

Approximately one year into the pandemic, the Consell de Formentera’s new communications push, “Now more than ever, practise emotional self-care”, strives to send islanders positive messages in the form of posters and videos disseminated mostly across social media.

A range of general tips are spotlighted in the campaign’s central poster, which is set for release today along with two more specific messages: the first encourages islanders to exercise and take walks and the second highlights the positive affects of time spent with pets. Other targeted posters to follow will centre on wide-ranging topics such as enjoying the outdoors, maintaining oneself occupied with hobbies, keeping touch with loved ones and following a healthy diet.

Accompanying videos directed by Alfredo Montero and starring regular islanders show the reality of the ongoing situation while holding out messages of encouragement and turning a light on the bright side of things, and of living on an island like Formentera. The first video features one of the biggest names in Formentera sport: Juanjo Escandell.

In recent times many people have felt or are feeling blue, something local premiere Alejandra Ferrer describes as “totally natural given the sustained period of uncertainty that’s turned our world upside down”. “The present campaign is about the power of positive thinking”, she added.

One of the campaign’s crucial points, according to Ferrer, is that not everyone is spending the pandemic in a place where open spaces abound and crowds are minimal. “We also wanted to stress the importance of maintaining social contact”, continued the president, “even if it’s with a mobile phone, or on the computer.” Other key sources of relief by Ferrer’s lights are books, a healthy diet and music. “Essentially we want islanders to be thinking about emotional self-care and thinking positively, because the net impact on our wellbeing and the wellbeing of those around us is positive.” Another crucial message to bear in mind? “We have, through collective sacrifice, overcome hardship again and again throughout history. This time will be no different.”

Click here to see the first video.

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Communications Department
Consell de Formentera






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