



UNC Refugee Wellness Research Report

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Public Relations Campaigns

Executive Summary

As public relations students in the School of Media and Journalism, Team FAMB was presented with the opportunity to conduct research that will assist in the development of an awareness campaign for the UNC Global Transmigration Refugee Mental Health and Wellness Initiative (UNC Refugee Wellness). This report presents a summation of our team's research in the field and recommendations for moving forward in the creation of an effective campaign plan.

Statement of Need: UNC Refugee Wellness is an organization operating through the University of North Carolina at Chapel Hill's School of Social Work that aspires to connect refugees and service providers, increase community capacity to provide services and directly support refugees. The client's main public relations need is to increase awareness about refugee mental health in order to improve its communication efforts with residents in the Triangle, encourage community partnerships and incorporate fundraising efforts. To understand the perceptions of our target audiences, Team FAMB established the following research goals: 1) to understand community awareness about refugee mental health 2) to discover attitudes toward refugee mental health 3) to pinpoint the most effective traditional and social media channels and 4) to identify messaging themes that resonate with the client's target audiences.

Methods: For quantitative research, our team distributed a Qualtrics survey between Feb. 15, 2017, and Feb. 24, 2017, to a convenience sample of 57 UNC-CH students and residents of Durham, Orange and Wake counties. Team members recruited participants by reaching out to individuals and groups via social media. For qualitative research, our team conducted eight in-depth interviews between Feb. 21, 2017, and Feb. 25, 2017, with UNC-CH students who are involved in social justice and mental health organizations. Interviews consisted of 14 questions and addressed the areas of awareness, attitudes toward refugees and mental health and the UNC Refugee Wellness website. Team members recruited interviewees via email.

Key Findings:

- 51 percent of survey respondents were not at all familiar with the Triangle's refugee community. On average, they ranked "mental health services" fourth out of six in a list of refugees' most pressing needs.
- 84 percent of survey respondents indicated at least moderate interest in learning more about refugee mental health via personal stories.
- Survey respondents listed email and Facebook as the most used media channels.
- Interview participants displayed an interest in educational content and personal stories.

Implications & Recommendations: All research goals were met through the survey results and interview insights. We found that the target audiences' separate views of refugee needs and mental health provide an opportunity to emphasize the relationship between the two via the creation of a comprehensive identity for the client. We plan to implement a campaign theme that focuses on educational content supplemented with emotional and personal stories. UNC Refugee Wellness might consider sprucing up its website through the addition of a video featuring personal stories, an updated mission statement and regular updates to the blog. UNC Refugee Wellness may also want to consider hosting a potluck event in order to facilitate conversation between potential partners and refugees in the Triangle.