

YOUNGMINDS

The voice for young people's mental health and wellbeing



Impact Report

How we made a difference to
children and young people in 2015-16

Welcome



“What areas of children and young people’s mental health do you think we should focus on?”

That’s the question we asked young people over the last year in various ways, including through a lively roundtable discussion with Young Activist volunteers.

Their feedback has shaped our new strategic plan which outlines key objectives for YoungMinds from 2016 to 2020. It’s a plan for how we can measure our progress and impact, with children and young people at its heart. You will be able to see how we are doing with this annual impact report.

One area of focus in our new strategic plan is prevention. We’ll make sure young people, families and professionals understand that mental health is something we all have and will support them to help themselves and each other.

Another focus is on young people with complex needs who are so often turned away from Children and Adolescent Mental Health Services. We want to change the way they are understood and supported. We will improve young people’s and families’ understanding of inpatient care, including their rights and what to expect.

This impact report showcases some of our amazing work over the last year which has paved

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the way for our new strategic plan. You’ll see how we have worked with children and young people, parents and professionals to shape what we do and achieve our vision.

Thank you to everyone who has supported this work – which I am immensely proud of. I hope you will continue to support YoungMinds as we put our new strategic plan into action. We can only transform the lives of thousands of children and young people across the UK with your help.

Carole

Carole Easton
Chair, YoungMinds

“YoungMinds was the first charity I joined back when everything was looking so dark. You have given me the chance to do such amazing things, including meeting three members of the Royal family, taking part in a BBC workshop, and being interviewed on Sky News. Thank you for always being there for me and giving me a chance to volunteer for your charity. Now, I have more self-belief, confidence and independence.”

