

INSIGHT

Studying children's psychiatry is **HARD**.
That causes a shortage of children psychiatrists.

On the other hand, living with mental health
issues without any help is even **HARDER**.

STRATEGY

Showing timetables of struggling children
with mental health issues with no medical help.

Creating healing timetables in collaboration
with children psychiatrists.



IDEA

To connect medical students with struggling
children by a common used tool – **TIMETABLE**.
Make them realize how needed they are and
encourage them to persist in pursuing this path.

MEDIA

The campaign that works all year around,
run by media channels, that people naturally
associate timetables with.

OFFLINE – OOH formats at a major gathering
student points = public transport stations

ONLINE – a collaboration with planning tools
such as Google Calendar