

MANCHESTER  
1824

The University of Manchester

# Be Active and Student Wellbeing Team Roundup

**SIXWAYS**  
to wellbeing



be *active*,  
be *Inclusive*.

WHAT DOES THE CLOCKS  
MOVING FORWARD MEAN  
FOR OUR WELLBEING?  
  
@uomwellbeing

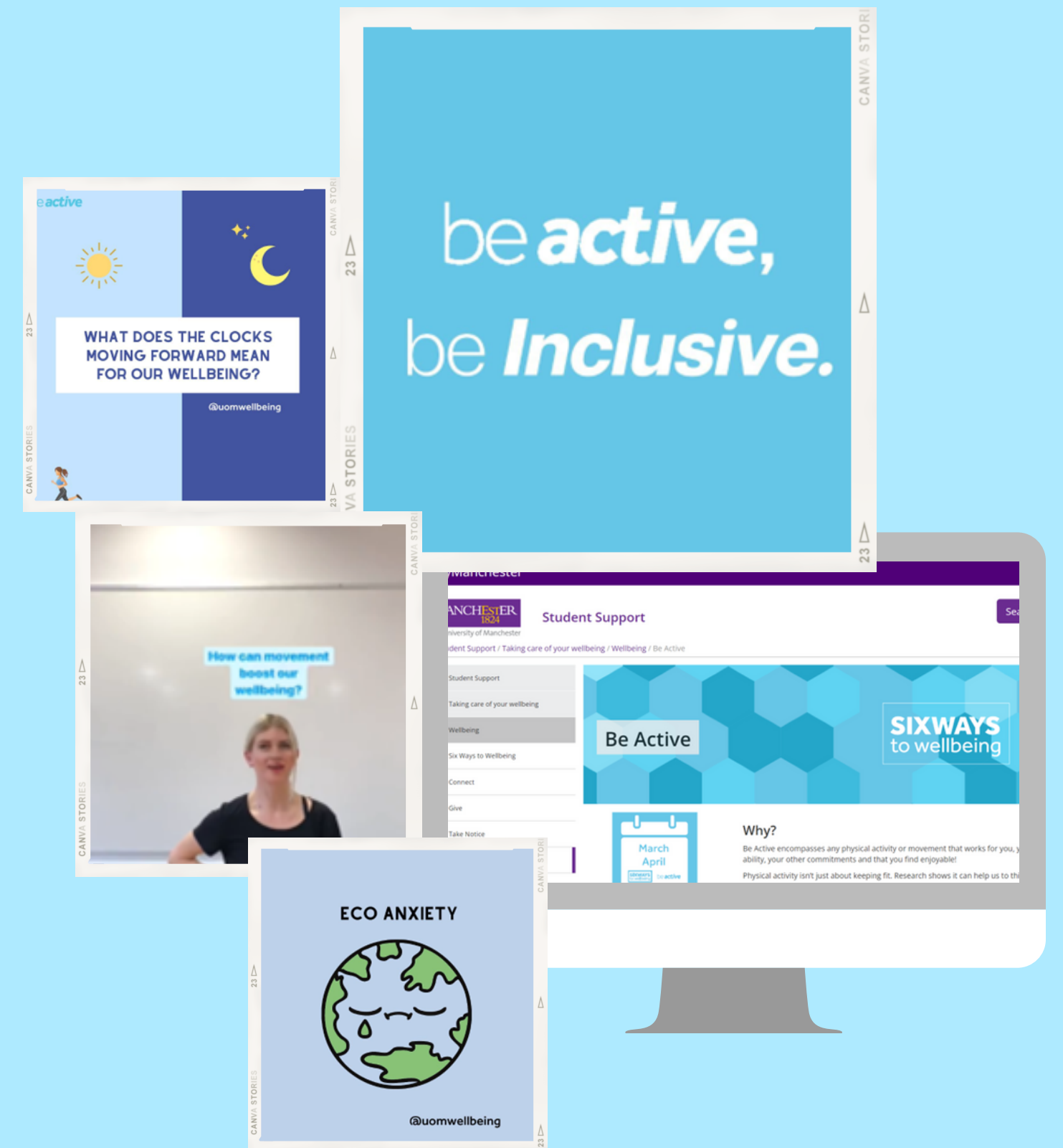
# Introduction

Our communications over March and April focused on how Being Active is integral to our wellbeing.

In addition to communicating the physical and mental benefits of exercise, this year our focus for 'Be Active' was around inclusivity. We aimed to acknowledge that many communities are underrepresented in the sports industry and some students might feel intimidated or concerned about Being Active for this reason.

In order to acknowledge this, we celebrated 'International day of Sport for Development and Peace' and 'International Dance Day'. We also created content surrounding inclusivity and the importance of reframing Being Active to movement rather than exercise.

Outside of Be Active but relevant to the time of year, we produced comms on how the clocks moving forward could boost our wellbeing and how the rising weather temperatures may cause eco-anxiety. Additionally, in April we acknowledged the upcoming exam season and Ramadan.