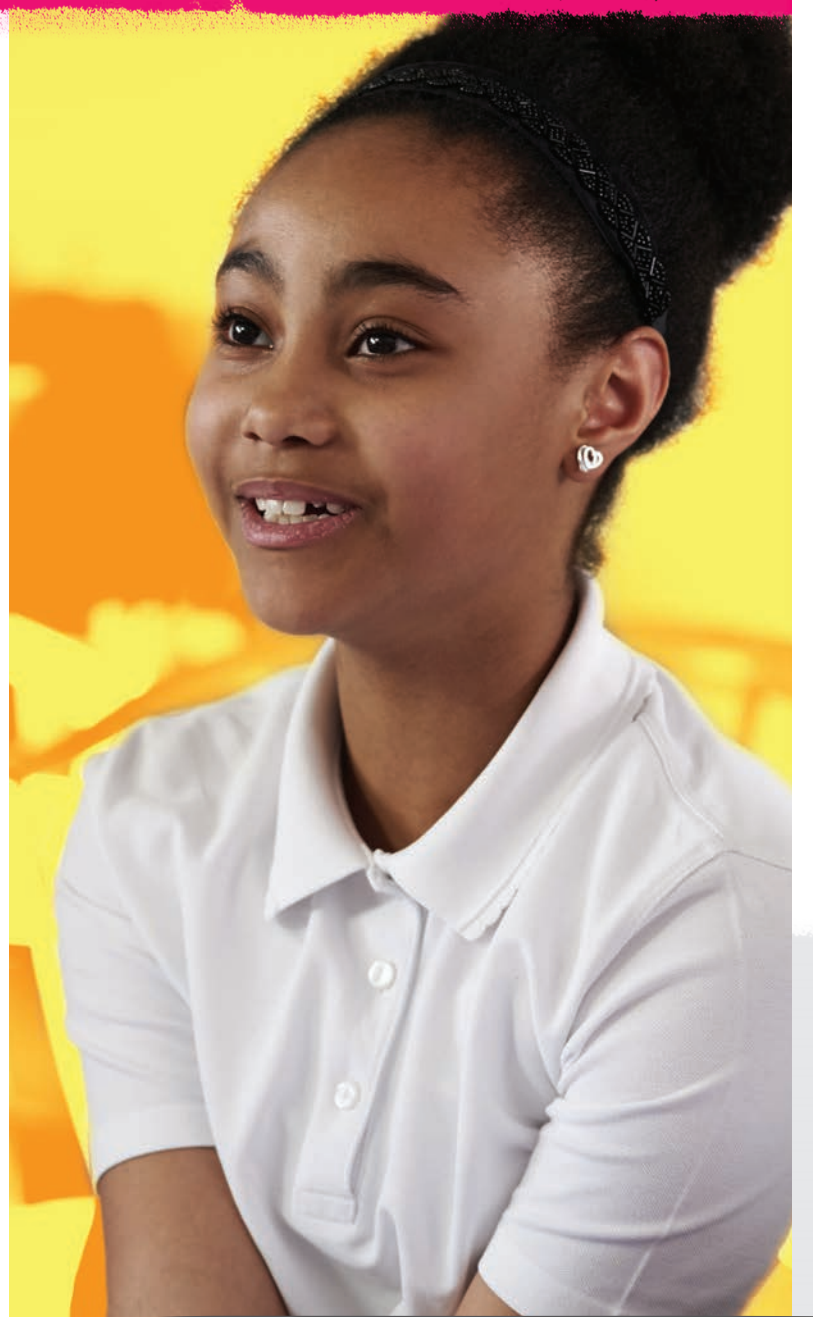
- Jessica, 18

Our vision and mission

We champion children and young people's mental health and wellbeing across the UK. Driven by their experience, we create change so that children and young people can cope with adversity, find help when needed and succeed in life.

Our four strategic objectives for 2016-2020

- 1** Foster innovation to meet the needs of vulnerable and excluded children and young people.
- 2** Promote good mental health to more children and young people than ever before.
- 3** Champion the voices of young people and parents to influence mental health policy and practice.
- 4** Inspire excellence to achieve transformed, integrated services.



What's the problem?

Three in four children with a diagnosable mental health condition do not get access to the support they need.



One in four children show some evidence of mental ill health.



Children's mental health receives just over 6% of the total amount the NHS spends on mental health.



Half of all mental health problems appear before the age of 14, with one in four enduring mental health conditions present by the age of 24.



The average maximum waiting time for Children and Adolescent Mental Health Services is six months for a first appointment and nearly 10 months till the start of treatment.



References

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2. Office for National Statistics. (2016) Selected Children's Well-being Measures by Country.
3. Psychiatry, 62 (6) pp. 593-602. doi:10.1001/archpsyc.62.6.593. NHS England (2015) 2013-14 CCG Programme Budgeting Benchmarking Tool.
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5. CentreForum. (2016) Commission on Children and Young People's Mental Health: State of the nation.

Aaliyah

"I first started volunteering with YoungMinds a few months after I was diagnosed with depression. It was an incredibly bleak time – I'd just taken an overdose. Being given a purpose for something I was passionate about was monumental. It was a reason to live."

- Aaliyah

Aaliyah, 19, has been a YoungMinds Activist since 2012. Here, she shares the impact of her volunteering...

"I remember it was the first moment I felt like I had real influence. It was special because, when you have depression, you don't feel like much of what you do has an impact on the world."

In my role as a YoungMinds Activist, I helped to plan therapies for a new inpatient unit for young people in Leicester. The old one, where I'd had family therapy, was closing. It was exciting to contribute to a local mental health service. I was doing something to change a small part of the world.

A YoungMinds Activist

We champion the voices of children and young people to influence mental health policy and practice. Our support helps young people to campaign for improved services, become involved with our work and co-produce accessible mental health information.

Building young people's confidence

One of the first things I did as a YoungMinds Activist was give a talk to my year at school about mental health. I have always been massively socially anxious and was nervous. But I was fine once I got into it. At my school there were a lot of problems with eating and mood and my talk opened up a discussion.

Since then, I've spoken many times publicly about my experience of mental health and it has helped me destigmatise my own issues. I have spoken to the media and at a conference to GPs, commissioners and psychologists.

Giving young people a voice

I've learnt that I can be confident and have gained experience relevant to social policy, which I'll study at university. I feel positive and hopeful for

the future. I'll grab all the opportunities being a YoungMinds Activist brings and will continue to campaign for more and better services for children and young people.

YoungMinds gives young people a voice – and young people need to be taken seriously. They've got me through some of the worst times in my life."

Aaliyah's mum's view

"During the years of supporting Aaliyah with her anxiety and depression, YoungMinds has been the one friend we've repeatedly counted on. The opportunities they've provided have kept Aaliyah going. They recognised her strengths and supported her with the things she finds challenging which has enabled her to grow and develop, despite difficulties."

How we support

Inspiring young people's campaigning

Young people have been involved in all aspects of our YoungMinds Vs campaigning work. The project has had the following successes:

Over 4,000 young people developed and led wellbeing and resilience workshops in schools and communities around the UK.

