

APPLICATION BRIEF

Unilever CLEAR: Social Anxiety Project



R2



Resilience
Research
Centre

<https://resilienceresearch.org/r2/>

INTRODUCTION

As part of Unilever CLEAR's corporate social responsibility campaign, Unilever CLEAR initiated the 'Social Anxiety Project' with the RRC. The project intended to reduce social anxiety by building resilience in young people aged 16 to 24, in contexts of "ever-increasing scrutiny and judgement."

THE APPROACH

The CLEAR curriculum contains nine modules offered during 90-minute workshops with small groups (6 to 10 participants). However, the curriculum format is flexible, depending on the needs of participants.

Curriculum modules:

1. What is social anxiety?
2. Resilience to social anxiety:
Rugged and resourced individuals
3. The rugged individual
4. Negotiating new meanings
5. Fostering rugged resilience
6. The resourced individual
7. Becoming resourced: Navigating to new resources
8. The novice mentor: Helping others to help ourselves
9. Maintaining resilience in the future

PROJECT DETAILS

Start Date: May 2019







Locations: Singapore and Vietnam

Population: The general public with a target audience of youth between the ages of 16 to 24 who are struggling with mild to moderate social anxiety.







FACTORS CHOSEN

Unilever CLEAR decided to have the 'Social Anxiety Project' address resilience as it pertains to social anxiety in a general sense. However, the CLEAR curriculum linked to the following qualities:

R1: Rugged Qualities

-  A powerful identity
-  Mindfulness and self-regulation
-  Positive emotions
-  Self-esteem/confidence
-  Self-efficacy
-  Problem-solving

R2: Resourced Qualities

-  A supportive peer group
-  Opportunities to use one's talents
-  Orderly and regular routines
-  Recognition for what makes one special
-  Relationships with others in one's community
-  Social efficacy and citizenship