The kids aren’t alright: improving the mental health of the next generation

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mind.org.uk
We’re Mind, the mental health charity. We’re here to make sure anyone with a mental health problem has somewhere to turn to for advice and support.
Key facts

- 1 in 10 children and young people aged 5-16 years has a diagnosable mental health problem - around 3 children in every classroom.
- Only 25 per cent of them access mental health services.
- Between 1 in 12 and 1 in 15 deliberately self-harm.
- Psychosis is four times more common than diabetes in young people.
- More than 75 per cent of adults who access mental health services had a diagnosable disorder prior to the age of 18.
Challenging stigma and discrimination

• Time to Change is England’s biggest programme to end the stigma and discrimination face by people with mental health problems
• Run by Mind and Rethink Mental Illness and funded by the Department of Health, Comic Relief and the Big Lottery Fund
• 8.3 per cent improvement in attitudes 2008-2015
• 3 per cent reduction in discrimination
Attitudes for a new generation

- 90 per cent of children and young people with a mental health problem experience stigma and discrimination.

- Programme based on multifaceted approach, incorporating social media, grassroots activity based on social contact, with a focus on empowering people with lived experience to lead change.
Approach

• Regional work in West Midlands and Kent
• National approach with 25 schools – intensive support for one academic term then lighter touch support, to develop and lead a campaign within their school
• Reached 1.27 million young people and staff across secondary schools and 2.97 million through social marketing
# MakeTime campaign

- Five vloggers with large following among 14-18 year olds created own media on YouTube
- Focus on friendship
- #MakeTime in November linked to 10 minute sessions in schools
- 63% of schools found simultaneous activity highly motivating
Outcomes

- 10% improvement in mental health knowledge among pupils
- Attitudes improved by 1.3% of all 14-18s, with 15% reduction in use of derogatory language
- 3% improvement in attitudes of parents, teachers and youth professionals
- 6.8% improvement in empowerment scores for young people with mental health problems
Youth in Mind – early intervention

• Early intervention can prevent the development of mental health problems or stop them becoming entrenched
• Pressures on children and young people:
  • Exams and school pressures
  • Bullying
  • Worry about appearance/body image
  • Problems at home
• Social media can have a positive and negative impact
DfE funded pilots to increase awareness and understanding of mental health issues among 20,000 primary and secondary school pupils

Providing information about mental health and wellbeing to spot symptoms

Mythbusting and tackling stigma

Confidential route to seek support

Delivered through school assemblies, workshops, one-to-one self-help sessions and downloadable app
Early outcomes

• High level of engagement
• 76 per cent of pupils report increased awareness of mental health
• 60 per cent attending resilience building workshops reported increase confidence in managing own mental health
• 45 per cent reported increased confidence in supporting others
Mind is partnering with The Scout Association on ‘A Million Hands’, a community impact project.

TSA survey of membership identified mental health and wellbeing as a top-five issue where Scouts wanted to take action and know more for themselves.
A Million Hands (2)

- Mental health awareness pack developed in partnership with the Scouts
- Local Scouts will download pack and choose activities they can run themselves in their communities
- Over 4000 groups have registered, representing 150,000 young people
Emoodji student app

- Student App – pilot version launched this week
- Pilot version run with King’s College London and Bournemouth University
- Uses emojis to encourage students to track and share their mood
Mental Health Taskforce

The Five Year Forward View Mental Health Taskforce:
public engagement findings

A report from the independent Mental Health Taskforce to the NHS in England September 2015

How would you like things to be different in mental health by 2020?

More than 20,000 people gave their views on the top priorities for reshaping mental health care across the NHS.

All the findings will inform a full report which the Taskforce will publish in October.

The Mental Health Taskforce survey report revealed the top priorities:

- Funding
- Access
- Stigma and discrimination
- Least restrictive setting
- Workforce - skill mix
- Care planning
- Parity of esteem
- Talking therapies

#futurenhs
Any questions?

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