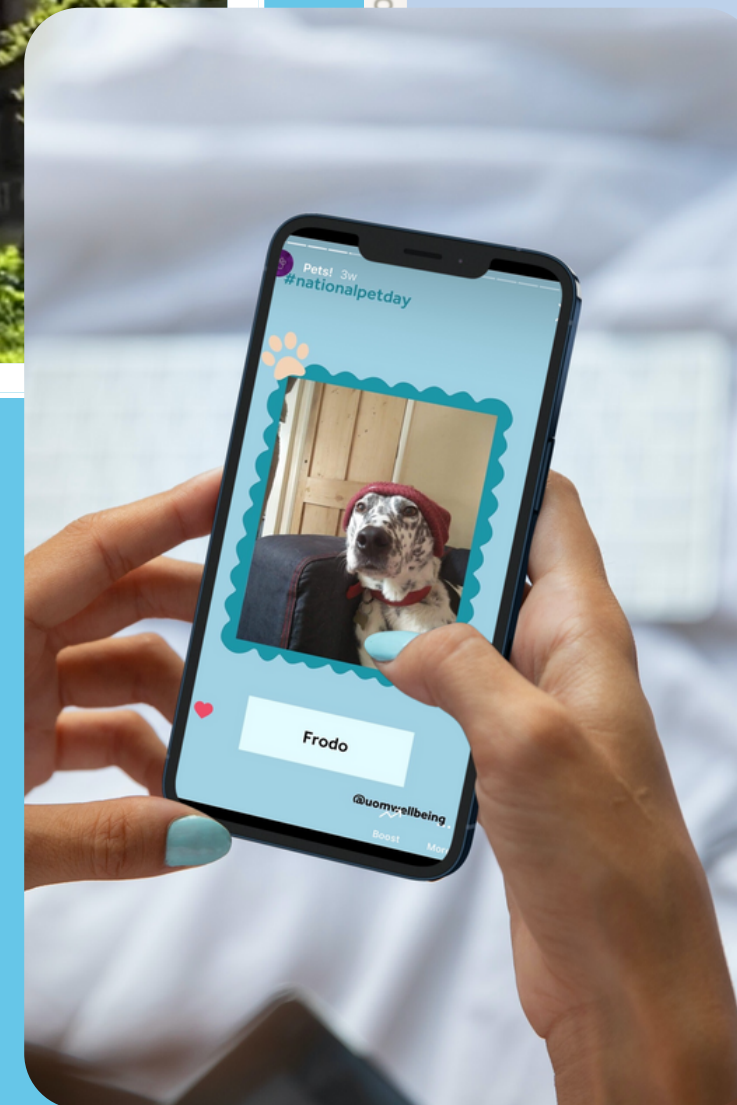
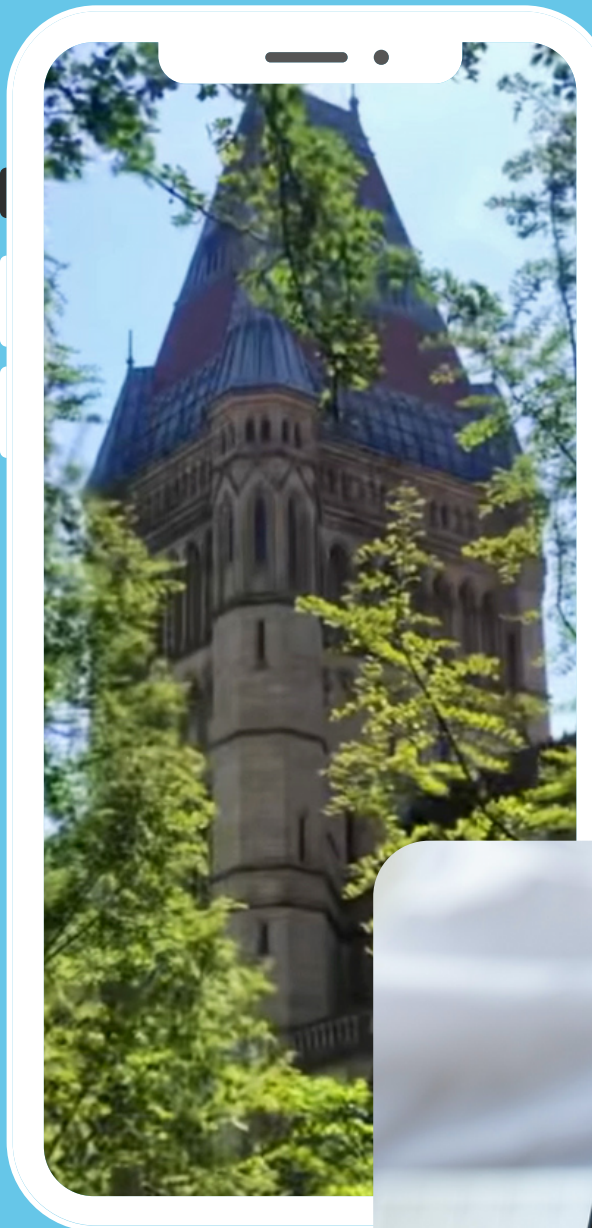


# Stress Awareness Month

As part of stress awareness month we planned events and released comms that acknowledged the different ways students may experience stress.

