

Event: Mental Health Promotion

Keep Teenagers Away From

Sexual Harassment

School Name: xxxx

Team Member Name: xxxxxx

Target Audience Age: 13-18

Part I: Campaign Plan

1. Campaign Topic Reasoning

○ Topic Reasoning

The reasons for sexual harassment of adolescent females in urban areas can be analyzed from several perspectives. First, urban public spaces are densely populated, and areas with high foot traffic, such as subways and buses, increase the likelihood of adolescent females becoming targets of harassment. According to the *World Bank's* overview of gender-based violence, an estimated 35% of women worldwide have experienced physical or sexual violence by an intimate partner or non-partner in their lifetime, with younger women being particularly vulnerable (World Bank, 2023). This statistic highlights the prevalence of harassment in both private and public spaces, with young women facing a disproportionate level of vulnerability.

Second, the rise of information technology, particularly the widespread use of social media, has created new spaces for sexual harassment. The *World Bank* report also notes that online harassment, including sexual harassment, is a significant issue for women and girls, particularly in urban areas where internet access is high. This type of harassment, which can take many forms such as unsolicited messages or cyberbullying, disproportionately affects adolescent females, who are often more active on digital platforms.

Additionally, gender stereotypes and societal cultural influences play a significant role. The *World Bank* stresses that gender-based violence, including sexual harassment, is rooted in deep-seated social norms and inequalities, which continue to affect how women and girls are treated in society. These cultural and societal factors not only normalize

harassment but also discourage victims from reporting it, as many may feel that their experiences are not taken seriously or are considered a part of everyday life.

Finally, the weak enforcement of laws and societal responses to sexual harassment are contributing factors. The *World Bank* report highlights that while many countries have laws addressing gender-based violence, the implementation of these laws is often inconsistent and ineffective. For instance, in many regions, survivors of sexual harassment may not report the incident due to fear of retaliation or the lack of adequate legal protection, which further perpetuates the cycle of harassment.

This evidence from the *World Bank* article helps explain how urbanization, digital spaces, cultural attitudes, and weak legal frameworks contribute to the continued vulnerability of adolescent females to sexual harassment.

- Risky Factors

From the perspective of contributing factors, sexual minority groups have more possibility to encounter campus sexual harassment because of societal prejudice. Youth of color and LGBTQ youth are more susceptible to sexual harassment. A study on sexual harassment showed African American and Hispanic girls are more likely to experience sexual violence than white girls (Boothe 2014). According to the study, LGBTQ youth are more likely to experience sexual harassment than heterosexual youth, 81% of transgender youth experienced sexual harassment (Mitchel 2014). Those studies reflected that sexual harassment does not happen in isolation. The prejudice and bias cause the minority group to have more possibility to encounter sexual harassment.

From the perspective of harm, psychological issues and interruption of education are the two main hazards caused by campus sexual harassment. Sexual harassment has a

serious and long-term negative impact on teenagers' mental health. According to this study, over half of adolescents experience at least one post-traumatic stress disorder, anxiety, or depression within one year after sexual harassment (Clarke, 2021). In addition, those psychological issues would highly cause long absences during the study period. As a result, those students have a higher possibility of having poor school performance which would cause their psychological issues to be more serious (Clarke, 2021). In conclusion, to reduce the occurrence of sexual harassment on campus, society should find solutions to both contributing factors and hazards caused by sexual harassment.

- Protective Factors

From the perspective of contributing factors, providing society with a proper set of values that includes respect for minorities can help reduce the occurrence of sexual harassment. Additionally, offering comprehensive and accurate sex education, along with teaching coping strategies for dealing with sexual harassment, can help individuals recognize and avoid such behaviors.

From the perspective of harm, it is important to assist victims, particularly students, in recognizing and understanding that they have experienced sexual harassment. Supporting them in overcoming feelings of shame by emphasizing that the harassment is not their fault can be crucial in their recovery. Furthermore, raising awareness about the importance of resistance and the actions victims can take in response to harassment can empower them. This approach helps reduce the anxiety, restlessness, and even depression that often result from experiencing sexual harassment.

On a larger scale, our efforts will help raise awareness about the seriousness of sexual harassment, showing how common it is in everyday life and the serious emotional and

psychological impact it has on victims. When society understands the severity of the issue, it will take actions to fight against sexual harassment and prevent it, in the largest extent, from happening in the future.

- Target Audience Analysis

Teenagers are the main force on social media. They are accustomed to spending a lot of time on social media platforms every day. This high-frequency usage gives them more opportunities to be exposed to promotional content. Besides, teenagers are enthusiastic about sharing the content that interests them on social media. If the promotional content can resonate with them, they will be happy to share it with people in their social circles like friends and classmates. This sharing and dissemination mechanism can make promotional information spread like a virus, greatly expanding the coverage and influence of the promotion. What's more, social media allows users to interact by commenting, liking, sending private messages and so on. After the promotional content is released, teenagers can express their opinions, ask questions or share their own experiences through comments. Such interactive exchanges can enable teenagers to participate more deeply in the promotional theme and enhance their understanding and memory of the content.

