

Start Well, Stay Well

Call for Ideas



A call for creative ideas to show our peers the power and significance of caring for self and others

PROJECT OVERVIEW

Partners: Gillings School of Public Health, Hussman School of Journalism and Media, College of Arts & Sciences, Southern Futures, Arts Everywhere

Goals:

- To advance, teach, and share scientific and behavioral understanding of how to address and navigate challenges related to COVID19.
- For appropriate and effective distribution of information across a wide range of mediums, platforms, and locations, ensuring that each student has the tools they need to look after themselves and encourage others to do the same.
- To use the power of the arts as the catalyst it is to increase impact, assimilate knowledge and understanding, nurture empathy, grow mental capacity, and provoke dialogue.

Strategy to achieve goal: In order to increase awareness and successful campus health outcomes, we will expand the campaign's visibility through engaging the student population in creative practices that address the challenges and responsibilities of returning to campus this fall in the wake of COVID19.

Tactics to advance the strategy:

- Provide students with creative tools, student/faculty/staff mentors, and public health guidelines needed to produce artistic projects that invite all of us to do our part to contain the spread of COVID19
- Use our various communication platforms to celebrate the abundant talent and ingenuity of our UNC students
- Engage and enable students and student organizations across campus with the campaign, so that our reach goes beyond what we're able to accomplish as separate units

- Use the themes of protecting others (loved ones, vulnerable friends, etc.), which resonates across many age groups and populations.

Components:

Public Health

As the number one *public* school of public health, the Gillings School of Global Public Health is working at the forefront of research, education and practice to address the greatest threats to public health — like the growing COVID-19 pandemic. With a mission to improve public health, improve individual well-being and eliminate health inequities across North Carolina and the world, the School is well positioned to provide a proper framework with which to address challenges as we resume many campus functions at Carolina this fall in the wake of a pandemic.

Journalism and Telling the Facts

The mission of the Hussman School of Journalism and Media strikes right at the heart what we are trying to accomplish with this campaign - “ignite the public conversation.” Over the last 50 years, the school has been at the forefront of inquiry into the nature of communication and how changing media technologies and practices affect our lives as citizens in democracy, as humans with health needs, and as consumers in a competitive marketplace. Part of the work includes the concept of accurate and timely distribution of facts, a central element to ensuring that our students are equipped with the information they need to navigate any changes on campus.

The Arts

The arts add color, vibrancy, and character to an environment. The arts create important conversations and expand thought, creating dialogue around a subject or community issue through what they depict. Persuasive artwork can inform, influence, and help direct its audience -- we hope to capitalize on the power of persuasion and peer influence through this campaign. Through artistic practice and subsequent installation of art around campus, we encourage students to think about the importance of effective public health strategies, our collective need for self-care and careful mental health considerations during times of stress, and address inequalities that arise through creative approaches.

Southern Futures and Telling a Story

Southern Futures is a University-wide initiative growing out of the College of Arts & Sciences and University Libraries. A central goal to the initiative is the power of storytelling and its

effective way of connecting with one another. Scholars and students at Carolina, alongside people across the region and beyond, are doing extraordinary work to reimagine the American South—to build a future where all southern communities can flourish. By deploying the creative energy of storytelling—performance, visual art, oral history, literature, and other creative practices—we generate fresh conversations and new knowledge, laying the groundwork for cultural, economic and social revitalization throughout North Carolina and the region.

The Power of Collaboration - “Synergy Unleashed”

Most of us know synergy as the interaction or cooperation of two or more units to produce a combined effect greater than the sum of their separate effects. Arts Everywhere’s programming was built on this model of synergy, and on the understanding that through collaboration and partnership, we can achieve a greater impact. With the strengths of each partner, we hope this campaign will cast a broad net of awareness, knowledge, and creativity across UNC.