

Helping People
**Understand Anxiety
& Take Relevant Measures**

Communication Design Project 3

By

Sanket Gonte

M. Des. Communication Design

176450009

Guided by

Prof. Prasad Bokil

Idea for the Project

- Personal Struggles
- Diagnosis with Depression & Generalized Anxiety Disorder (GAD)
- Experiences along the way: both Good and Bad
- Desire to know more about Mental Health

According to Government Data, around **150 million Indians** are in need of **Mental Healthcare**.
That's about **11%** of the total population.

Depression alone affects **56 million** people and
Anxiety Disorders affects **38 million**.

-Kerean Watts, Health Issues India, October 2018

Suicide rates have reached **epidemic levels**.

Most vulnerable groups being
Farmers, Senior Citizens & Students.

India has **Highest Suicide Rate** among **Youth** in the **World**.

-Kerean Watts, Health Issues India, October 2018

Why don't People seek Help?

- Prejudices deeply rooted in the society
- Fear of Ostracization
- Stigma is not the only reason
- Most of the people simply cannot avail and afford professional help
- Dearth of Mental Health Professionals
- Public Health System falls short to help people

What would help?

On a broader level

- Nationwide awareness campaigns
- Outreach programs
- More Mental Health Professionals

As a student and person who has dealt with it

- Help initiate a dialogue among peers
- Understand the complex nature of the issue
- Help bridge the communication gap between students and their parents
- Parents aged 45 to 60; Students aged 18 to 26 (Young Adults)

Initial Study

Literary Source

- *The Psychology of Anxiety*, Eugene E. Levitt
- *Anxiety*, Donald Goodwin

Online Source

- National Institute of Mental Health (NIMH)
<https://www.nimh.nih.gov>
- Health Issues India (Online Magazine)
<https://www.healthissuesindia.com>
- The Live Love Laugh Foundation
<https://thelivelovelaughfoundation.org/>

What is Anxiety?

Anxiety is the feeling of **Fear, Worry** or **Nervousness** when one is about **to do** Something **Challenging** or Make an Important **Decision**.

[-https://thelivelovelaughfoundation.org/](https://thelivelovelaughfoundation.org/)

- Everyone experiences Anxiety every now and then
- Anxiety, Fear & Phobia
- Stress & Tension

Anxiety Disorders

- **Kinds of Anxiety: Acute & Chronic**
- **Generalized Anxiety Disorder (GAD)**
Feeling restless, wound-up, or on-edge,
Being easily fatigued, Having difficulty concentrating,
Mind going blank, Having muscle tension,
Having sleep problems
- **Panic Disorder**
Heart palpitations, an accelerated heart-rate,
Sweating, Trembling or shaking,
Sensations of shortness of breath, smothering, or choking,
Feelings of impending doom, Feelings of being out of control

Anxiety Disorders

- **Social Anxiety Disorder**

General intense fear of, or anxiety toward, social or performance situations. People worry that actions or behaviors associated with their anxiety will be negatively evaluated by others

User Study: Students

“What drove me was the fear of what would happen if I didn’t push myself. Fear was probably not the best motivator but it got me out of my depression. I didn’t want to get left behind in life and I knew that would break me more, so picturing the worst case scenario acted as a trigger to finally work actively towards getting better.”

*-Ruchita, age 26, senior analyst at an
MNC in Bangalore*

“I was only able to cope because of my friends and family, who even they might not have known what I went through, listened to me and gave me breaks often enough. Another big driver for me was my ambition that slowly helped me learn to pick myself up.”

*-Joseph, age 23, a design student
from Pune*

User Study: Parents

“The issue wasn’t totally unheard of. Once in a while, in newspaper articles and in tv shows, I would hear about mental health problems. Though it made me worry about it as another additional problem my child was going through besides other chronic health problems, showing my worries to him wouldn’t have helped. I did what a responsible parent should do, I supported him and listen to him throughout struggle. He had to know I was there for him.”

*-Jaya, age 52, homemaker, mother to a
25 year-old son*

“We (his father and I) knew something was up. But we didn’t know how to react to the situation. We felt that reacting in any way that’s negative, would not be helpful. So we didn’t really talk about it. We tried to be supportive in a way we felt right in the moment.”

