



Faculty of Applied and Creative Arts

**RAISING MENTAL ILLNESS AWARENESS AMONG
STUDENTS OF HIGHER EDUCATION INSTITUTIONS
THROUGH ADVERTISING CAMPAIGN STRATEGY**

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**Bachelor of Applied Arts with Honours
(Design Technology)
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STUDENTS OF HIGHER EDUCATION INSTITUTIONS
THROUGH ADVERTISING CAMPAIGN STRATEGY**

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This project is submitted in partial fulfillment of
the requirements for the degree of Bachelor of Applied Arts with Honours
(Design Technology)

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Masters

PhD

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ABSTRACT

The objective of this study is to identify the main mental illness issues among higher education students. It is also analyze the effectiveness of advertising campaign strategy among Higher Education Institutions student. Based on that, video advertisement campaign about depression is created. Besides, students of higher education will expose about depression and seek help if they are having any of its symptoms.

Keywords: *mental illness, depression, awareness campaign, video advert*

ABSTRAK

Objektif kajian ini adalah mengenalpasti masalah isu utama kesihatan mental dalam kalangan pelajar pendidikan tinggi. Kajian ini juga menganalisis keberkesanan strategi kempen iklan di kalangan pelajar Institusi Pengajian Tinggi. Oleh itu, kempen iklan video mengenai kemurungan telah dibuat unntuk mendedahkan para pelajar pengajian tinggi tentang kemurungan dan meminta pertolongan segera jika mereka mengalami gejala-gejalanya.

Kata Kunci: *Masalah kesihatan mental, kemurungan, kempen kesedaran, iklan video*

CHAPTER 1

INTRODUCTION

1.1 Background of study

Mental illness is one of the biggest issues worldwide which has become an epidemic one out of every four people in the world. Mental illness, also known as mental health disorders is a public health agenda worldwide which greatly affect children, youth and adults. It is responsible for high social and economic costs in daily life through thinking, behavior, feeling and mood changes. Mental health is an important physical health and there are no clear causes that cause mental illness.

United States of America has the highest rate of mental illness issues. Millions of people in the U.S. are affected by mental illness each year. It affected 1 in 5 adult with mental illness, 1 in 25 adult with serious mental illness and 1 in 6 youth aged 6 to 17 with mental health disorders each year. This leads to suicide case among people in the U.S which suicide is the second leading cause of death among people aged 10 to 34 and the tenth leading cause of death in the U.S.. The suicide rate was increased by 31% since 2001 (National Alliance on Mental Illness (NAMI), 2019).

In Malaysia, there has been three times the number increase in mental health problems for the past 20 years. According to Mental Illness Awareness and Support (MIASA), (2019), mental illness is expected to be the second highest form of health problem among Malaysians by 2020. 1 in 3 Malaysians suffer from mental illness issues, 80% caused by family discriminator, 61% believe that sufferers are to be blamed for their condition and 76.5% of Malaysians believe there is no such thing as mental health (SOLS Health, n.d.). Every three in 10 adults aged 16 years and above have suffer from some form of mental health issues (National Health and Morbidity Survey, 2017).

Awareness is a knowledge or action to understand a current situation that is based on experience or information. Mental health awareness can be increase among all people especially students of higher education through campaign and marketing. Awareness campaigns for specific diseases and medical issues can be limited in scope, but when it comes to mental health, simply talking about the heavily stigmatized topic seems to help normalize it (Miller, 2013). According to Dev et al. (2017) the awareness of mental health disorders which known as Mental Health literacy can be say as beliefs and knowledge about mental disorders. It is also stated that young generation and Higher Education (HE) students have their own opinions about mental illness in every section of the society.

Recently in Kuala Lumpur, Sime Darby Property Bhd and Yayasan Sime Darby launched a five month long mental awareness campaign that is targeting children, youth and public. Mental Illness Awareness and Support Association (MIASA) and Malaysian Mental Health Association (MMHA) have collaborated for The Great Mind campaign which aims to focus on three issues such as raising awareness, educating society on early identification of mental health issues and engaging stakeholders on how to care for their mental health (Kana, 2019).

1.2 Statement of the Problem

The study was conducted because mental health issues among students in higher education institutions are uprising. It is believe to be affect their education and learning process either in school or in campus.

