



Press Release from:  
Students' Union at Bournemouth University

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## The Big White Wall – mental health awareness campaign

To spread awareness of mental illness and to tackle the stigma around it, Brad Powell, the Vice President of the Students' Union at Bournemouth University (SUBU) collaborated with ResLife and the Wellbeing Services to create The Big White Wall. This was an event to celebrate positive thinking and to raise awareness of the online mental health resource, also called Big White Wall ([bigwhitewall.com](http://bigwhitewall.com)).



The wall was set up in multiple locations across both Talbot and Lansdowne campuses, and was open for a whole week for students to leave their comments on what makes them happy and helps them with stress and anxiety.

*"Setting up the Big White Wall Awareness campaign has been very rewarding. Students feel supported by their peers and now know that they are not isolated. The event has the potential to increase the university experience for so many students. Thank you to everyone for helping out and taking part!"*

**Brad Powell, Vice President Welfare at SUBU.**

The campaign was created to spread awareness of the Big White Wall – an online resource where students can access a 24/7 support and to which Bournemouth University students are entitled to a free account. A team of staff and students worked on the campus to explain what the campaign was about and how to get involved. By taking part, students could learn and share positive ideas from their peers, and also have the chance to win a £30 Aruba voucher, allowing them to take themselves and a friend out for dinner.

During the event, a large number of responses was collected. Students enjoyed the idea and called the project 'The happy wall'. This has led to a new idea where Brad is planning to set up a permanent Happy Wall in the Student Centre for students to share their thoughts, memories and techniques for feeling good.

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