More than 64,500 young people pledged their support for the YoungMinds Vs charter for change, which outlines how children and young people's mental health can be improved.

A total of **10,420 young people** were involved in our YoungMinds Vs campaigning. That's over double our target of 5,000. More than **5,000 young people shaped YoungMinds Vs** through surveys, focus groups and workshops.

Following their involvement in YoungMinds Vs, **364 young people** gained positions of influence

in their local health systems. This included becoming young governors in NHS trusts, and co-commissioners and board members of the National Institute of Health Research.

Young people promoted mental health in over **400 organisations**, including: 68 schools, 45 local voluntary community organisations, and 20 local authorities and Children and Adolescent Mental Health Services across the UK.

Over 1,670 YoungMinds Activists learned new skills, took on responsibilities, increased their self-confidence and self-esteem and challenged stigma by talking openly and on social media about mental health.

Of the young people we reached, **55%** were black and minority ethnic, **18%** had a disability and **12%** identified as lesbian, gay, bisexual or transgender.

Where next?

Next year, we will:

- > Co-lead an online programme to support more young people and parents to design local mental health services.
- > Recruit 100 new YoungMinds Activists and 500 digital campaigners.
- > Support our Youth Panel to help govern YoungMinds.



children and young people

Over **1 million** people visited our HeadMeds website which gives young people accessible, down-to-earth information on mental health medication. This allows them to make more informed decisions about the safe use of psychiatric medicines. Nearly **80,000 unique visitors** accessed information and support on the children and young people's section of our website.

1 million visitors



We reached **5,000** young people in schools with positive messages about mental health working with Time to Change on an anti-stigma campaign.

5,000 young people



61 YoungMinds Activists contributed to UK government consultations on specialist mental health services and crisis mental health care, ensuring their views shape these services.

61 activist contributions



Six YoungMinds Advisors co-ran five workshops to create a shortlist of 35 books for The Reading Agency's Books on Prescription scheme. **Shelf Help reaches young people in 97% of English libraries**, helping them understand and manage their mental health and wellbeing.

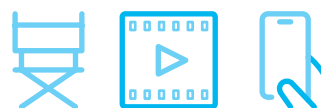
97% of English libraries



Working in partnership with The Charlie Waller Memorial Trust, The Royal College of Psychiatrists and young people, we **co-produced No Harm Done.**

This consisted of three films and digital packs giving hope and practical help to those affected by self-harm. We have had a fantastic response from young people, parents and professionals, with over **100,000 film views** so far. The resources are being used across the UK in training delivered by our partner organisations and Mental Health First Aid, Addaction, schools, CAMHS and other children and young people's workforce settings.

100,000 film views



Sandra

YM Parents
Helpline
0808 802 5544
youngminds.org.uk
Mon-Fri 9.30am - 4pm

Sandra* explains how calling YoungMinds gave her family support, hope and direction.

“Our daughter Alice* gradually changed from a happy-go-lucky child to an anxious and withdrawn one after she started secondary school. It began with classic girl friendship issues, exclusion and rejection by a best friend from junior school.

She lost all self-confidence, stopped talking with us and retreated to her bedroom. She was self-harming and my stomach churned constantly – I dreaded going to her room for fear of what I might find.

By the time Alice was diagnosed with depression, anxiety disorder and clinical Obsessive Compulsive Disorder, our family had been through several distressing years of fear and helplessness, watching her suffer. I came across

A parent's story

We support parents and carers who are worried about their children's wellbeing or mental health to get the help they need. Our helpline, online information and projects are improving families' lives.



Amanda

[@YoungMindsUK](#) Thank you to Emma for listening to me this morning and for helping me to feel confident about parenting my 14yr old with ADHD

A tweet from Amanda, a Parents Helpline caller

the YoungMinds website when researching endlessly for help.

Guidance and understanding

It took seven calls to get through to the Parents Helpline – the demand for help is now so high. The volunteer who took my call was immediately sympathetic and responsive. He sent me targeted information and arranged for a YoungMinds qualified professional advisor to call me back for 50 minutes. It felt like a real breakthrough.

It was a huge relief to talk to the advisor. At last someone listened. She gave me guidance for managing Alice's feelings of being overwhelmed, relaxation procedures and names of trusted local therapists. I could speak to them first and gauge my trust and confidence before trying them with Alice. The advisor also helped me understand the pain Alice felt in self-harming was easier for her to bear than her emotional pain.