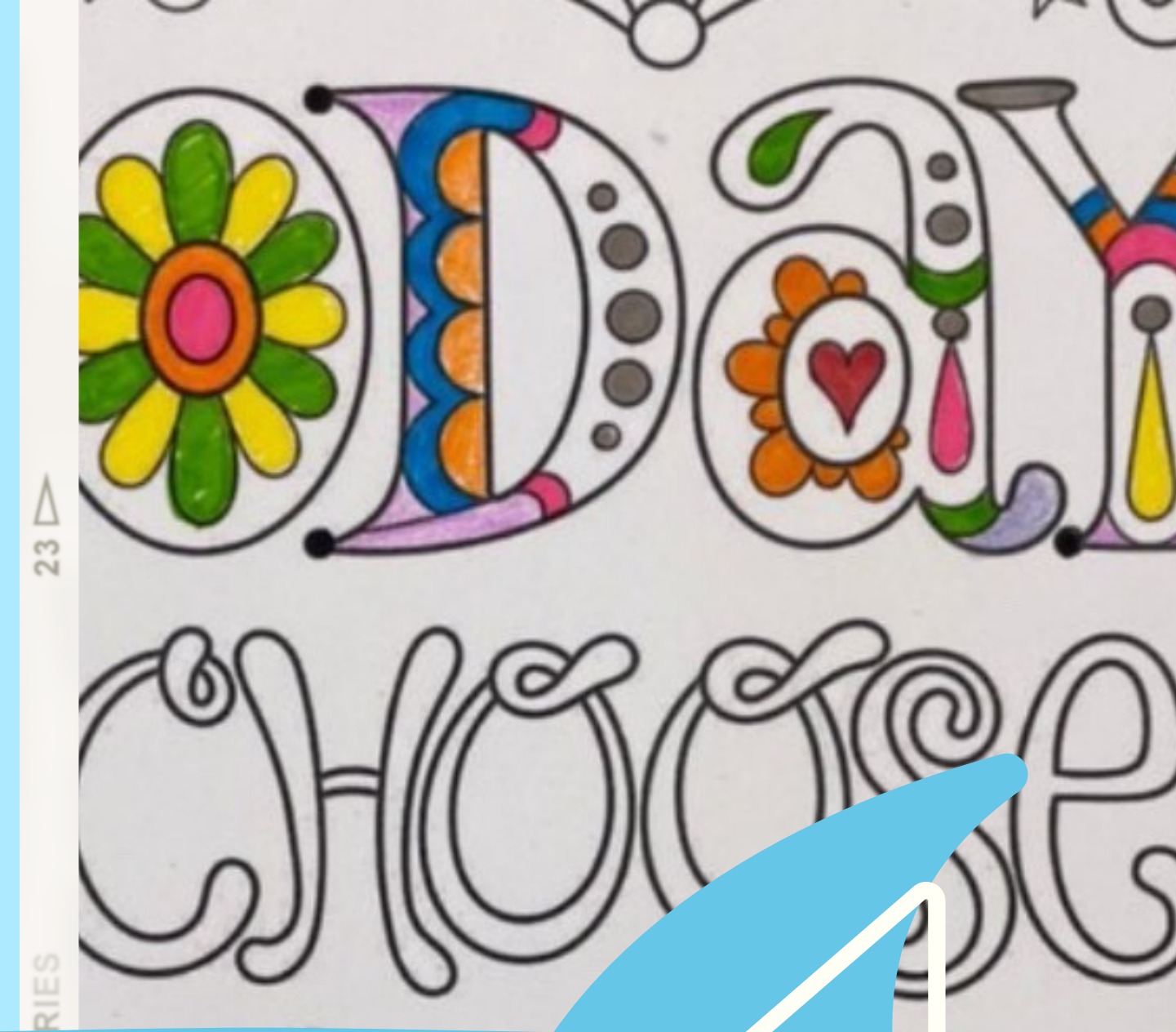
We created Instagram posts on eco anxiety and coincided this messaging with Earth Day. We also asked students to send in photos of their pets for National Pet Day which we reposted on our stories. This was well received and students sent in a total of 11 photographs of their pets. This was posted alongside messaging on how pets can boost wellbeing and help manage stress.

We also ran a mindful colouring event where students could eat snacks and colour in designs to calming music. This was well received with 26 students in attendance. We plan to make this a monthly occurrence as the students involved thought it positively influenced their wellbeing.



It reminded me of how beautiful colouring is and calmed my mind from the day to day stress of university work.

- Mindful colouring event 28/04/22



It provided a focus on colouring rather than stressors, the binaural beats helped [and I] came out feeling zen. I didn't feel guilty for not doing work as I was actively trying to help my stress.

-Mindful colouring event 28/04/22

# University Mental Health Day.

On the 3rd of March we supported University Mental Health Day by raising awareness of student mental health and wellbeing.

On the day we ran various events including a KitKat ChitChat where students could come to University Place to grab a free KitKat and talk to a Wellbeing Advisor about the support services at the university. Colleagues from DASS and the Counselling & Mental Health Service also assisted at this event.

Alongside this, we ran a Guide Dog event where students could boost their wellbeing by spending time with animals and Learn and Discover how guide dogs assist the local community. This was very well received as each session was fully booked and students fed back that it had a positive effect on their wellbeing.

Finally, we organised a photography competition around the theme of the Six Ways to Wellbeing. Students sent in their photos with a description on how their photograph boosted their wellbeing. The winner won a £60 Headspace voucher whilst second place won a £10 Love 2 Shop voucher.

We intend to run similar events in the future as students found that these events were a good break from their studies and boosted their wellbeing.

This event cheered me up massively, I've been feeling really anxious about my results today and this event has helped me SO much! Please organise more events like this in the future, it was an absolutely amazing experience!



# Ramadan and Wellbeing

Many of our Muslim students had been observing the month of Ramadan during April . As we approached the end of Ramadan, we wanted to highlight some of the benefits fasting has shown to have on our physical and mental wellbeing. We also asked our Muslim students how they felt the month of Ramadan has helped them with their own wellbeing.

One student commented saying "love the representation, well done guys" and another saying "love this so much! It's really refreshing to see a different perspective on the benefits of fasting and Ramadan as a whole".

