**Lakehead University - Evaluating effectiveness of campus-wide anti-stigma campaign**

*Please provide a high-level summary of your project*

Student Health and Wellness launched a campus wide anti stigma campaign to encourage students to access mental health support and to educate staff and faculty on best practices to reduce stigma in their own work.

*What were your goals in this project?*

To be able to evaluate the effectiveness of the campaign and communicate the findings to senior admin.

*What obstacles did you encounter, if any, in the course of this project?*

Uptake of surveys, finding time to balance the work alongside regular work.

*What were some of your key learning outcomes from this project?*

The upfront work of evaluation pays dividends in the end.

*Did you meet your goals for this project? If not, why?*

Yes