

Impacts in Digital Mental Health Engagement: A BeWell @ Georgian College Story

Effectively supporting postsecondary student mental health begins with ensuring equitable access to a range of broadly communicated services within a stepped care model.

The student experience changed drastically in March 2020.

Previously organic opportunities for students to connect with peers, faculty and student services employees were all but eliminated.

In response, Georgian College's Mental Health and Well-being (MHWB) Team worked with MEMOTEXT to engage students in co-designing BeWell @ Georgian, a digital mental health intervention intended to:

- + Increase mental health literacy
- + Improve awareness of available mental health supports and services
- + Make system navigation straightforward and intuitive.

+30%
Enrollments
per month

BeWell @ Georgian is an SMS based mental health check-in and support recommendation tool that was created based on the BeSask Well program built with Canada's largest mental health provider CAMH and the University of Saskatchewan.

BeWell @ Georgian has inspired widespread collaboration across the Georgian system, to ensure the platform's content and message delivery schedule is responsive and reflective of significant, stressful time periods in the student academic and life cycle.

Program Features:

- + Curated digital supports and apps delivered by text or WhatsApp
- + Low Touch Consistent Engagement
- + Event, Calendar, Course and School Year Announcements
- + Additional PHIPA Secure Live Chat Feature
- + Self Learning Support Recommendation

+40%
Engagement
with wellness
messages

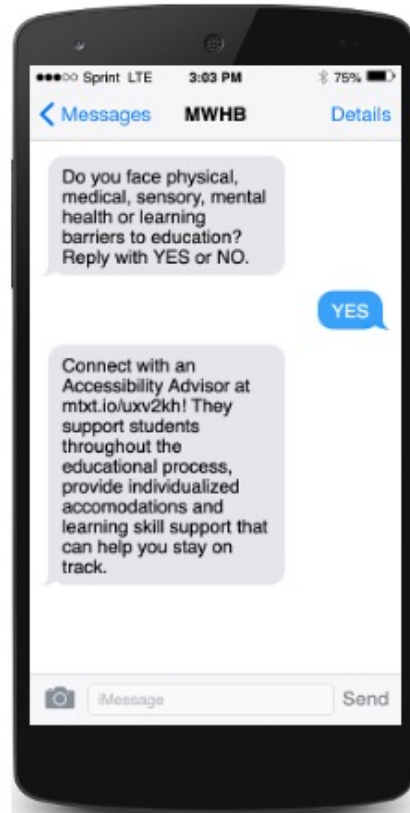
Contact Gillian Drukmaler, MMI at gillian@memotext.com to learn more.



One Student's Story

"In early 2022, a student was referred to me by a concerned faculty member, who had noticed the student was disconnected from the class, often alone, easily overwhelmed, and not handing things in on time.

I met with the student a few times and he slowly opened up about stress, relationship challenges and trouble with some assignments. I encouraged him to register for BeWell @ Georgian.



15,000
messages sent
as of 2022-04-05

During our next few meetings, the student told me about new coping strategies he learned from the Be Well texts. He found the mindfulness and CBT based exercises really helpful.

He also learned about supports he didn't know he was eligible for, including Accessibility Services. As a result, new accommodations were put in place. The student shared his relief that the supports were available and stated that the, 'Be Well @ Georgian messages seemed to know exactly what I needed.'"



Shared by Georgian College Employee, with permission

BeWell can help you reach your audience with targeted mental wellness tips and resources to help make sure they know what services are available to them

Contact Gillian Drukmaler at gillian@memotext.com to see if BeWell can help you.