



#beanresilient

In 2020, we held a virtual Young Leaders Workshop with students from Resilient Ararat's participating schools. A group of nine impressive young people provided us with their ideas for our first ever Mental Health Month campaign. Students explored different ways to share the key messages they were learning through The Resilience Project's curriculum with the wider community. From this workshop the idea for **#beanresilient** was born.

The aim of the #beanresilient campaign was to use coffee cups to deliver important mental health and resilience messages to the Ararat community during the Covid 19 pandemic. The hashtag developed in our Young Leaders Workshop was used to drive conversation online about what 'being resilient' actually means. Students decided to focus on GEM (gratitude, empathy and mindfulness) for the cup designs and explore what a resilient community looks like as a theme for the wider campaign.

We supplied 15,500 customised takeaway cups to cafes and takeaway outlets in the Ararat local government area. Each of the three cup sizes focused on a different principle of GEM and asked a question of the customer that encouraged them to reflect on their practice of GEM.

The campaign increased awareness of, and conversation about, positive mental health strategies and what it means to be resilient. It was amazing to see so many people contributing to the conversation via social media, filling out the questions on their cups and sharing the images to Facebook and Instagram.