The advisor could see how we were all absorbed by Alice's trauma. She pointed me to the YoungMinds website pages about support for me as a 'carer'. I had not even considered the need for 'self-care' so I could better look after Alice.

The support through the YoungMinds Parents Helpline brought home to me just how many people are in our situation, and the desperate need for access to services and help. Finding this on the end of the telephone line, after years of struggling, gave us hope and direction.

Alice has made progress now, but we understand she may face difficulties for life. Many children fall off the NHS cliff for mental health services when they reach 18, but YoungMinds provides support beyond that."

* Names have been changed

How we help

Engaging parents for positive change

Our **Parents Say** project supports parents and carers to be involved in improving NHS England's Children and Young People's Increased Access to Psychological Therapies (CYP IAPT) programme.

We worked with NHS England's **five regional hubs** and 82 Children and Adolescent Mental Health Partnerships to develop practice influenced by parents. Over 600 parents reported their experiences and gave recommendations to improve decision making, treatment choices, availability and accessibility of services.

"We are passionate about getting CAMHS right for our child and also we want to get it right for other parents to help other children," said one

parent who took part in Parents Say. We were delighted that project funding was extended to produce a Participation Toolkit which aimed to show how CAMHS and parents could work together. A further 250 parents were involved in producing this.

We have continued to support the now **1,375 strong network of passionate and energetic parents** who are part of Parents Say and we are now taking forward this work in a new programme embedding parents participation across the children and young peoples Mental Health System in partnership with NEL CSU, funded by NHS England.

Where next?

Next year, we will:

- > Recruit more parents and carers to be media spokespeople so they can raise awareness of children and young people's mental health issues in TV, radio and press interviews.
- > Support parents to participate in the Royal Foundation Heads Together campaign, led by the Duke and Duchess of Cambridge and Prince Harry. The campaign aims to start conversations about mental health and tackle discrimination.
- > Involve more parents and carers in our work to improve Children and Adolescent Mental Health Services.

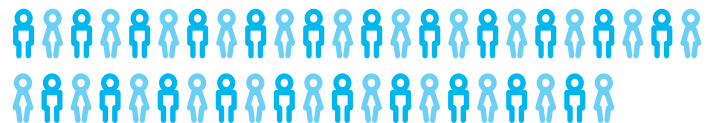


parents and carers

Building on our continued success in getting parents involved in our work, we were invited by MindEd to develop and co-write the parent e-modules for **MindEd for Families**. This is a website that provides information, advice and guidance about children's mental health and wellbeing. We recruited **45 parents and carers** to offer advice on website content and supported a team of 21 to co-author topics with a professional mental health practitioner.



45 parents and carers



Our Parents Helpline supported **12,792** people this year, with **2,805 receiving follow-up 50 minute calls** from our team of child mental health professionals. **94% of callers said they felt less isolated** and stressed or more reassured and **65% took action** following the call, as advised, which helped their child and family.

12,792 people supported
94% of callers felt less isolated



We secured an additional **£160,000** of UK government funding for our Parents Helpline. But to make sure no parent misses out on vital support, we need to raise more money for this unique and unrivalled service.

£160,000 funding



A group of **five parents** of young people with mental health issues contributed to our new five year organisational strategy through focus groups. It is vital to include parents' views in our work and planning so that we can champion children and young people's mental health.

5 parents contributed



Penny



“YoungMinds can help make a difference between whether a child succeeds in school or not”

HeadStart is a multi-million pound Big Lottery-funded programme aiming to build the emotional resilience of 10 to 16 year olds and prevent mental health problems in later life. YoungMinds provided strategic support to deliver the programme in the 12 local areas in England. Our objective was to support a joined up approach to local commissioning and services for children and young people.

We also established the youth engagement model for HeadStart, and supported the 12 partnerships to embed young people’s participation within their projects and across their local area.

Penny Phillips was a HeadStart Lewisham Programme Manager. She shares how our Academic Resilience Approach helped two secondary and nine primary schools in Lewisham to think more systematically about how they identify and support vulnerable children.

A commissioner

Our information, training and consultancy supports professionals who work with children and young people to build emotional resilience and excellent co-ordinated services. This guidance and expertise helps them improve and integrate services for children and young people to achieve the best outcomes.

“YoungMinds helped to develop a school-wide approach to improving the emotional health and wellbeing of young people. They worked with teaching assistants, senior management teams, pupils and staff. This is important because, if only teachers were involved in the work, whatever goes on in the classroom can get undone outside it.

