



CALLING ALL ACAC TEAMS  
ARE YOU READY TO END THE STIGMA?

# MAKE SOME NOISE

for mental health



# 2022

JANUARY 17 - FEBRUARY 13

CREATE A MENTAL  
HEALTH AWARENESS  
PROJECT THAT  
CONTRIBUTES TO THE  
ACAC'S 'MAKE SOME  
NOISE FOR MENTAL  
HEALTH' CAMPAIGN,  
AND YOUR TEAM  
COULD WIN ONE OF  
TWO PRIZES OF...

# \$5,000.00

# CAMPAIGN OBJECTIVES

- Implement a **mental health awareness campaign to end the stigma surrounding mental health** on campus and in the community.
- Encourage conversation and open mindedness through **student advocacy**.
- Better **promote resources and supports available** on campus and in the community.
- Help students/ athletes **identify and understand when they are struggling** with mental health.
- Help students/ athletes **accept and normalize** that they and others may be struggling with mental health.
- **Raise funds** to support Mental Health resources on campus.



In the 7th year of presentation, the ACAC is meaningfully adjusting the annual Make Some Noise for Mental Health campaign. Instead of directing student-athletes about how to Make Some Noise, we want to empower student-athletes to creatively demonstrate how they choose to Make Some Noise. And those judged to create the best MSN projects will be rewarded with cash prizes deposited into team accounts. Student-athletes are encouraged to work with teammates to plan and execute a project (executed between Jan. 17-Feb. 13/22) that promotes the objectives of the ACAC's Make Some Noise campaign and help end the stigma surrounding Mental Health!

## CAMPAIGN CONCEPT

- The ACAC is inviting all teams to develop and execute their own unique project and enter an ACAC-wide competition.
- Teams are challenged to think creatively and meet the objectives of the campaign by conducting an event, an activity, or a promotion either on or off campus that promotes *Make Some Noise for Mental Health*.
- Projects can be as creative as your imagination allows, here are some examples of the types of events that could be organized:
  - Create a fun video that promotes positive mental health
  - Conduct an on-campus event that raises awareness about positive mental health practices or understanding signs of deteriorating mental health or encouraging others to seek out mental health resources, etc.
  - Organize a fundraising event that contributes support towards mental health resources.

# PROJECT REQUIREMENTS

- All entries must include a visible social media component and create broad awareness on-line. That social media component will include tagging @acac\_sport and @RBC. Furthermore, we want you to include the hashtags: #makesomenoiseformentalhealth #makesomenoise
- Each project will be summarized on the submission entry form (attached) and emailed to office@acac.ab.ca before 12:00AM on Sunday, February 13, 2022.

# PROJECT PRIZES

- Participating teams will be entered to win one of two \$5,000.00 draw prizes by meeting objectives of the MSN campaign and the project requirements.
  - \$5,000.00 draw prize for NORTH
  - \$5,000.00 draw prize for SOUTH
- A panel of judges will select two achievement awards of \$1,500.00 each, which will be presented at the conclusion of the campaign.
  - \$1,500.00 awarded for NORTH
  - \$1,500.00 awarded for SOUTH
- Draw will take place online the week of February 14, 2022 from all eligible entries.

# PROJECT EVALUATION

Objective	Achievement
Implement a <i>mental health awareness campaign</i> to end the stigma surrounding mental health on the campus and in the community.	<ul style="list-style-type: none"> <li>- Team must create a mental health awareness campaign.</li> <li>- Team must aim to end stigma surrounding mental health.</li> <li>- Team's campaign must benefit people on campus and those in the community.</li> </ul>
Encourage <i>conversation and open mindedness</i> through <i>student advocacy</i> .	<ul style="list-style-type: none"> <li>- Team must create conversation around supporting Make Some Noise for Mental Health.</li> <li>- Student-athlete on teams must take charge of this campaign.</li> </ul>
Better <i>promote resources and supports available</i> on campus and in the community.	<ul style="list-style-type: none"> <li>- Team must promote resources and identify supports that look to support Mental Health.</li> </ul>
Help students/athletes <i>identify and understand when they are struggling</i> with mental health and <i>accept and normalize</i> that they and others may be struggling with mental health.	<ul style="list-style-type: none"> <li>- Teams must educate online audience how to identify Mental Health struggles.</li> </ul>
Visible <i>social media</i> component.	<ul style="list-style-type: none"> <li>- Teams must demonstrate a strong social media presence with ambition to promote MSN world-wide.</li> </ul>