Get involved with

it gets brighter

itgetsbrighter.org

#itgetsbrighter
Contents

3  Hello from It Gets Brighter!

4  Get Involved

5  Supporting It Gets Brighter

7  Case Study: Dartmouth College

8  Frequently Asked Questions

9  Get in Touch

10  Promotional Materials

11  Our Partners
Hello from It Gets Brighter!

Our mission

Mental illness is both common and treatable, but every day stigma prevents those in our communities from seeking the help they need. *It Gets Brighter* invites everyone, including those who have lived with mental illness and those who have supported loved ones with a mental illness, to speak openly about their experiences and to reassure others that it can – and will – get brighter. We believe that expressing what’s happening in our heads is better than suppressing it, and that mental health challenges do not define us. Together we can prove that there is ability in our vulnerability.

What is the It Gets Brighter campaign?

As many as one in four people will suffer from a mental illness, yet still, mental illness is often considered an uncomfortable topic of conversation. We want to change that. The *It Gets Brighter* campaign is about challenging the misconceptions around mental illness and those who suffer from it, and letting sufferers know that they are not alone.

We have developed a video-based web platform, *itgetsbrighter.org*, to collect videos of hope directed at young people suffering from a mental health issue. Those who have experienced these problems themselves can post videos about their stories and what makes things brighter for them. Further, those who have not been personally affected by mental health issues but want to stand in solidarity with those who have are encouraged to post messages of support and acceptance. By encouraging those who suffer from mental illness and their friends to speak openly about their experiences and what has helped them, we believe that we can inspire others with the hope that it can – and will – get brighter.

Why ‘Brighter’?

Though we understand the deterioration and devastation marking the course of mental illness for many, we want to emphasize the tremendous scope for recovery when support and treatment are attained, and when they are separated from stigma and taboo. The ‘*It Gets Brighter*’ wording was chosen deliberately to inspire hope and challenge the perception – common to sufferers of mental illness – that the darkness will go on forever.
Get Involved!

Do you...

- wish to empower young people to take care of their mental health?
- seek to tackle the stigma that prevents individuals speaking up about mental illness?
- want to get involved in a unique and dynamic campaign?

Yes!

It Gets Brighter is looking for mental health professionals who can help us expand our reach to their university or college. As a member of the BACP UC, you can help break the silence around mental illness by getting involved directly or encouraging others to support us. With your help, our campaign can be utilised as a powerful tool to help your service users.
Supporting It Gets Brighter

Become an advisor

As a mental health professional, you have the chance to inform how we run our campaign. We’re interested in utilizing your advice and feedback so that It Gets Brighter can complement the valuable work carried out by members of the BACP UC. If you’re interested, contact us for further information!

Spread the word

- Distribute our promotional materials e.g. displaying our posters in your waiting rooms. Check out our website’s Get Involved page or get in touch with us for these resources.
- Play our videos on screens around your university and campus.
- Promote our social media pages: Facebook, Twitter and Instagram. Share our content on your organisation and personal accounts and encourage others to do the same!
- Join our mailing list (see the bottom of our Home page for this)

Fundraise

Help It Gets Brighter take care of its running costs by raising money for us. Ideas include:
- Mental health-boosting food & drink sale e.g. juices, healthy desserts and snacks
- Get physically and mentally active! E.g. endurance challenges, yoga & meditation workshops
- A serotonin enhancing formal dinner
- Theatre/music/arts performances on theme of mental health
- Nominate us for donations on behalf of your university/organisation
Events

It Gets Brighter will organise events to spread the word about our campaign – you can make sure that your university or college is involved in these. Alternatively, why not hold your own event, such as a video making workshop day where you encourage colleagues and students to submit their message of support? We can advise you on how to make these events work.

Ambassadors

We’re looking to bring It Gets Brighter to life at universities and colleges across the UK. To do this, we want to recruit student ambassadors to work alongside our team. Do you know students who might be interested in getting involved? If so, tell them to get in touch with a member of our team!

Get in touch with others

Are you in touch with other groups who might be interested in getting involved? Examples include student support groups, charities or welfare staff. You can use the introductory letter on the Get Involved section of our website to introduce them to the campaign.

Share your ideas

Do you have a bright idea for how our campaign can improve its website, collect more video messages, fundraise or empower young people? If you don’t have the time to bring these ideas to life, get in touch with our team and we’ll be happy to follow up on them for you.
Case Study: Dartmouth College

As part of the White House Indigenous Native Youth Challenge, a team of Native American students and film studies majors at Dartmouth College produced a number of messages of hope for It Gets Brighter.

We are eager for our campaign to represent a wide range of individuals, recognising that mental illness does not discriminate. The messages produced were powerful and engaging, and work to highlight the intersection between social disadvantage and mental health issues, as well as showing the tremendous scope for treatment and recovery.

We encourage you to replicate the success of the Dartmouth Generation-1 It Gets Brighter collaboration by hosting video making workshops in your own university or college. If you would like advice on how to make this happen, please get in touch with our team.

We can send you our current video messages to show to your students and colleagues.
**Frequently Asked Questions**

**Do I need to get in touch with you before supporting us?**

We ask that those wishing to support It Gets Brighter get in touch with our team. We’re incredibly grateful for your contribution, and would like to make sure that you’re fully supported, as well as ensuring that your efforts are in line with the mission of our campaign. Just send one of us an email (page 9) and we’ll get back to you!

**How do I donate to It Gets Brighter?**

You can donate to us via our website on our *Donate* page.

**How much time do I need to give to volunteering?**

As much as you like! We’re looking for passionate individuals who can help in whatever way they can. However, if you’d like to make a regular contribution to our exciting developments, consider becoming one of our Advisors or Ambassadors. For more information, get in touch with our team!

**Can you support my efforts?**

We are happy to offer guidance for your contribution to us. We can also send you promotional materials for our events. Just send one of us an email (page 7) and we’ll get back to you as soon as possible.

**I have a question about submitting a video, where do I go?**

Take a look on our homepage (*itgetsbrighter.org*) for our video submission guidelines. If you have any further questions about submitting a testimonial, feel free to get in touch with one of our team members (page 9).

**I'm involved in a similar campaign; can we work together?**

Absolutely! It Gets Brighter is always looking to develop partnerships with organisations with similar objectives. Get in touch with us to discuss this further!
Get In Touch!

Joshua Chauvin - Co-Founder & Executive Director
Joshua.Chauvin@new.ox.ac.uk

Emma Lawrance - Co-Founder & Managing Director
Emma.Lawrance@univ.ox.ac.uk

Daniel Morris - Communications & Project Officer
Daniel.Morris@new.ox.ac.uk

Ghia Osseiran - Lebanon Director
GhiaOsseiran@gmail.com

Ni Xu - China Director
NiObiumni@gmail.com

General enquiries
itgetsbrighter@gmail.com

/itgetsbrighter
Visit our website or get in touch for high resolution copies of our promotional materials.
Our Partners