**"Love the representation,  
well done guys"  
-Instagram comment**

**Ramadan and Wellbeing**

*Positive effects on physical wellbeing*

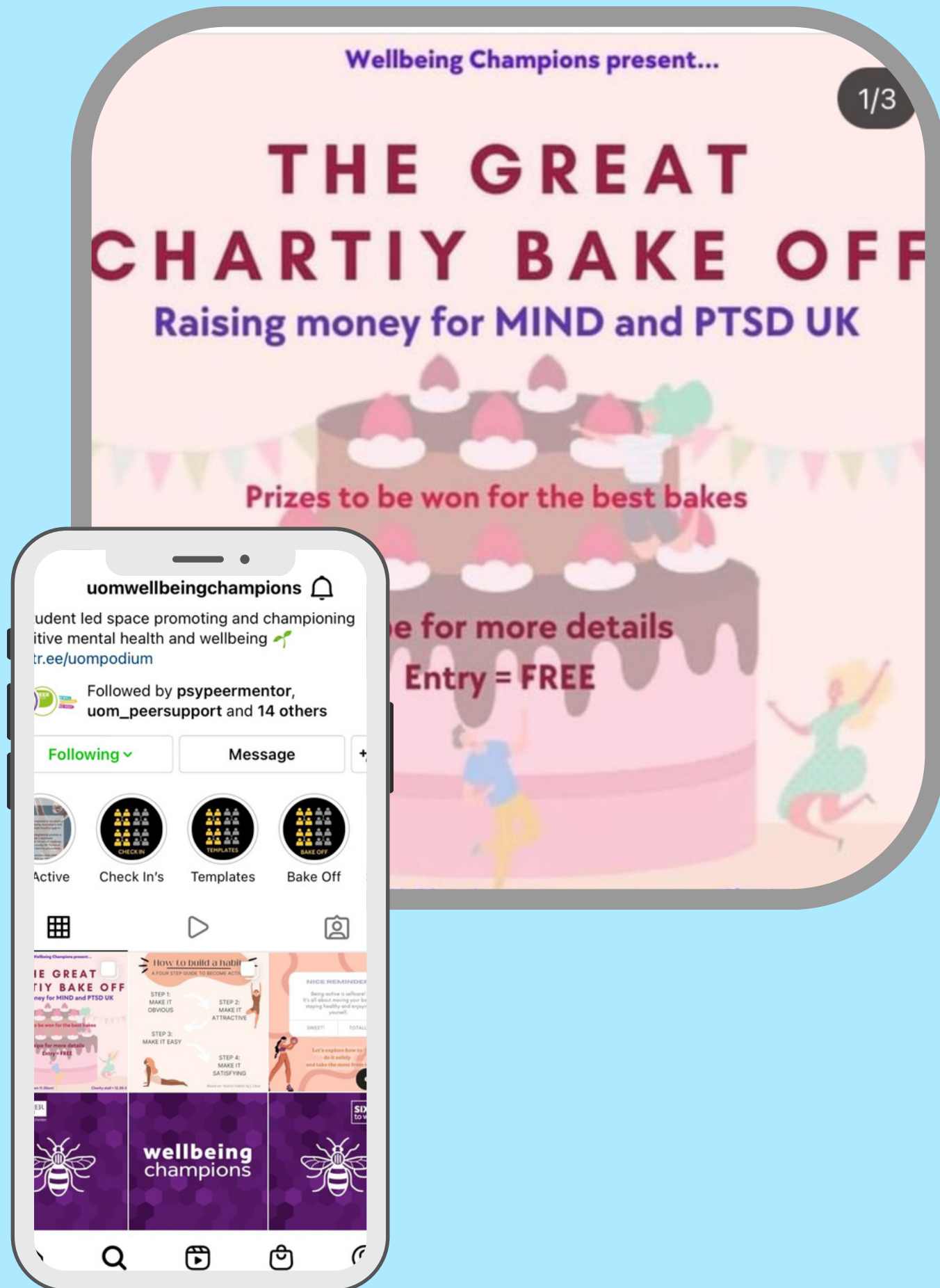
- It cleanses your body of harmful toxins. This is because by not consuming food, the body is able to concentrate on removing toxins, and give the digestive system a rest.
- Reduces cholesterol leading to increased cardiovascular health and reduces the risk of heart disease, heart attack or stroke. It has also be associated with the prevention of cancer.
- Nutrients are absorbed more efficiently due to an increase in the hormone adiponectin produced. As a result the muscles in the body absorb more nutrients, ultimately leads to health benefits

*How does Ramadan help you with your wellbeing*

- Feel more light physically and more energetic. Spiritually, I feel refreshed with a better perspective on dealing with adversities. - MSc International Development Graduate
- Cleanses my mind and rejuvenates my body. - 3rd Year English Language Student
- You learn more about yourself, your limits and you discover more about your own thoughts and feelings. - 2nd Year Psychology Student

**Unecessary things we spend time dwelling on become irrelevant. it becomes a great time for self reflection and really grounding yourself. I almost see it as a well-being reset  
- 2nd Year Psychology Student**

# Student Wellbeing Champions



The Student Wellbeing Champions have been planning their own events as we come to the end of the semester. Some events coming up include a great charity bake off with prizes for the best bakes and proceeds donated to charity.

Into the exam period, the Champions will be running a games social, postgrad social, origami event and photography competition.

The Student Wellbeing Champions Instagram is also up and running again and we've had some amazing posts and takeovers from our champions around habit building and Being Active.

In addition to the events that will be running, the Student Wellbeing Champions have volunteered to create Instagram reels and social media content for @uomwellbeing. We will also be doing a collaboration with the @officialuom TikTok to do a day in the life of a student during revision.

# Instagram Data

In March and April, the Instagram feed changed to light blue, creating consistency with the Six Ways to Wellbeing branding and our messaging across platforms.