2. Social Media Campaign Plan

- Campaign Goal

We have set three goals. Firstly, via the promotion on social media platforms, our intention is to raise public awareness and alertness regarding the issue of women's harassment. Secondly, for those teenagers who have endured or are currently experiencing campus sexual harassment, we aim to assist them in overcoming psychological hardships or mitigating psychological damage through social media publicity and guidance. Thirdly, for

teenagers who have not encountered campus sexual harassment, we expect our social media efforts to equip them with self-protection methods and enable them to stay clear of such harassment on campus.

- Campaign Content

Before designing the content, we conducted a survey and collected 50 responses. Based on valuable information from responses, our campaign's content is designed as below:











Project	Content	Advantage	Protective Factor
Interview Series	Interview teachers, students and psychology experts	Helps people understand the current situation of sexual harassment	Awareness, understanding, and education for individuals, friends, and families
Weekly Recommendation	Recommend psychology books and scientific readings	Help youth understand how to protect themselves	Support and self-help through psychological healing and education
Vitality Callender	Present daily knowledge on sexual harassment prevention in a light, non-overwhelming manner	Encourages daily learning and self-protection tips in an accessible and shame freeway	Self-acceptance and trust while raising awareness in a subtle and approachable format
Spirit Wallpaper	Use healing psychological illustrations and inspiring prevention tips	Combines inner healing with reminders about self-protection,	Boosts mental resilience while promoting self-protection and psychological well-being

	as mobile wallpapers for daily reminders	offering an unconscious yet positive daily reinforcement	
Educational Video Project	Analyze sexual harassment deeply with psychological experts; videos educate youth on prevention and how to respond effectively	Provides clear and professional insights to help youth understand, prevent, and address sexual harassment	A positive and healthy social media atmosphere with scientifically backed advice and prevention strategies
Educational Booklets	Extract practical tips from articles and combine them with illustrations and designs to reduce shame and allow fast, easy learning on self-protection	Makes it easier to absorb practical prevention strategies	Reduces stigma and increases awareness about protecting oneself against sexual harassment
Offline Competition	Create valuable quiz-based competitions within schools using prevention knowledge; Reward participants to	Encourages participation, reduces shame in discussing sexual harassment	Promotes peers' engagement and proactive learning while fostering a school-wide

	boost engagement and interest		culture of resistance to harassment
Online Competition	Initial online competition to attract more participants	Expands influence, increases accessibility, and encourages more people to learn about resisting sexual harassment.	Strengthens collective awareness and involvement while engaging a wider online audience in resistance efforts

○ Campaign Channel Selection Method

Channel selection principles: According to the analysis of our user groups, more users would choose to use Bilibili and WeChat. So, we will mainly focus on the promotion of these two platforms. The content will be reused on different platforms. The use time of our audiences from the high to low is:

Promotion content	Channel	Promotion Period	Time (per month)
Weekly Recommendation (book/article/artwork)	  	Once per week	2hrs
Interview (Regarding campus sexual harassment)	   	Once per month	4hrs
Calendar (Have comics on the back)	  	Once per month	2hrs

Popular science articles (including videos)	  	Once every two weeks	6hrs
Popular science booklet		Once every two months	20hrs
Offline Competition	 	Once every two months	10hrs
Online Competition	   	Once every two months	4hrs

○ Promotion Matrix & Schedule

-Content: After every month, we will improve our content through questionnaires in the comment section of each platform.

-Efficiency: To improve our efficiency, we would not only create our original content but also edit other video screens when we make the science popularization video.

-Workload: Every month, we plan to use 14 hours for content production and publishing. Also, 2 hours will be used to collect user feedback and analyze the monthly data.

-Impact: We would also present our project in the school and try to cooperate with the experts in this field to strengthen our influence.

Part II: Campaign Demo

Please click the public link to check and review different demos. The topic will update.



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References

- [1]Boothe, M. A. S., Wilson, R. M., Lassiter, T. E., & Holland, B. (2014). Differences in sexual behaviors and teen dating violence among Black, Hispanic, and White female adolescents. *Journal of Aggression, Maltreatment & Trauma*, 23, 1072-1089. doi:10.1080/10926771.2014.964436
- [2]Mitchell, K. J., Ybarra, M. L., & Obsuth, I. (2014). Sexual harassment among adolescents of different sexual orientations and gender identities. *Child Abuse & Neglect*, 38, 280-295. doi:10.1016/j.chiabu.2013.09.008
- [3]Clarke V, and others. [Medium-term health and social outcomes in adolescents following sexual assault: a prospective mixed-methods cohort study](#). *Social Psychiatry and Psychiatric Epidemiology* 2021; doi: 10.1007/s00127-021-02127-4.