

Sleeve the Stigma Campaign

Goal – this campaign was created in order to reduce the stigma associated with mental health by promoting positive mental health awareness. In order to do this, students will be designing coffee sleeves (4"x2") that promote mental health (messages, drawings). Three of these designs will be selected by myself and sent in to the horizon school division office where they will choose one winner from each school. The winners design will then be printed on coffee sleeves and endorsed by local coffee shops in our community. Taber's loft on 50th has agreed to endorse these designs. The Sleeve the Stigma campaign will be taking place on Bell Let's Talk Week, January 25th – 29th.

I need to submit these designs by Mid-December so please have these designs handed into me before then.

These designs are supposed to focus on supporting positive mental health, so please try not to relate them to Christmas especially because these designs will be sent out after Christmas.

Every student who hands in a design will be given a McDonalds coupon!