



PRESS RELEASE

For immediate release

YoungMinds calls on schools to say #HelloYellow on World Mental Health Day

The charity YoungMinds is calling on schools across the country to take part in #HelloYellow on World Mental Health Day (10th October) to show young people they're not alone with their mental health.

As part of the day, thousands of children and young people will wear something yellow to spread the word that, whatever you're going through, you can talk to someone if you're struggling to cope.

YoungMinds is also hoping to inspire more than 10,000 mental health messages on the day, which will take the form of drawings, advice or inspirational quotes, and to raise thousands of pounds to support its work.

Jade Zelkowicz, Community Fundraising Manager for YoungMinds, said: "We know that young people face a huge range of pressures, including exam stress, bullying and concerns about body image. When these pressures become overwhelming, it can be an incredibly isolating experience, and the smallest gesture of support can make a huge difference.

"We want #HelloYellow to be a positive and fun way for children and young people to share the message that it's okay to reach out for help. By wearing yellow trousers, a yellow wig or painting their nails yellow, children and teachers alike can show their support, and raise money at the same time. We hope that as many schools as possible will sign up and get involved."

Schools that register for #HelloYellow will receive a free pack, including a mental health assembly plan, fun activities to combine fundraising and wellbeing, and much more. Thousands of individuals and businesses across the country will also take part in the day.

Research shows that:

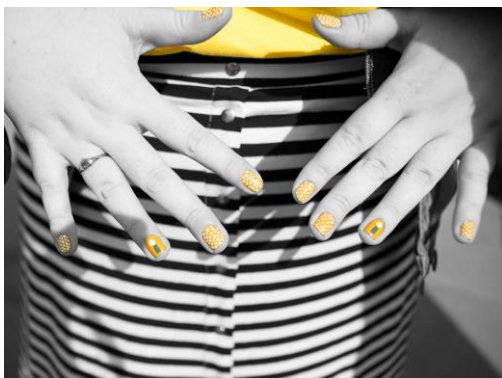
- Roughly three children in every school class have a diagnosable mental health condition [1]

- A staggering 90% of school leaders have reported an increase in the number of students experiencing anxiety, stress or depression over the last five years [2].
- The number of children and young people who have arrived at A&E with a psychiatric condition has more than doubled since 2010 [3]

YoungMinds is a charity partner of Heads Together, the campaign spearheaded by the Duke and Duchess of Cambridge and Prince Harry to end the stigma around mental health. The charity also recently launched its Wise Up campaign, which calls on the government to rebalance the education system to make the wellbeing of students more of a priority in schools [4].

ENDS

To find out more about #HelloYellow, visit www.youngminds.org.uk/helloyellow



#HelloYellow — YoungMinds

www.youngminds.org.uk

Get ready to say #HelloYellow and support children and young people's mental health this Mental Health Day.

For more information, or to arrange an interview, please contact press@youngminds.org.uk or call 0203 861 2072.

Notes to editors:

1. Office of National Statistics, 2004 (<http://bit.ly/2d3aFrt>)
2. Parliamentary Question, 2016 (<http://bit.ly/2cZCfpo>)
3. ASCL, 2016 (www.ascl.org.uk/download.D91C5B0A-72A6-4117-96A9B343E51FB296.html)
4. For more information about Wise Up, go to www.youngminds.org.uk/wiseup

YoungMinds is the UK's leading children's mental health charity committed to improving the mental health and emotional well-being of children and empowering their parents and carers. For further information please visit www.youngminds.org.uk

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For free advice and support for parents, call our helpline on 0808 802 5544