Teachers said through YoungMinds training they gained a greater understanding of children’s mental health, the contexts in which they come into the classroom and ideas to balance out the differences. Some children in their classroom, for example, have experience of homelessness, domestic violence, poverty and neglect.

Teachers found our training then enabled them to identify vulnerable pupils and support them to be more resilient.

Adding value

I found that there was extra value in commissioning YoungMinds. I used their Academic Resilience Approach classroom resources with other organisations involved in HeadStart Lewisham. It helped us all have a common understanding and language about mental health and building resilience which was essential for our work together.

YoungMinds can also help schools with their school improvement plans. They are flexible and responsive and offer value for money. Their ethos and culture is about sharing best practice.

“I’d recommend working with YoungMinds. Their Academic Resilience Approach can help make a difference between whether a child succeeds in school or not.”

How we work with

Improving local services to support young people's mental health

We've been working with two local authorities, Warwickshire County Council and Tower Hamlets, to help them better track the impact their services have on children and young people.

In total, over 750 people have been involved in this process. It means local mental health services for children and young people are based on the feedback of the people they support and who run them. This work has helped to strengthen the system and integrate support for young people across services from the NHS to schools.

Andrew Sjurseth, a Children's Commissioner at Warwickshire County Council, said: "YoungMinds engaged with children and young people and parents and carers to explore and support them to contribute, alongside CAMHS professionals and others, to develop the target outcomes for our services."

"I would fully recommend YoungMinds as an agency that understands youth engagement, CAMHS, and how the service landscape can integrate better to improve outcomes for young people's mental health and wellbeing."

Where next?

Next year, we will:

- > Publish briefings, case studies and insights of best practice in commissioning Children and Adolescent Mental Health Services to share learning and promote high quality services.
- > Gain accreditation for our Academic Resilience Approach training through the University of Brighton.
- > Report on our Academic Resilience Approach Evaluation and build evaluation into all our Academic Resilience work with schools so they can monitor their progress in supporting young people's wellbeing.
- > Gain continuing professional development accreditation for three additional training courses.



professionals

YoungMinds Academic Resilience Approach

Our **Academic Resilience** programme works with leadership teams to help them identify their school's wellbeing strengths and weaknesses and choose interventions and behaviours that will best support pupils. The aim is to help schools develop children and young people's abilities to bounce back from life's challenges and be successful in life. To do this successfully, the whole school needs to be involved – from cleaners to head teachers.

Last year, we supported 60 schools to adopt the **Academic Resilience Approach**. In Durham, 20 schools are being evaluated by the University of Brighton to assess the effectiveness of our approach. A further 50 schools have received an introduction to the Academic Resilience Approach.

60 schools



326 people who work with babies, children, young people or their families attended our 39 Open Access training days.

326 people trained



Over 90% of the **8,107 people** who attended our bespoke training this year told us they **used the learning in their work**. "I have felt more informed when talking to clients about the effects of mental health across young children later on in life," said one participant.

8,107 course attendees



96% of training participants **would recommend us** to a friend/colleague.

96% would recommend



Raising

Our Chief Executive Sarah Brennan has over 25 years' experience as a champion of young people's causes. She started out in youth and community work, teaching and counselling. Sarah reflects on the impact of YoungMinds over the last year.



What has YoungMinds policy work achieved over the last year?

We have built on the work of the UK government's Young People's Mental Health Taskforce which considered ways to make it easier for children, young people, parents and carers to access help and support when needed. We did this by: influencing spending on children and young people's mental health; being involved in commissions investigating progress against taskforce recommendations and the values which drive decisions and practice; and publishing our report about the impact of trauma, called *Beyond Adversity*. We're now working with professionals, academics and young people to support services to identify trauma and respond better, earlier.

Our Freedom of Information (FOI) report once again put the spotlight on the long term under funding of Child and Adolescent Mental Health Services (CAMHS). It also showed the slow movement of newly promised funds to the frontline. Ministers now depend on our annual FOI on CAMHS expenditure.

What is the impact of including young people in your work?

It is essential – otherwise we wouldn't be relevant, credible or effective. All services or decisions about young people should involve them to be effective – and it helps build emotional wellbeing and resilience too. That's why it is central to

YoungMinds and why we are the recognised national leaders in mental health participation.

