



Project Template

European Rotaract Information Center

Name of the project: Shades of wellnes - on Mental health in the Art Enviroment

Organizing club: Rotaract Club Kraków Wawel

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I. ANALYSIS, OPPORTUNITIES AND MAIN IDEA FOR THE PROJECT.

1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE

Mental health is still sometimes a taboo subject, even in the centre of Europe. Often the problem is not only a lack of skills and practice in communication about mental health, but also a lack of basic knowledge to bring the topic into the discussion. This implies the need for a place where knowledge about the topic can be drawn from, with a relaxed and accessible atmosphere for discussing mental health - everyday life, different social groups and ages.

2. OPPORTUNITIES

The combination of a lecture on mental health as an introduction to discussing it and an art exhibition will create an environment that facilitates the sharing of knowledge and experiences about mental health not only among the speakers, but also among the guests of the event. The pleasurable experience of addressing this heavy topic may result in participants opening up to more frequent discussions in their own social circles, thus increasing the general public's awareness of the importance of mental health.

II. HOW TO EXECUTE THE PROJECT

1. ACTION GROUP

On behalf of the club, we had two representatives. First was responsible for organising the venue, furnishing the hall and securing sponsorship. Second was in charge of communication with the artists and the graphic design of the project. As also presenters, they both took care of the substantive part of the event, preparing and presenting a lecture on mental health in Poland, also in comparison with Europe. They also both took care of the promotion of the event.

During the event, our time was made pleasant by refreshments prepared by many members of our club

2. DESCRIPTION OF THE PROJECT

The event was divided into two parts. In the first part, the presenters talked about mental health problems that affect Europeans and Poles in particular, presented sample statistics and explained basic definitions in a digestible way. This was the introduction to the next part of the event. After the presentation, all participants were invited to a joint discussion on the topics raised, but in a supportive environment. Together with our club's friendly artists, we prepared an exhibition of watercolour art and our club

provided delicious refreshments. This friendly atmosphere made it easier to talk about the mental problems of everyday life.

Guests at the event from the Hospice Memorial Foundation of the City of Oswiecim gifted all participants with handmade baskets and flowers to mark the coming Easter.

3. GOALS OF THE PROJECT

To facilitate the transfer of information; to be able to assimilate difficult information in a friendly environment; to connect people from different backgrounds; to promote Rotaract; to promote the arts; to promote artists.

4. TARGET AUDIENCE

Rotaract, Rotary - Intergenerational exchange of viewpoints on mental health
Artists, passers-by - promotion of artists, spreading what Rotaract and Rotary is about
Everybody - spreading mental health awareness in Poland, practicing communication about this topic

5. ACTION PLAN & TIME FRAME

-18-15 weeks before:

Identify the event's goal,
presenting the topic of the event at a Rotaract club meetings
build team, assign roles
create plan and time frame for your project

-15 - 12 weeks before:

reserve venue
contact sponsors
contact presenters/ speakers

-12 - 8 weeks before:

contact artists
organise equipment for exhibition
prepare promotional materials

-8 weeks before:

start intensive promotion of the event, invite particular guests (like Rotary clubs)

-3 weeks before:

collect and prepare paintings for exhibition
check and complete equipment for the event

-1 week -1 day before:

prepare refreshments
re-invite particular guests

-1 week after:

summarise event, create report form it
make a summary of the project available through accessible media

Brief description of each step

- The first step is devoted to planning. This is where the idea, the division of responsibilities, the method of implementation and the timeframe for the project are born in the club. Good insight and planning at this stage makes it much easier to realise the objectives.

-Actions are well advised to start by searching for a venue - with time, the availability of options decreases. Contacting sponsors allows you to verify the feasibility of your plans, while contacting presenters allows you to clarify the theme of the event.

-Wanting to hold an exhibition requires contacting the artists to work out the details of the work that will be exhibited and what equipment will be needed for the exhibition. With information on the venue, date and initial agenda for the event, you should already start preparing promotional materials for the event at this stage.

-Promotion of an open public event is extremely important to its success. The earlier it starts, the larger the audience can learn about and attend the event.

-2 weeks before the event, make sure that the necessary elements of the event are ready. This leaves time for possible changes and substitutions.

-The week leading up to the event is a good time to purchase and prepare refreshments for the events. It is good to remind the target audience again of the date and time of the event.

-After the event, take stock of its successes, the difficulties you encountered during implementation and boast about a well-organised event.

6. RESOURCES

(S) Space where the event can be held;
Paintings; Room equipment needed for the exhibition (e.g. easel) and lecture;

7. BUDGET

In our case, we reckon a room hire charge of up to €30 per hour and part of refreshments of around €25-30.

8. ORGANIZERS OF THE PROJECT

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9. PARTICIPANTS

Members of club Rotaract Kraków Wawel, Guests from Hospice Memorial Foundation of the City of Oswiecim, Artists, friends and passers-by.

10. SPONSORSHIP

The Rotary Club Krakow Wawel helped us to pay for a rented room for the event. The Nowa Huta Cultural Centre lent us the easels on which the paintings were displayed for free.

11. MEDIA COVERAGE

Club's Facebook and Instagram: <https://www.facebook.com/events/778491307502186>

III. RESULTS

1. RESULTS AND OVERVIEW

The project was successfully carried out against premises. The event was positively received by the participants. As expected, the presence of art created a relaxed, inspiring atmosphere, and discussions about various aspects of mental health could be heard in the room.

Problems encountered in organising the event were resolved during the preparations. Shortly before the event, we were forced to change the venue in which our event was initially to be held. With the sponsorship of the Rotary Club, we managed to rent another hall, despite the remaining time of 1 month before the event. Additionally, a speaker scheduled to address the topic of mental health in older people dropped out at a similar time. Our organisers rose to the challenge and prepared a solid lecture on mental health in Poland and against the background of Europe.

2. ADVICES

Promotion - it is extremely important to promote the project, not only to friendly Rotary and Rotaract clubs, but also to members of the public. It would be a good idea to hold the event in the vicinity of frequently visited locations to increase the likelihood of attracting passers-by. In addition, combining the topic of discussion with consideration of a special audience can assist in the presence of guests at the event.

3. SUSTAINABILITY

The project presented may be permanent. At this point, it has been contained in one meeting. "Shades of wellness" may return with a mental health topic or another discussion topic. The form of a friendly meeting provides an opportunity to address difficult, bypassed social topics. In addition, art enhancing the atmosphere of the meeting can promote artists who will undertake a longer collaboration with us or allow us to find new talents. The flexibility of the project makes it possible to transform a single-theme event into a series of meetings.