

YOUNGMINDS

The voice for young people's **mental health and wellbeing**

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Strategic Plan 2016-20 Key Objectives

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Introduction



YoungMinds is proud of the positive development and impact achieved over the last four years for children and young people's mental health. However, we know much more needs to be done. Whilst we have been delighted with the £1.25 billion confirmed by this government to achieve the 'transformation' of children and young people's mental health and services, we also recognise the pressures experienced today by children and young people, schools, social care and Child and Adolescent Mental Health Services (CAMHS).

Through stakeholder consultations in the development of this strategic plan, there was agreement that we need to focus our work to maximise impact. We also need to fulfil a huge agenda if we are to really improve children and young people's mental health. With such a challenge we have agreed a three pronged approach:

- To target the most vulnerable, whose needs are too often overlooked or ignored, and whose long-term mental health outcomes are often the most serious.
- To actively promote good mental health so more children and young people are mentally fit than ever before, know about YoungMinds and can find help through us.
- To consolidate, develop and expand current core work of engagement and workforce support and development.

YoungMinds will champion the needs of children and young people's mental health at all times and direct public attention towards key issues to achieve positive change.

Sarah Brennan
Chief Executive, YoungMinds

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 life's adversities, find help when needed and succeed in life.

Values

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| Ambition | We set ambitious goals to make a lasting difference to the lives of children and young people. |
| Collaboration | We will always listen to and create solutions with children and young people. |
| Integrity | We respect each other, thrive on diversity, and will always act in the best interests of children and young people. |

Why our work is important

- In 2004, 1 in 10 children, 5-16 years, had a diagnosable mental health problem.
- Funding for CAMHS equates to just 0.7% of the total NHS budget and just 7% of mental health expenditure.
- CAMHS turn away approx 25% of children and young people referred to them.
- YoungMinds Freedom of Information requests over 5 years have shown that CAMHS funding has suffered a net loss of over £50m across England.
- Over 5000 young people told YoungMinds their top concerns are the impact of social media and the online world, lack of access to help, school stress and unemployment.

Strategic Enablers

To realise our ambitions we will continue to actively manage sustainable growth, invest in appropriate infrastructure to support our changing needs and ensure our diverse income streams increase to match delivery. Key areas of development will be:

- Skills and expertise to support YoungMinds' growth
- Investment in information technology
- Continued development of our diverse income streams
- Development of our brand and marketing resources
- Secure suitable accommodation for our future
- Introduction of key competencies with a pay and reward structure

Strategic Objective 1



Foster innovation to meet the needs of vulnerable and excluded children and young people.

Our actions will:

- Develop new ways of ensuring young people facing adversities and increased barriers to care receive the help they need.
- Influence the reform and provision of inpatient services so they better meet the needs of children, young people and their families and ensure their rights are upheld.
- Ensure decision makers, commissioners, providers and professionals better understand how to support children and young people from vulnerable groups.
- Enable professionals, parents and young people to make informed decisions about the safe use of psychiatric medicines.

“ I should be able to reach out to someone in any of the settings when I need, but for it all to be coordinated by one person. ”

A young person who took part in the Children and Young People's Mental Health Taskforce engagement exercises

Strategic Objective 2

Promote good mental health to more children and young people than ever before.

Our actions will:

- Enable schools, colleges and universities to build children and young people's resilience and wellbeing.
- Help young people both to look after their own mental health and that of their peers.
- Support parents in the care and development of their children's mental health and emotional wellbeing.
- Enable GPs and other staff in primary care to identify problems early on and respond positively to support young people's mental health.

50%

of all mental health problems manifest before the age of 14, with 3 in 4 enduring mental health conditions being present by the age of 24




Strategic Objective 3

Champion the voices of young people and parents to influence mental health policy and practice.

Our actions will:

- Promote the voice of YoungMinds Activists through our model of youth engagement across the UK.
- Increase the voice of parents and carers to ensure they are heard and responded to in government, service planning and delivery.
- Support YoungMinds Activists' campaigns to promote the understanding and improvement of young people's good mental health and emotional wellbeing nationally and internationally.



“ If CAMHS staff understand our needs, it adds to the quality of the service through a responsive approach - then we see our kids improve. ”

A Parent

“ The difference we have made in the lives of other young people - in person, online and through media coverage has been huge, our voices have been reaching the young people who need it most ”

Jack Wilson, YoungMinds Activist

Strategic Objective 4



Inspire excellence to achieve transformed, integrated services.

Our actions will:

- Increase the delivery of high quality training and consultancy support to the children's workforce to achieve transformed services for children and young people.
- Build the evidence base to increase knowledge and improve practice in our key areas of concern:
 - » commissioning practice
 - » waiting times
 - » youth engagement practice
 - » responding to complex needs
 - » inpatient care

3 in 4

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