YoungMinds is part of the Royal Foundation Heads Together campaign, a partnership between eight organisations which tackles stigma around mental health. What do you expect the impact of this work to be?

The campaign is already making an impact on public awareness and acceptance. I am sure this will increase enormously in the year ahead and we are very excited to be part of it. I was very proud of our Parents Helpline team when the Royals came for the day in August to understand how we support parents, and look forward to the year ahead.

The story got lots of media coverage. What impact do you think this has?

Our website helpline pages saw a 55% increase on the day of the Royal visit, meaning more people were encouraged to access help and support. Media coverage raises public concern which means politicians take more notice. The media work has increased the attention that young people's mental health is getting – and the funding.

What impact do fundraising activities have on the work the charity does?

YoungMinds couldn't exist without its supporters who really inspire us with their stories. Together we really are making a difference to children and young people's lives.

awareness of mental health

YoungMinds Activists spoke out about their experiences of mental health, raising awareness on BBC Radio 1's *Newsbeat*, BBC Radio 4, Sky News and BBC One's *Inside Out* and in *Huffington Post*, the *Observer* and *VICE Magazine*.



YoungMinds' **Facebook fans increased by over a third this year, from 10,389 to 16,242**. Meanwhile our **Twitter followers increased by more than a quarter, from 53,784 to 73,391**. It means we are reaching more people with messages about mental health, across more channels.

16,242 fans
73,391 followers

Over **1.4 million people visited our website** youngminds.org.uk which gives vital information and support on children and young people's mental health.

1.4 million website visitors

News stories about the publication of our **Beyond Adversity report featured in 375 newspapers or online news sites**, raising awareness about the need for trauma-informed and culturally sensitive services for young people.



375 news stories



Our Chief Executive Sarah Brennan spoke about the work of YoungMinds in an April 2016 *Panorama* TV programme about one teenager's tragic experience of inpatient mental health treatment. This meant our messages on Children and Adolescent Mental Health Services reached millions of TV viewers.



Our research into how budget cuts have negatively affected Children and Adolescent Mental Health Services featured in a front page *Observer* story on boxing day 2015, as well as in *The Times* and *The Guardian* and on *Channel 4 News* and BBC Radio 4's *Woman's Hour*.



Thank you for your fantastic

Thanks so much for all you do to raise funds for our work improving the emotional wellbeing and mental health of children and young people.



Recruitment agency **Morgan Hunt** pledged to raise **£20,000** for YoungMinds over two years. During their Giving Tuesday fundraising day in December 2015, staff raised nearly **£3,000**, doing everything from sales power hours to auctioning their senior management team.

Students at **Exeter College** (left) got their collection buckets rattling to support young people's mental health last year. We were their charity of the year and they raised over **£6,000** for our work.



Pictured left with some of our YoungMinds Activists, **Karl Reynolds** has run two Virgin Money London Marathons for us and will run again next year as part of the Heads Together team. Our **2016 team of runners** together raised an incredible **£27,350!**

Rupert Welch, Managing Director at **Robert Welch Designs**, climbed the dizzying heights of Mount Kilimanjaro and, along with staff at the homeware company, raised over **£7,100** for young people's mental health.

Maggie Eisner and Sal Bham (below) have been taking on a challenge every year since 2008 in support of YoungMinds. The pair have raised over **£25,300** in memory of Maggie's daughter and Sal's partner Coleen.



fundraising



Every year **this group of fundraisers** (pictured left) support YoungMinds in memory of Jenna Moriarty. This year they cycled 55 miles, hiked 12 miles and climbed 2,867 feet raising **£3,250** – taking their overall total to **£14,600**.



This year **Sarah Jo Wild** (above) took on the Yorkshire Three Peaks along with her brother Robert and cousin Evie. Sarah has been raising funds for us for three years, adding another **£257** to make her total over **£900**.



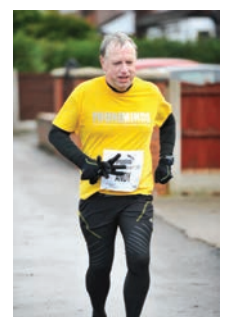
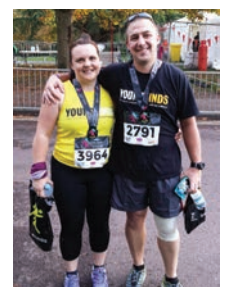
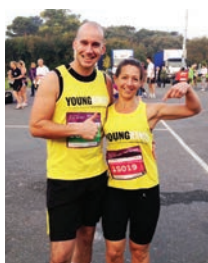
Could you cycle 505 miles in five days? Riders from 36 teams at medical waste management company **Stericycle** (left), and text messaging solutions organisation **TextAnywhere**, did in September 2015. They cycled from Cumbernauld to Southampton, raising nearly **£6,000**.

