



Press Release from:
Students' Union at Bournemouth University
<https://www.subu.org.uk>

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Date: Friday 12th October 2018

World Mental Health Day at the Students' Union

World Mental Health Day on Wednesday 10th October was celebrated in the Students' Union at Bournemouth University (SUBU) with an event put together by Nerve Media and Dorset Mind. They organised a visual display of 134 pairs of shoes spelling out #WMHDBU18.



The event was an emotional tribute to the 134 students who took their own lives in 2015. It highlighted the problem of suicide amongst the UK student population.

"The event was very touching. I think students really connected with it and the visual aspect had a profound impact on people. I was surprised at the level of engagement but very happy that it got people thinking and talking about mental health as that was the main purpose of it. We are continuing to evolve our partnership with Dorset Mind and are launching a podcast available on iTunes called "A Guide to Being a Student" in order to discuss topics to do with student mental health."

Chuck Adolphy, Station Manager of Nerve Radio.

To organise the event, Chuck reached out to people via social media to donate their shoes. People were intrigued and quickly got involved but they weren't told what the shoes were going to be used for to build up some anticipation. Chuck even had to do a mock run of the shoes on campus late in the evening when nobody was around.

Along with the visual display, the event was accompanied by some informative text and an audio recording. It was also captured on video that was later posted on social media and got a lot of attention; it has now been watched by close to 11,000 people. One of the viewers commented: "This is one of the most impactful videos we have seen".

The event was put together by Nerve Media and Dorset Mind, with help from SUBU and Bournemouth University, as well as the Samaritans. The shoes used in the display have now all been donated to charity shops in the local area.

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