66

New followers to the account over March and April\*

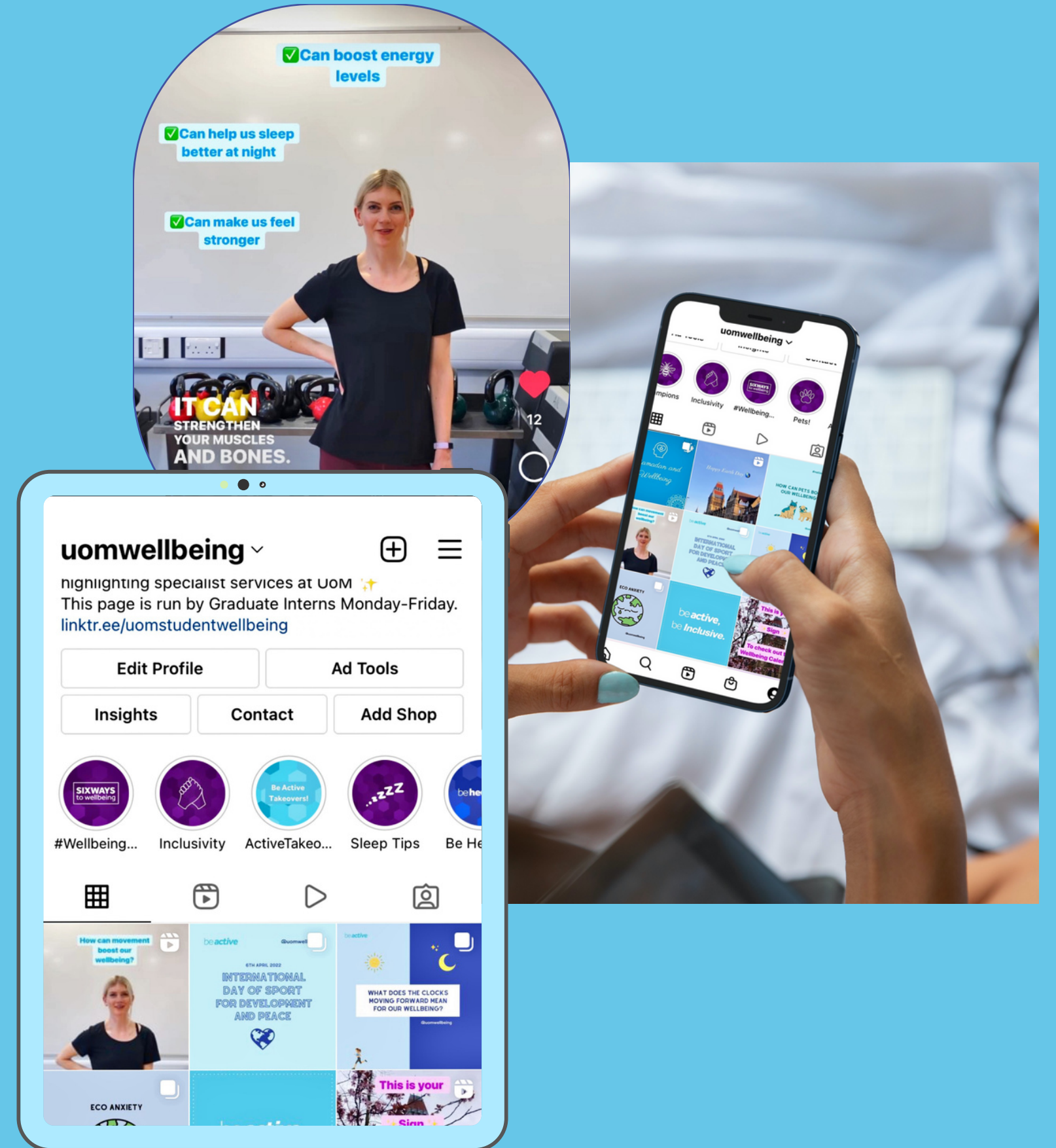
740

Total likes across March and April.

89

Saved posts from students over March and April.

\*New followers not net following achieved.



# Instagram Reels

In March and April, we used Instagram reels to show students where they could study on campus to boost their wellbeing. This was received well and we plan to make a second instalment.