Research and consultancy company **Ecorys** raised **£10,384** for YoungMinds in the last year through a combination of staff fundraising and donations.

Since 2011, **CapGen**, a company which invests in financial services businesses, has raised **£24,000** a year for our work. This makes them our longest standing corporate partner and means they've raised **£96,000** in total. Ian Barnard, Founding Partner at the company, ran the Virgin Money London Marathon for us in 2012.



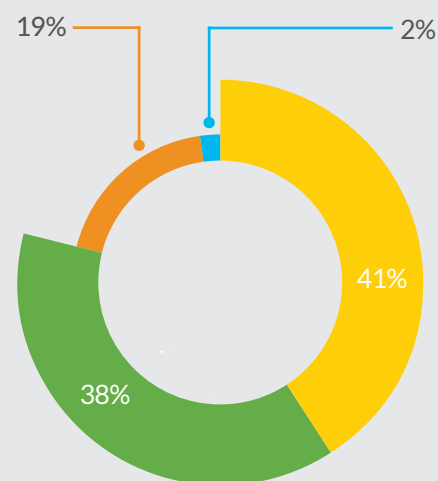
Georgina Wilkins got her **Network Rail** colleagues dancing in the street to support our work. They came together to put on a flash mob in London in memory of Georgina's cousin Jordan, raising over **£1,200**.



How our funds are spent

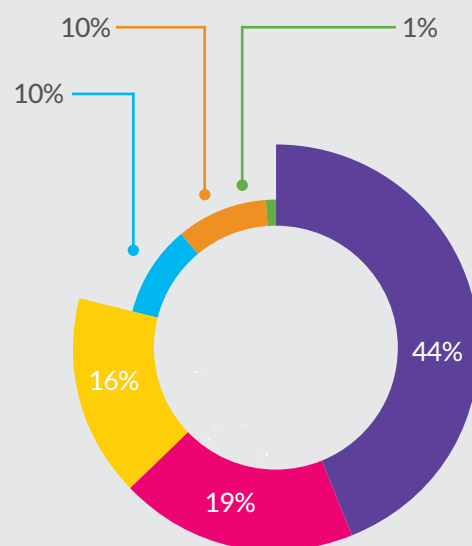
Our income in 2015-16

	£	%
Projects and services	460,806	19
Donations	995,570	41
Training contracts	925,057	38
Other	37,025	2
Total income	2,418,458	100



How we spent the money we received in 2015-16

	£	%
Parents Helpline	465,067	19
Working with young people	232,385	10
Fundraising	233,208	10
Training and consultancy	1,044,415	44
Policy, information and research	383,975	16
Publications	18,677	1
Total expenditure	2,377,727	100



Our reserves

	£	%
Unrestricted reserves	1,423,966	81
Restricted reserves	331,469	19
Total	1,755,435	100

Dear young minds.
My name is FLOSS
I am 14 years old. I do
a lot of fundraising for
various charities. I decided
to fundraise for young
minds as I have recently
been experiencing mental
health problems myself
and know how hard it
can be as I have cerebral
palsy and find it hard
to get around. I have
been lucky enough to
get a lot of support
but I want to help others
get support too. I've
raised £270 for young
minds by doing a bake
sale and a sponsored
swim. I hope that the
money I've raised will
help other teenagers
get help when needed.

Yours sincerely
FLOSS

Thanks – and how you can help

Thank you so much for your support over the last year. You have helped improve the emotional wellbeing and mental health of children and young people.

Find out more about how you can support our work at
www.youngminds.org.uk

About YoungMinds

YoungMinds is the UK's leading charity committed to improving the emotional wellbeing and mental health of children and young people. Driven by their experiences, we campaign, research and influence policy and practice.

We also provide expert knowledge to professionals, parents and young people through our Parents Helpline, online resources, training and development, outreach work and publications.



T 020 7089 5050

Parents Helpline 0808 802 5544

YoungMinds

Suite 11 Baden Place
Crosby Row
London SE1 1YW

ymentquiries@youngminds.org.uk

youngminds.org.uk



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LOTTERY FUNDED

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