A Support System Student Didn't Know They Had

How one multi-campus education group built SAP awareness into the fabric of campus life, and saw **registrations rise 75%** **and counselling sessions rise 62%** over the review period.



Every year, thousands of students walk into campus carrying more than their bags.



Many are living away from home for the first time. Many are managing academic pressure, financial worry, relationships and an uncertain future, all at once.

This multi-campus education group, spanning a university, a design school and several other entities, had already done the right thing. **A Student Assistance Programme (SAP) with confidential counselling through 1to1help was live and available.** But availability is not adoption. Students were not reaching out in the numbers the need suggested. The service existed. The conversation around it didn't.

A Familiar Gap

What keeps students from counselling is rarely the absence of support. It is the distance between knowing a service exists and feeling safe enough to use it.

01 Awareness fades after day one

Most students hear about support services once, during a packed orientation week, alongside dozens of other announcements. By the time they actually need help, months later, the details are gone. A single introduction was never going to be enough.

> 1to1help's train-the-trainer approach built SAP into every student orientation programme, so each new batch hears about it from people they already trust.

02 The fear of being found out

Students worry that seeking counselling will reach their parents, their faculty or their records. On campus, where everyone seems to know everyone, that fear runs deep. Unless confidentiality is explained clearly and repeatedly, many students simply will not risk it.

> Training for 25+ faculty, Wellness Team and HR representatives covered confidentiality and privacy, helping them address student concerns and explain how SAP works.



03 Stress follows the calendar

Student distress is not evenly spread across the year. It rises sharply around exams, submissions and results. A reminder in a quiet month is easily ignored. The same message during exam week can be the nudge someone needed.

> Academic-calendar campaigns aligned SAP communication with examinations and other high-stress periods, keeping support visible when students were more likely to need it.

04 Students listen to students

A poster can inform. A friend can persuade. Peer voices carry a credibility that institutional communication rarely matches, especially on a subject still surrounded by hesitation and stigma.

> Student volunteers were trained as peer awareness partners, equipping them to build awareness among fellow students and guide them towards appropriate support.



05 Many campuses, many realities

Each entity had its own culture, calendar and student profile. What worked at one campus would not automatically work at another. Engagement needed to be both consistent in message and local in delivery.

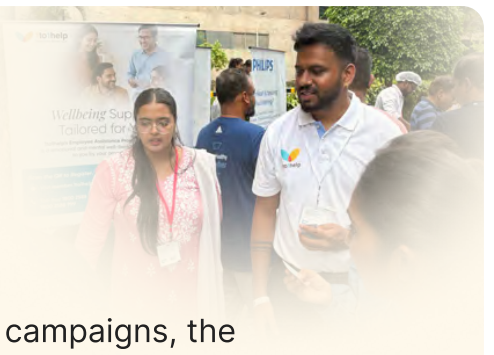
> On-ground engagement across 9 locations brought SAP directly to students through kiosks, dedicated awareness sessions and student-led activities, including a flash mob.

Programmes in Action

01

The University

Multi-campus education group



Combining trained faculty, embedded orientation and academic-calendar campaigns, the university saw students engage with SAP far more actively, particularly around examinations.

Registrations	Counselling sessions
129 to 446	261 to 823
Registration growth	**Session growth**
+246%	+215%

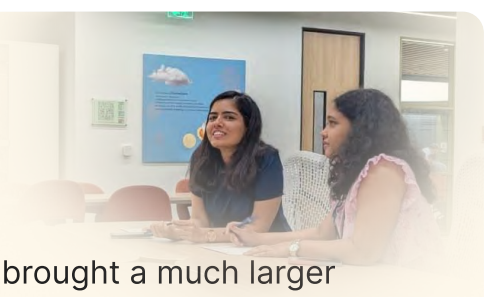
University students emerged as the programme's highest users. Timing communication to the academic calendar meant support was top of mind at the moments it mattered most.

A similar story unfolded at the design school, where the challenge was getting students to engage early, before concerns escalated.

02

The Design School

Design school



On-site engagement, peer volunteers and dedicated awareness sessions brought a much larger share of students into the programme.

Registrations	Counselling sessions	Critical cases
+289%	+19%	12 to 9

Registrations nearly quadrupled while critical cases fell. The pattern is consistent with students connecting with support at an earlier stage, rather than waiting until a concern becomes a crisis.

Building ownership, not just awareness

Rather than relying on periodic emails and posters, the approach focused on one question: **who on campus can keep talking about SAP long after a session ends?**

The answer was a layered model.

A dedicated SAP orientation deck standardised how the programme was introduced. 25+ faculty, Wellness Team and HR representatives were trained on SAP, confidentiality, referral pathways and crisis escalation. They then made SAP part of every student orientation programme. Student volunteers were trained as peer awareness partners. And SAP was taken directly to students through kiosks, sessions and activations across 9 locations.









9 locations where SAP was taken directly to students through kiosks, sessions and activations.

The Model

1to1help's SAP engagement model is designed around how students actually discover, trust and use support.

Standardised orientation

A dedicated SAP deck ensures every campus explains the programme the same way: what it offers, how to access it and how confidentiality works.

Train-the-trainer

Faculty, Wellness Teams and HR become internal SAP champions, carrying awareness into every new student orientation.

Peer awareness network

Trained student volunteers guide friends to the right support, making counselling feel normal rather than clinical.

On-ground presence

Kiosks, sessions and student-led activations, including a flash mob, put a face to the programme across 9 locations.

Academic-calendar campaigns

Communication timed to exams and high-stress periods keeps SAP visible when students need it most.

Utilisation tracking

Regular reporting on registrations, sessions, critical cases and entity-wise trends guides where to engage next.

The Evidence

Utilisation across the group grew significantly over the review period, with the strongest gains in the entities where on-ground engagement was most intensive.

Overall registrations rose from 579 to 1,014. A clear signal that more students now know about SAP and are willing to take the first step.

OVERALL SAP UTILISATION

Metric	Previous period	Review period	Change
Registrations	579	1,014	**+75.1%**
Counselling sessions	938	1,515	**+61.5%**



The growth was not just in sign-ups. Counselling sessions rose alongside registrations, which means students were not only registering but returning for support. At the university, usage clustered around examination periods, exactly when the need is greatest.

+246%
University student registrations

+289%
Design school student registrations

TAKEAWAY

Keeping the Door Open

The foundation is now in place. The 9-location model is repeatable, and the train-the-trainer approach keeps SAP embedded in student onboarding year after year.

The next phase builds on it through a structured Student Ambassador Programme, refresher training for volunteers and faculty, entity-specific engagement plans, recurring campus activations and deeper utilisation analytics.

Because the hardest part of student support is not providing it. It is making sure every student knows the door is open.

Let's build student wellbeing together.

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