the UniSA community, sharing updates about the garden's progress, announcing upcoming workshops, and offering practical tips for mindfulness and gardening practices.
- 3. Mindfulness Pocket Guide: This comprehensive resource combines gardening tips, journaling prompts, breathing exercises, and mindfulness activities. The guide empowers students to engage in self-care, enhance their well-being, and cultivate resilience. It also serves as a gateway to our Instagram page, which offers a wealth of additional resources and information related to mindfulness, gardening, and the Greenspace Project.
- 4. Seed Packets and Harvest Boxes: These creations extend the positive mental health mindset beyond the garden. Students can continue their gardening practices at home, experience the joy of cultivating fresh produce, and enjoy the associated psychological benefits. The seed packets are labeled with QR codes that lead to our Instagram page, providing insights into each plant's benefits and expert care advice. The proceeds from the harvest boxes support the garden's maintenance and inspire others to embark on their gardening journey.

Conclusion:

In conclusion, the Greenspace Project is a rooftop community garden dedicated to student mental health. It integrates the restorative power of nature with community engagement, sustainable practices, and mental health solutions. By offering a holistic approach to well-being through gardening, mindfulness, and community connections, the Greenspace Project aims to make a lasting impact on the lives of students, promoting their mental well-being and fostering a sense of belonging.