

Emotional Wellbeing and Mental Health Communications for Surrey 2022 -23

Context

The Children and Young Peoples' Emotional Wellbeing and Mental Health (EWMH) Communications Partnership Group, works in collaboration to deliver strategic communications on EWMH for CYP in Surrey.

The purpose of this plan is for all partners to agree objectives, key messages, target audiences, activity, and timings. To then use partner owned channels to help maximise reach and frequency of message. This is not to replace any paid for campaigns that partner agencies have planned but instead to co-ordinate effort.

A collaborative effort will help individual partner agencies develop a co-ordinated approach, amplify their communication campaigns, reduce duplication, and provide clear signposting for CYP and where appropriate, to agree who is the lead partner.

Objectives

- 1) To raise awareness of feedback and themes of behaviours that children, young people, parents, and carers are highlighting in relation to emotional wellbeing and mental health
- 2) To communicate and inform children, young people, parents, and carers of EWMH services and the support in Surrey that is available.
- 3) To raise awareness of how children and young people's EWMH will improve through the delivery of a new mental health strategy that will be launched in December 2022.
- 4) To share specific messaging during times of the year when we know there is greater need i.e. exams, returning to school

Audiences

Primary

- All children and young people living in Surrey (especially those with additional needs and disabilities, looked after children)
- Families and carers of children and young people in Surrey

Secondary

Professionals who can influence and inform our primary audience

- Schools and education settings (Headteachers, teachers, Mental Health leads, school nurses)
- GPs
- Health visiting teams
- Acute paediatric teams at Surrey's four hospitals
- Staff working within EMWH services
- Professionals who work directly with children and young people
- Third sector: family, youth, children's voluntary groups and charities

Key Messages

To be defined, however we want the Primary audiences to think, feel and do the following:

	Children/young people	Parent/Carers
Think	I understand why looking after my mental health is important I understand the importance of self-care and looking after myself.	I understand the importance of self-care when it comes to my child's EWMH I understand the importance of self-care and looking after myself.

	<p>Everyone has mental health</p> <p>I know where to go if I need help or support</p>	<p>I understand that anyone can have mental health concerns</p> <p>I know how to support my child / young person's EWMH</p> <p>I know where to go if my child needs help or support</p>
Feel	<p>I feel able to reach out for support if I need to.</p> <p>I feel supported by my friends, family and adults in my life when it comes to my wellbeing and mental health</p> <p>I feel confident when talking about my EWMH</p>	<p>I feel informed on what I can do at home to support my child's EWMH</p> <p>I feel confident talking to my child about EWMH</p> <p>I feel knowledgeable about the local services available to my child</p>
Do	<p>I use local resources such as Kooth or the Mindworks website for EWMH advice and available support.</p> <p>I tell a trusted adult if I'm struggling</p> <p>I use the 5pm-11pm everyday Neurodevelopmental helpline if I have or show signs of ADHD or Autism and am struggling</p> <p>If I'm in crisis I call the Mindworks crisis helpline</p>	<p>I use local resources such as Kooth or the Mindworks website for EWMH advice and available support.</p> <p>I encourage activities that are good for my child's EWMH</p> <p>I take my child to the GP if they are struggling</p> <p>I use the 5pm-11pm everyday Neurodevelopmental helpline if my child has ADHD or Autism and we're struggling</p> <p>I call the Mindworks crisis helpline if my child is in crisis</p>

Strategy

Communications will be delivered through low or no cost activity to help amplify messages on prevention, signposts for support, and key improvements being made for CYP's EWMH.

Awareness raising – to meet objective one

Activity will focus on pushing agreed self-care tips and local/national resources through the following channels using existing resources using the iThrive model:

- Mindworks website
- Schools
- Youth groups
- Surrey Youth Voice
- Joint partnership social media campaign – agreed tips over several weeks, to be pushed by all key partners with a consistent approach.

Information, signposting to advice – to meet objective two

There are key timings in the year when we need to inform CYP of support and services. These are listed below. 5 key points on each topic with a focus on self-management to be pulled together and hosted either on the Mindworks website or the Surrey Youth Voice website.

- October - Healthy Schools Week, 10th world mental health day
- Christmas – support over Christmas, can be a hard time for some
- January blues – how to look after yourself in winter
- January/ February – mock exams – coping with stress
- March
- April – Stress Awareness Month/ Mindworks birthday
- May – Exam stress / Mental Health Awareness Week

- June – Exam stress
- July – Leaving schools / start of Summer holidays
- August - Exam results
- September – Key transition changing school/ starting university
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Outstanding action: To agree most appropriate signpost – Mindworks, Kooth or Every Mind Matters?

To raise awareness of CYP EWMH strategy

Focused on stakeholder and resident audience. To inform audiences of EMWH as a priority and to inform them of planned improvements in Surrey.

- Press release and social media activity on release of strategy
- CYP EWMH summit to help with launch (just an idea)
- Six months or one year on – video/ activity on what has been delivered

Implementation

Activity will be no or low-cost utilising existing communication channels and using in-house resources.

To be agreed:

SCC will be lead co-ordinator (TBC) using the monthly communication meetings as a status meeting for each partner agency and to co-ordinate work against agreed objectives.

Asset creation – how should this be branded?

Owned channel grid below.

Budget

To be confirmed and populated

Evaluation

To be evaluated on outputs and outcomes of communication activity.

Objective one

Outputs – reach numbers, clickthrough, interactions, downloads, page views

Outcomes - % increase in CYP claiming to adopt behaviours, % of CYP that would recommend campaign messages to friends, % of schools claiming to use resources

Objective two

Outputs – reach numbers, clickthrough, interactions, page views

Outcomes - % increase in visits to Mindworks – specific pages, % agreement in knowing where to go for support

Objective three

Outputs – reach, clickthrough, page views, document downloads, interactions, shares

Outcomes – Survey stakeholders – % agree with key statements, % agreement would recommend to colleagues

Evaluation tools: Social media analytics, web analytics, resident surveys , UVP annual survey,

Possibility to reach out to Surrey Heartlands Citizens Panel (led by Rich Stockley) to ask questions of them

Channels

Partners	Socials	Websites	Newsletters	Property/ physical	Internal
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Surrey county council	<p>SCC corporate news UVP Libraries Surrey Virtual Schools Surrey Local Offer Family Information Services</p> <p>Next door Surrey Youth Voice @ourvoicesurrey</p>	<p>SCC The Local Offer Surrey Youth Voice - Surrey County Council (surreycc.gov.uk)</p>	<p>Schools Bulletin SEND newsletter Early years update Surrey Matters</p>	<p>Maintained schools Libraries Family centres Community hubs Engagement events Surrey Youth Voice projects – participation groups.</p>	<p>Rachael Wardell update SCC Daily Joanna Killian update Social Worker update Surrey Youth Voice Reports</p>
Surrey Heartlands ICS	SH corporate	Surrey Heartlands.org – CYP page	<p>Primary Care newsletter Stakeholder newsletter</p>	<p>GP surgeries Pharmacies ?</p>	<p>Involve – ICS internal newsletter Claire Fuller update Surrey Heartlands Intranet</p>
Surrey and Borders Partnership Trust	SABP corporate & Mindworks Surrey	SABP corporate & Mindworks Surrey	Mindworks e-bulletin	<p>Hospitals – Ash Ward, St Peters, CYPS A&E CYPS Services (eg: school needs team, eating disorders team etc)</p>	<p>Intranet E-bulletin</p>