

How to motivate Ukrainian university students to seek psychological support

LESSON 2

Perceptions of Inclusion, well-being and Identification with the European Union in Ukrainian university students



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- Many Ukrainian university students are reluctant to seek mental health support despite significant psychological distress
- Stigma, institutional mistrust, and practical barriers such as lack of information and language issues limit access (EthnoMed, 2023)
- Fear of judgment, doubts about effectiveness, and concerns about academic consequences further discourage help-seeking (Quirke et al., 2021; EthnoMed, 2023)



Encouraging engagement

- Acknowledge fears and normalize hesitation toward psychological support
- Frame help-seeking as a proactive and positive action rather than weakness
- Emphasize practical benefits such as improved focus, reduced stress, and better coping (APA Foundation, 2023)
- Use relatable role models, including Ukrainian-speaking counselors or peers with lived experience
- Peer or mentor testimonies can normalize and reduce anxiety about accessing services





Integration and Accessibility



- Integrate mental health practices into daily academic settings, such as mindfulness or relaxation exercises
- Provide confidential “wellness check-ins” in Ukrainian to reduce stigma and increase trust
- Ensure services are accessible both online and in person, including telehealth and walk-in options
- Offer culturally and linguistically appropriate resources to improve engagement (EthnoMed, 2023)
- Promote help-seeking as a form of self-care and strength, contributing to an inclusive and supportive campus environment



Thank you

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