According to Thorley (2017), poor mental health and wellbeing are affecting students' academic performance in higher education. Due to the lack of support and treatment that cause poor mental health among students, university is experiencing an increased risk of students dropping out and most of the risk is death by suicide.

This is evident in the high levels of mental distress reported by students, and the extent to which universities have experienced dramatic increases in the number of students seeking counselling support.

1.3 Research Questions

This research is guided by research questions. The research questions are:

1. What are the main mental illness issues among higher education students?
2. What are students' of Higher Education Institutions perceptions towards existing advertising campaign strategy?
3. How to expose students of higher education institutions to learn more about mental health disorders?

1.4 Research Objectives

The broad objective is to study about mental illness among Students of Higher Education Institutions. The specific objectives of the study are:

1. To identify the main mental illness issues among higher education students.

2. To analyze the effectiveness of advertising campaign strategy among Higher Education Institutions Students.
3. To create mental illness awareness campaign that expose students of higher education institutions to gain more knowledge about mental health disorders and seek help immediately when they are facing it.

1.5 Scope of Research

The research main focus are the student of higher education institutions, Sentosa Hospital, counselor from The Faculty of Cognitive Sciences & Human Development at Universiti Malaysia Sarawak (UNIMAS) in Kuching, Sarawak. All data are collected from these different categories.

1.6 Limitation of Research

The research focuses on mental illness awareness among students of higher education institution from age 18 to 25. (Brown, 2016). This research will not cover other primary and secondary students' mental illness awareness. The research is also focuses on advertising strategy and awareness campaign and it will not cover any services provided for mental health. Therefore, due to limitation of time and resources, this research only conducted on higher education institutions in Kuching.

1.7 Significant of Research

The study would be done through interview on two experts which is 1 counselor and 1 psychiatrist and focus group on students of higher institutions. The findings of this study will contribute to the benefit of society considering that marketing strategy plays an important role in increasing mental illness awareness today. In addition, it is hoped that this research will be the beginning of an ongoing future research.

1.8 Summary of Chapter

The study aims to investigate the main issues of mental illness among students of higher education institutions. It is also aims to analyzes the effectiveness of advertising strategy among Higher Education Institutions students. This study helps me to create mental illness awareness campaign on video advertising campaign strategy that expose and benefits them to learn more about mental health disorders. This research provides a better understanding of mental illness among the students and may elucidate important means of promoting well-being and self-awareness.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter begins by reviewing literatures on definition of mental illness, types of mental illness and mental illness in Malaysia. This chapter will also review a brief on 2 types of existing Advertising Strategies and awareness campaign on mental health issue. The goal of this literature review is to highlight the implications from the literature and develop the conceptual framework for the future study.

2.2 Mental Illness

Mental illness is a disease that affect people psychological, emotional and social well-being. It is believed to be a rare condition and only “happen to someone else.” According to National Alliance on Mental Illness (2013), mental illnesses are medical conditions that often lead to a decreased ability to meet normal lifestyle demands. It is also affected people of any race, religion, age or income. Mental illness are not the consequence of individual shortcoming, lack of character, or poor childhood. Good news is it can be treatable, and it is possible to recover from it.

Therefore, mental illness is common and around 44 million people in America suffer from mental illness each year. (Mental Health America (MHA), n.d.). There are nearly one out of five U.S. grown-ups live with a mental illness (46.6 million out of 2017). Mental illness debilitating a whole mankind. A study by Schoenfeld & Cameron (2015) states that estimates 26% of the adult population have a diagnosable mental disorder in 2005. According to Harris (2018), there are more than 350 million people in the world from different ages and all communities suffer mental illness. Half of all mental illness begins by the age of 4. (World

Health Organization (WHO), 2018).

Despite the fact that it is generally acknowledged that mental illness influences a large number of individuals around the world, there is still contradiction among researchers about the fact of mental illness. According to article by Spillane (2018), majority believed that mental illness is a fact while critics argue that it is only a myth. The study shows that experts were debating about mental illness issues. Spillane (2018) also states that Albert Ellis which is the most influential psychotherapists of the twentieth century argued that mental illness is a fact meanwhile Thomas Szasz is the most influential critic of mental illness argued that mental illness is only a metaphor that people mistaken for a fact.