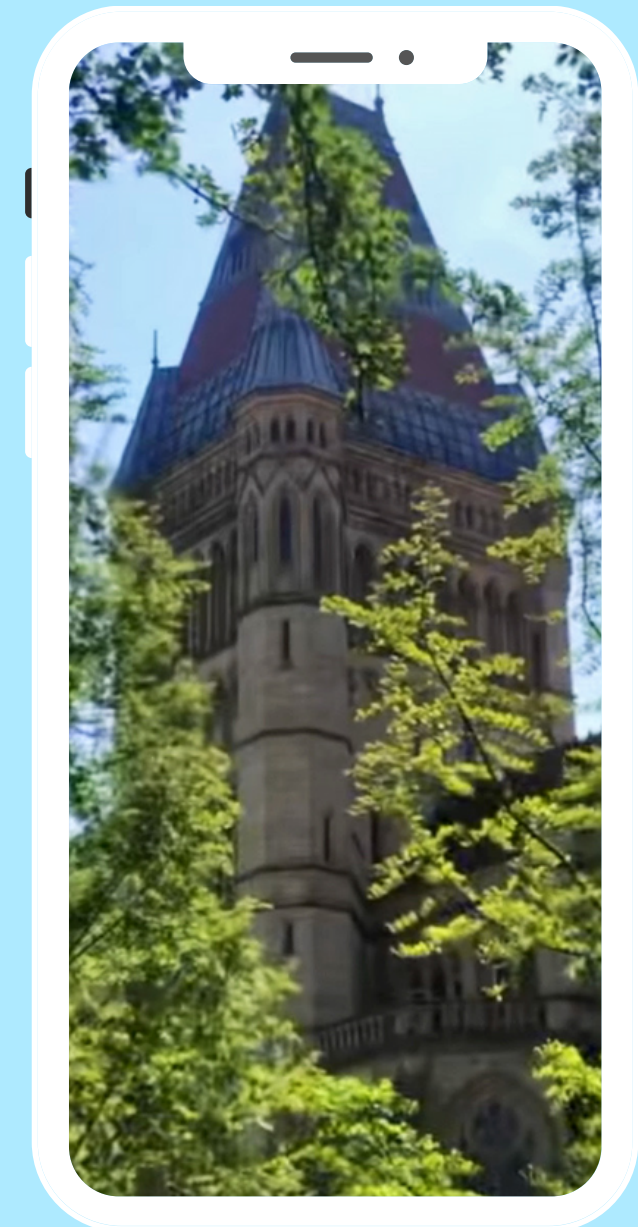
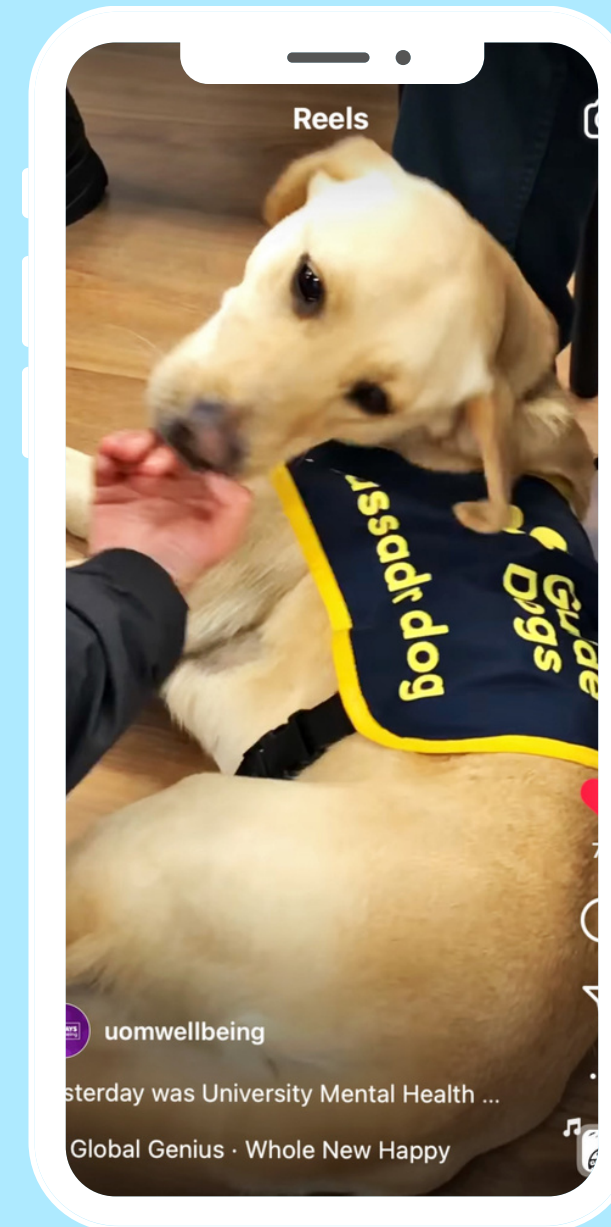
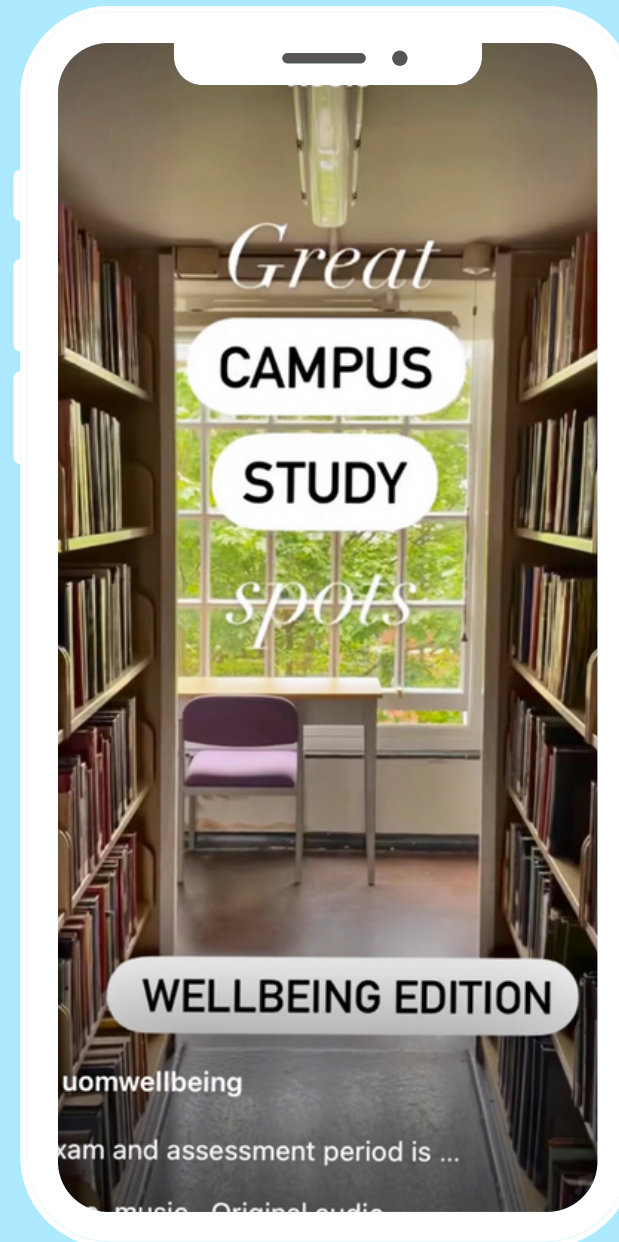
Finally, we released video content of our Guide Dog event and showcased signs of spring on campus for Earth Day.

