



# Combining Social Media and A Live In-Person Interactive Event to Promote Mental Health Awareness for Tunisian Youth



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## Background

Stigmatization of young people with mental health issues is a global phenomenon that significantly hinders help-seeking behaviors, treatment adherence, and overall quality of life. Tunisian youth are no exception, as cultural and societal attitudes contribute to the stigma surrounding mental health. Addressing these issues requires educational initiatives that are culturally tailored to both the public and professionals within school and university settings. Therefore, stigma reduction and awareness campaigns are essential for improving access to early intervention and care.

## Methods

To combat these challenges, the Clinical High-Risk Program (CHiRP) at Razi Hospital organized a Mental Health Awareness Day on November 27, 2024, at the Faculty of Sciences, University of Tunis. The event aimed to:

- **Raise awareness** about mental health issues
- **Reduce stigma** associated with mental illness
- **Promote early intervention** among university students

A **media campaign**, “**Psybettounsi**,” was launched on Instagram and Facebook one week prior to the event, engaging the audience through posts and interactive stories.

The event featured **two main sessions**:

- **Morning session ( In the campus courtyard)**
  - Five theme-based **informational stands**, each focusing on a different mental health condition
  - Distribution of **informational flyers** and interactive **quizzes** with awards for top scorers
- **Afternoon session (In the campus auditorium)**
  - Talks by **medical professionals and social media influencers** covering biological, psychological, and social aspects of mental illness and emerging theories, such as **epigenetics**
  - **Myth-debunking activities** to challenge common misconceptions
  - A **recovery story** shared by a social media influencer, emphasizing **hope and resilience**

The event concluded with information on **CHiRP’s mental health services** and available **pathways for care**.

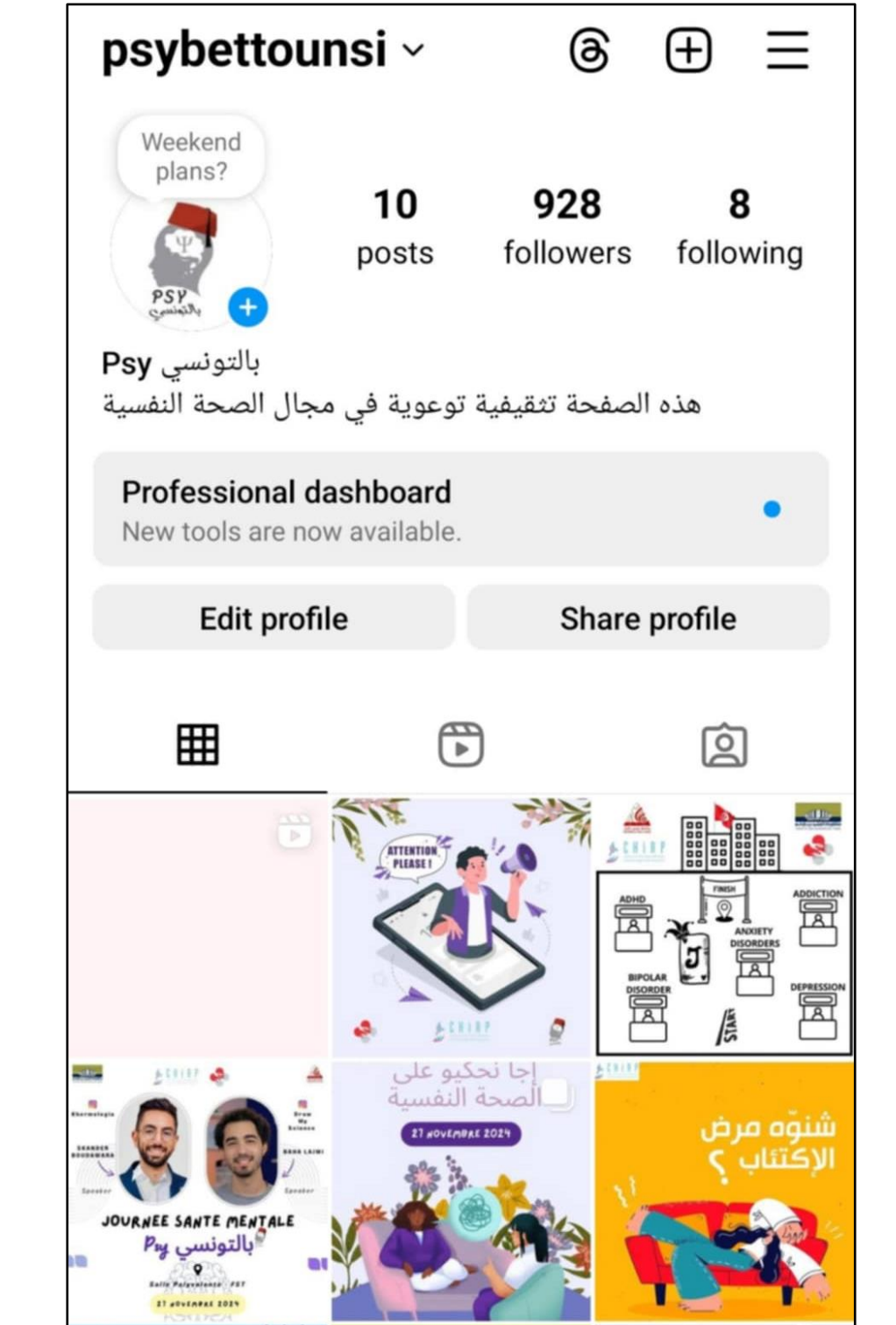
## Results



Stories Reached 4,512 Views within 24 hours



Instagram Campaign : Gained 925 New Followers



Instagram page profile



Social media influencer promoting for the awareness Day

In terms of in-person participation:

- **Over 325 students** participated in the campus courtyard activities and quizzes.
- **Approximately 200 students** attended auditorium sessions.



Social media influencer sharing his recovery story from depression with our psychologist (video).



Students attending the auditorium session



Psychiatrist giving a conference on myths and facts about mental illness



Depression booth game : first to complete the puzzle answers first



Game on recognizing famous psychiatrists and psychologists and their work.



Addiction booth : recovery stories of famous individuals

## Discussion

The initiative effectively addressed **mental health stigma among Tunisian youth** by combining cultural sensitivity, professional expertise, and innovative digital outreach strategies. The social media campaign, amplified by influencers, significantly increased engagement and broadened the reach of the event.

- **On-campus activities** facilitated meaningful dialogue, allowing participants to directly engage with mental health professionals.
- **Myth-busting activities** and **personal recovery stories** played a crucial role in challenging cultural misconceptions and promoting a scientific understanding of mental health.

Looking ahead, the program should begin by expanding within educational systems, including schools and universities, with the ultimate goal of reaching a national scale. This expansion would involve training educators and primary care providers to effectively recognize the early signs of mental health issues,

This event highlights the effectiveness of integrating digital influence, cultural relevance, and professional expertise to combat stigma and raise mental health awareness.

## Conclusion

- This model demonstrates how combining social media outreach with interactive in-person events can enhance engagement and improve access to mental health resources.
- Future initiatives to address mental health challenges in Tunisia and beyond are essential for early detection and intervention.
- Conducting future program evaluation research to assess the effectiveness of different components of our program and determine their impact.