2.2.1 Definition of Mental Illness

There are many terms or names of mental illness such as mental health disorders, psychiatric disorder, a clinically significant disease, mentally ill, mental disease and disability of the mind. According to Duhamel's Law Dictionary (n.d) in the context of DSM-IV Catalog of Mental Disorders, mental illness is a clinically vital behavioral, psychological syndrome, pattern that happens in a personal which is related to present distress, disability or with a considerably accumulated risk of suffering death, pain, incapacity or a crucial loss of freedom.

There are some changes on the definition of mental illness for the latest DSM-V that was published on May 2013. A research by Regier, Kuhl, & Kupfer (2013) states that DSM-V was aim to addressing the limitations in the DSM-IV. The definition proposed on the DSM-V are mental illness is a behavioral or psychological syndrome or pattern that occurs in a person and it can cause consequences of clinically significant distress or disability. To put it simple, the definition of mental illness are changing from time to time to keep the information up to date.

2.2.1.1 Types of Mental Illness

There are many types of mental health disorders and almost 300 different conditions are listed in the fifth edition DSM-V (Diagnostic and Statistical Manual of Mental Disorders). According to Health Direct (2018), there are seven major groups of mental illness which are the common one is mood disorders, followed by anxiety disorders, personality disorders, psychotic disorders, eating disorders, trauma-related disorders & substance abuse disorders.

According to the brief summary of data by Ritchie and Roser (2018), any mental disorder share 13% (970 million people) of global population, followed by anxiety disorder at 3.8% (284 million people), depression at 3.4% (264 million people), alcohol use disorder at 1.4% (107 million people), drug use disorder at 0.9% (71 million people), bipolar disorder at 0.6% (46 million people), Schizophrenia at 0.3% (20 million people) and the least share of global population disorder is eating disorder which state at 0.2% (16 million people). Depression is more prevalent in women than in men (Albert, 2015).

Meanwhile, a study by The World Health Organization (2019) shows that depression is the leading cause of disability worldwide and over 300 million people of all ages suffer from depression. Study also shows that many students are suffering from depression and anxiety. According to Brown (2016), students in higher education are typically at an age that is vulnerable to developing mental illness. The peak of onset for most disorders is between the ages of 18 and 25. Over 80 per cent of full-time undergraduates fall into this age range.

2.2.2 Mental Illness in Malaysia

Mental Illness issue is one of the important issues from Malaysian Sustainable Development Goals (SDG) agenda to transform the world by the year of 2030. It is expected to be responsible for about 8.6% of total Disability-Adjusted Life Year (DALY).

Mental illness is expected to be the second highest form of health problem after heart

disease by 2020 (Lee & Lai, 2017). According to National Health Morbidity Survey (2015), prevalence of mental health problem among adult were 29.2% or around 4.2 million. It shows that two times increase pattern for the past 19 years of 10.7% in 1996 and 29.2% in 2015. By state, mental illness was highest in Sabah and WP Labuan which both are 42.9%, followed by WP Kuala Lumpur at second 39.8% and lastly Kelantan 39.1%. While it were highest among Bumiputras 41.1% and followed by others 33.2%. By gender, the issue was higher among females 30.8% than males 27.6%.

Furthermore, Lee & Ahmad (2016) state that the changing of urban society has given a direct impact on students' mental health. Malaysian government needs to look into mental health issues seriously. Malaysian Government should organized more awareness campaign in schools and train more counsellors and psychologists to help those suffering from stress, anxiety and depression.

2.3 Advertising Strategies

According to Baack et al. (2016), creative advertising can act as a mechanism to encourage deeper message processing and it also can generate an emotional response choosing the most appropriate (creative) message and conveying method for the market including customers and consumers. There are 3 different types of advertising strategies that have the ability and potential to raise awareness of mental illness among students of higher education institutions.

2.3.1 Public Service Announcement (PSA)

According to Sugget (2019), Public Service Announcements (PSAs) are primarily designed to inform and educate rather than sell a product or service. It is also known as public service advertisement. PSAs set about to change public opinion and raise awareness on