320

Likes on Reels

43

Reels saved by students.



# Instagram Story Takeovers

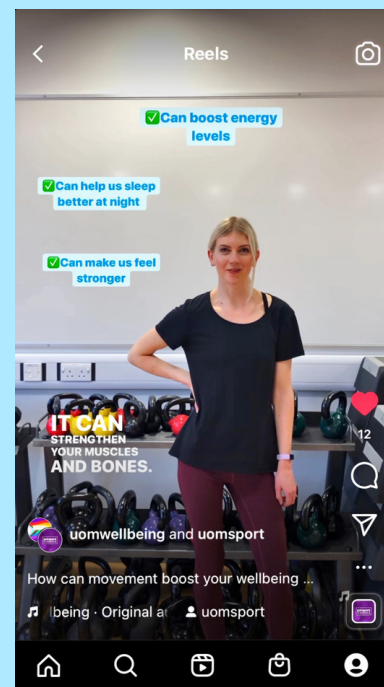
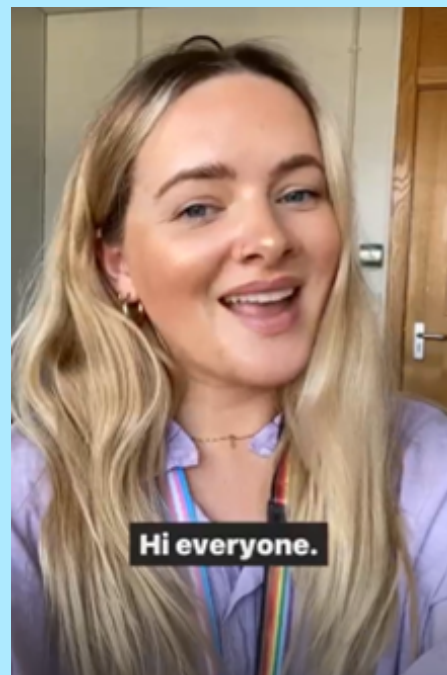
In March, Sophie from the Counselling and Mental Health Service ran a takeover on @uomwellbeing. She discussed body image and awareness as apart of our 'Be Active' inclusivity messages.

Students from the law pro-bono society also did a takeover, asking students from the lacrosse society what sport meant to them and their wellbeing.

Finally, we created a reel with Helen from UoM sport who showcased the upcoming Be Active events and the Ukraine crisis fundraiser appeal.



Takeovers



# International Dance Day.

For International Dance Day we explored how dancing is a great way to stay active and boost wellbeing. These messages also aligned with our focus of inclusivity as we recognised that dance is practiced in different cultures and forms.



How can dance help our wellbeing?