*-Jennifer, age 55, account manager,
Joseph’s mother*

Insights: Hurdles in the Way

- Not being able to comprehend what's happening or coming to terms with it
- Not being able to explain
- Not Finding emotional and moral support from friends or family
- Fear of Stigmatization

Insights: Seeking treatments

- Varied perspectives to cope with mental health issue
- Finding an Activity that may help cope up with anxiety
- Journaling your thoughts
- Counselling
- Proper Anti-anxiety medication/ Anti-depressants
- Following the routine consistently, there will be ups and downs

Possible Directions for the Project

- Interactive Film
- Audio Clips/ Podcasts
- Information Booklet

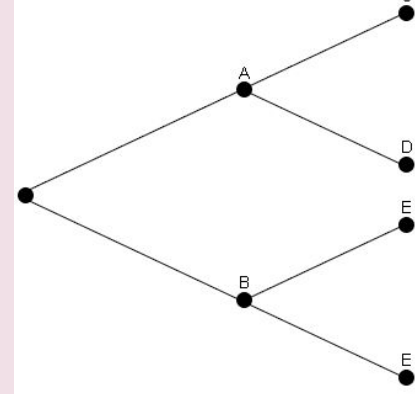
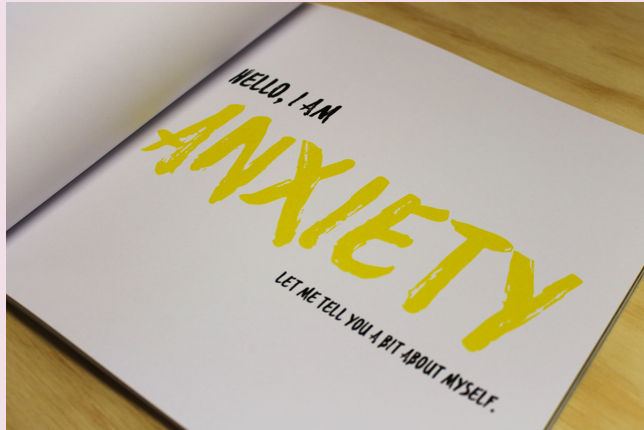


Image source(clockwise): Investopedia, Shutterstock, Behance

Inspirations for Final Outcome (An Information Booklet)

The Anxiety Pack: Visual Narrative Book
by Eloise Docking & Lydia Ahn



Inspirations for Final Outcome (An Information Booklet)

'It feels like-' Series
by Steph Ford

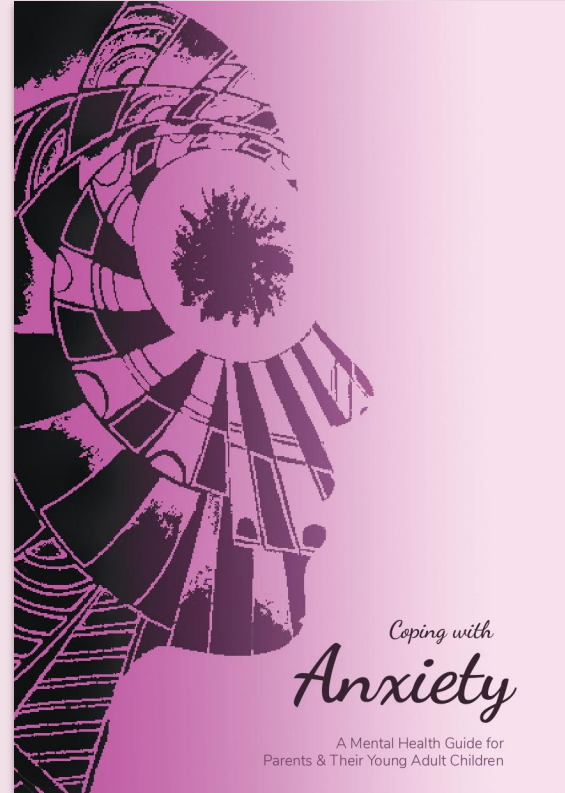


Structure of the Booklet

- Introducing the subject and its importance
- Delving into the Issue
- What needs to be done?
- Highlighting important points
- Real-life experiences of Parents and children
- Conclusion

Designing the Booklet

- Book Size
- Colour scheme
- Book cover
- Fonts, Font Size
- Personified approach to share information
- Trimming down the information
- Implementation into final design



Conclusion

- Mental health is a Complex and Sensitive issue
- Difficulties faced while interviewing made the Stigma evident
- Lack of Empathy or Understanding among people
- Balancing Positive & Negative Aspects in Design
- Mental Health is as important as Physical Health
- Initiating Conversations is the very first step

Thank You!