

Monday, 20 November 2023

# Boxer mental health campaign evaluation



## Summary

In December 2022, the Public Health Agency (PHA) ran 'Boxer', a mental health mass media campaign. The campaign ran over six weeks and was a rerun of an existing campaign that evaluated positively.

The aim of the campaign was to encourage openness and discussion in relation to mental health problems, increase help-seeking behaviour and reinforce the concept of recovery. This campaign preceded a campaign promoting Lifeline, Northern Ireland's crisis response helpline. The Lifeline campaign ran from 16 January 2023 until 31 March 2023.

The primary audience for the campaign was all adults. Consideration was also given to those people at greater risk of suicide – males and those who live in more deprived areas. Family and friends of those most at risk of suicide were a secondary audience.

**Reach:** Almost three out of five of those surveyed (59%) were aware of at least one element of the campaign.

**Positive action:** 74% of those exposed to the Boxer campaign prior to taking part in the survey reported doing something to improve their mental wellbeing or tried to get help for someone else as a result of seeing or hearing the campaign.

## Background

In Northern Ireland, one in five adults have a potential mental health problem.<sup>1</sup> Mental health is shaped by the wide-ranging characteristics (including inequalities) of the social, economic and physical environments in which people live.

The Department of Health's *Mental Health Strategy 2021-2031* sets out what needs to be done to improve people's mental health and wellbeing, and improve services for people with mental health problems.

A key action of the strategy is to increase public awareness of how life can impact upon mental wellbeing and increase public knowledge of the key measures that can be taken to look after mental wellbeing. The action also aims to increase understanding of mental ill health and reduce stigma by encouraging people to talk about their mental health.



## Campaign advertising

The mass media campaign ran for six weeks starting on 3 December 2022 across TV, radio, outdoor and digital, including social media advertising. The campaign was exposed over 21 million times. The campaign was supported by engagement with partners and stakeholders.

<sup>1</sup> Health Survey (NI) 2019/2020: [www.health-ni.gov.uk/publications/health-survey-northern-ireland-first-results-201920](http://www.health-ni.gov.uk/publications/health-survey-northern-ireland-first-results-201920)

The Boxer mental health campaign evaluation provides post-campaign evaluation results based on the findings from a quantitative survey with a representative sample of the adult population.

The evaluation includes measures to assess campaign reach and impact.

## Details

Format

2 pages, A4, PDF only

Target group

Professionals, public

## Downloads

**Attachment****Size**

[Boxer mental health campaign evaluation 2022 - 2023.pdf](#) 815.9 KB

**Tags**

- [mental health](#)
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