Dance can help us stay active 

 Dance is a great form of self expression

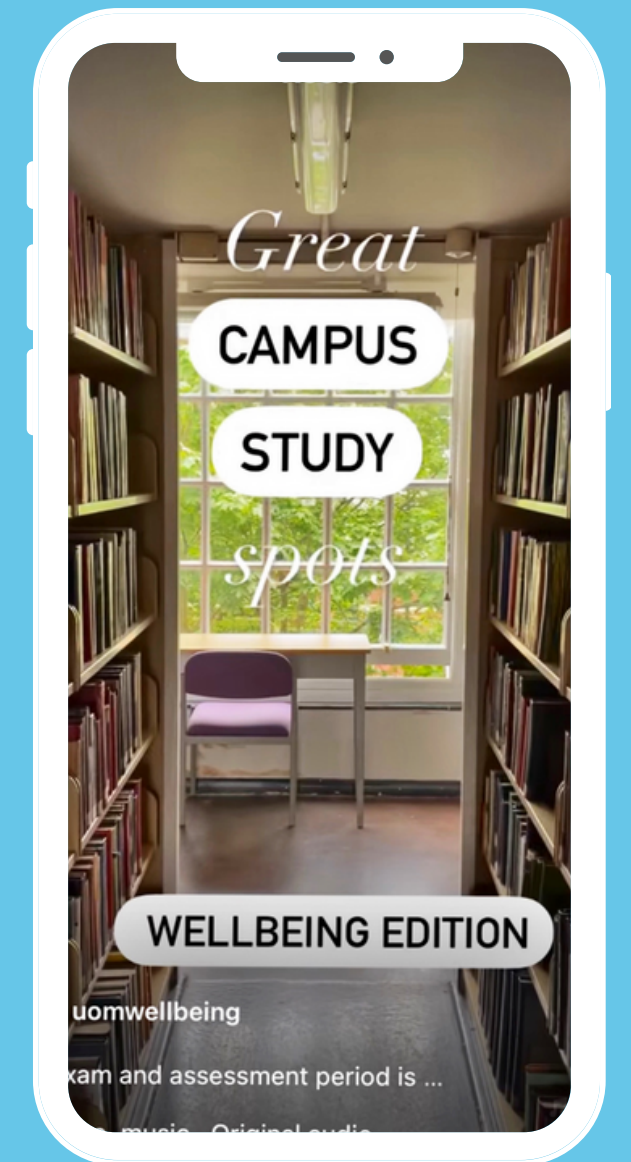
Dance can help improve memory skills 

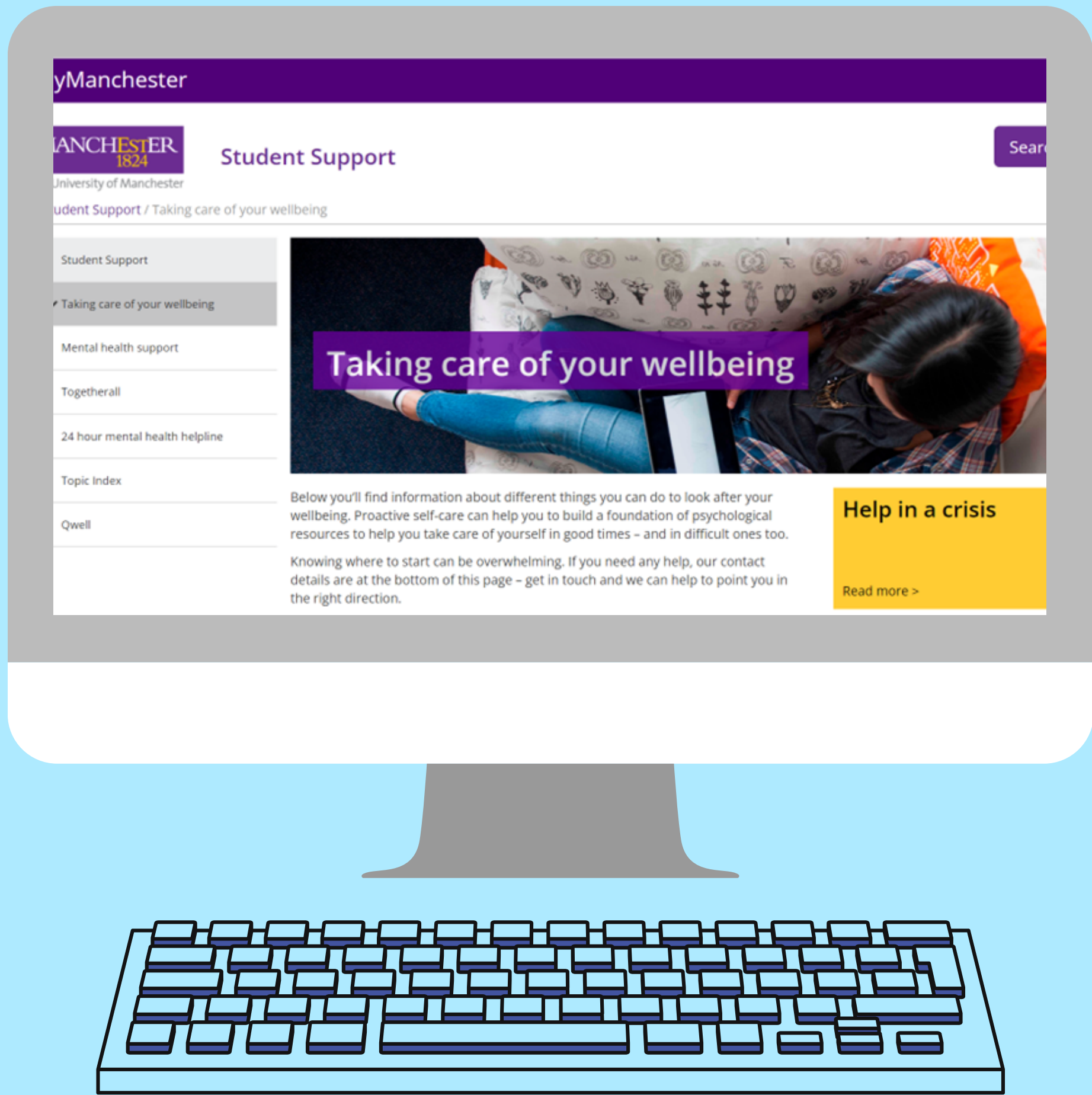
# Exam Stress Tips

In April we utilised our Instagram channel as a way of giving students tips on how to reduce stress for the upcoming exam period.

We created a reel of the study spaces across campus that can help boost wellbeing. We showcased the Atrium as a space with lots of daylight and released messaging on how spaces can influence productivity and wellbeing. This was received well and accumulated 120 likes.

We plan to release further content with practical tips to relieve feelings of stress during the exam period.





# Student Support Website Data

# Student Support Website Data



Student Support Website



Users accessing the Student Support website over March and April. The most popular pages accessed by students included information on mitigating circumstances and financial support.



NHS Guidebooks



Total views of the NHS Guidebooks via the Student Support Website throughout March and April. Anxiety was the most frequent guidebook accessed.



Wellbeing Chat



Total chats facilitated by the online chat function on the Student Support website across March and April. Despite demand for the wellbeing chat, the number of students accessing it remains low. We plan to promote the chat function in the coming months.



Email



## Continued

Over March and April there were a total 201 queries via email directed towards the central student support email ([studentsupport@manchester.ac.uk](mailto:studentsupport@manchester.ac.uk)). There are a range of queries sent to this inbox and we aim to reply within 2 working days.



Appointments



41 students requested appointments for wellbeing related concerns. These students were supported through conversations around how to boost their wellbeing, and in some cases students were referred on to more specialist support.



Student issues



Our wellbeing advisors see a range of students with varying queries. Examples include practical concerns including time management/motivation, on course support around mitigating circumstances and more specific mental health/wellbeing concerns such as low mood and feeling isolated.

# be *active*

Being Active is key to our wellbeing. We aimed to show how Being Active is for everyone, by representing students from different backgrounds and with varying abilities.

We welcome feedback and ideas to improve our service. We also strive to make our channels as inclusive as possible and we are constantly evolving. We will respond to any suggestions and queries and are grateful for your feedback.



# be *healthy*

Our next way to wellbeing is 'Be Healthy' which will include content on how students can take care of themselves through nutrition, personal safety and sleep. Updates will be circulated via the Student Support Listserv, @uomwellbeing and the Wellbeing Events Calendar ([bit.ly/UoMWellbeingCalendar](https://bit.ly/UoMWellbeingCalendar)).

