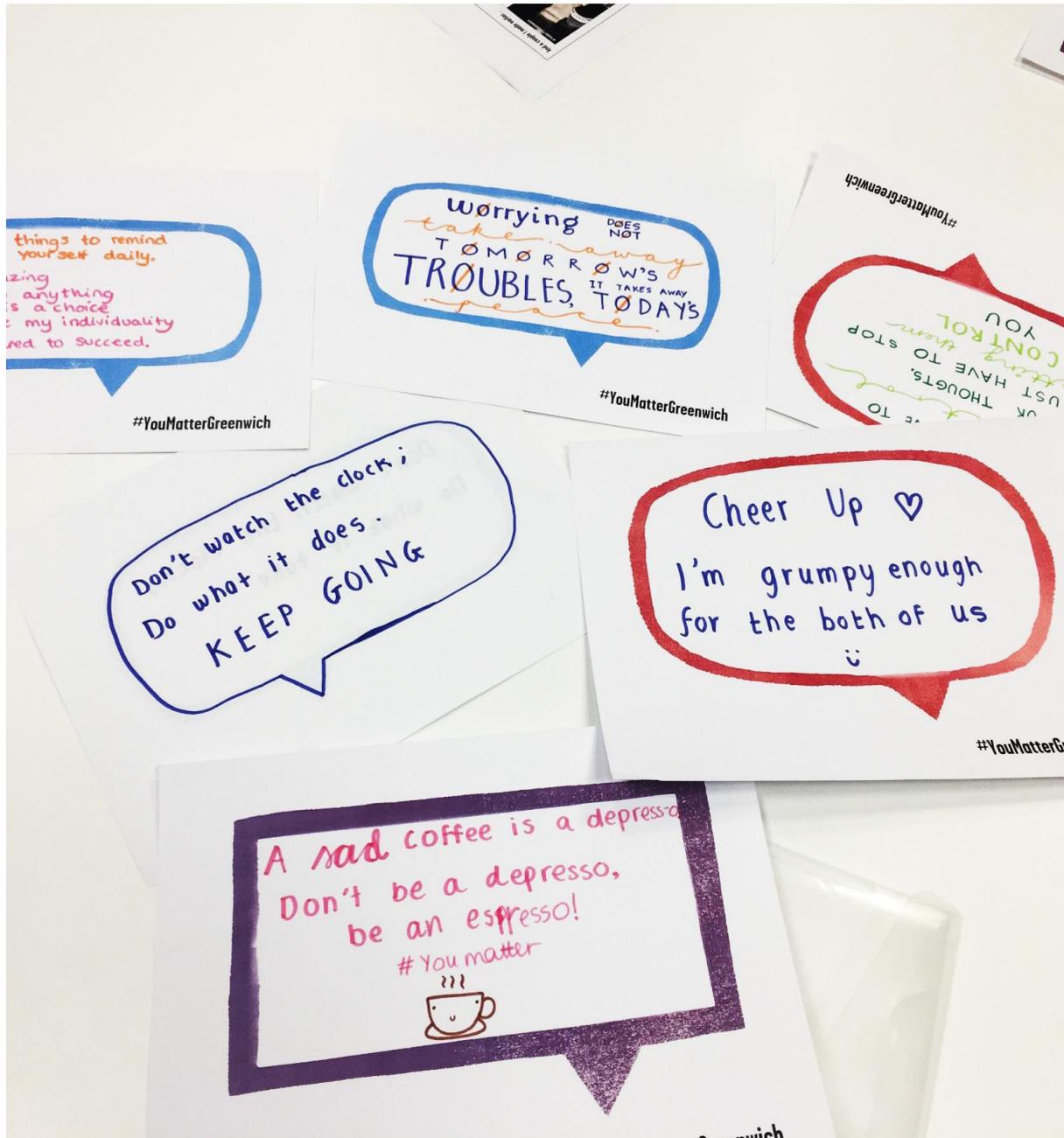


# Co-producing a mental health social media campaign with young people

#YouMatterGreenwich



## **About Royal Borough of Greenwich CCG**

Greenwich in South East London is an historic borough, attracting hundreds of thousands of visitors every year. Key health challenges in the borough include high levels of deprivation, social inequalities and unemployment and these all contribute to health inequalities. The CCG engages with residents across the borough to understand and address health issues facing communities. This includes around young people's mental health.

There is recognition of the significance of resilience and good mental health for children and young people and the Royal Borough of Greenwich and Greenwich Clinical Commissioning Group have funded a range of mental health services for children and young people. To lead the development of these services, in 2016 the borough launched a Young Commissioners programme and nine young people were appointed to work alongside Children's Services commissioners to ensure the views of children, young people and families are embedded within the commissioning of services. This was continued into 2017 when twelve new young people between the ages of 13 and 21 were appointed.

To further involve young people in addressing mental health across the borough, the CCG wanted to bring together the Young Commissioners with the Amplified team, to co-produce an initiative that could raise further awareness about mental health across the borough's diverse youth population.

## **About Amplified**

Funded and supported by NHS England, Amplified is a multi-year programme, led by YoungMinds and NEL Commissioning Support Unit, to support and build participation in every part of the children and young people's mental health system. This means both:

- The participation of children, young people and their families in the commissioning, design and delivery of the mental health services they use.
- The participation of children and young people and their families in decisions about their individual mental health and care and treatment

Our goals are to:

- Build the knowledge, confidence and skills of professionals across the mental health system around participation
- Increase the participation of young people and their families in the children and young people's mental health system – at individual, organisational, local and national levels by helping more settings embed participation in what they do.

As an Amplified Trailblazer, Peer Power engaged young people in co-producing this guide for commissioners, setting out what they need to consider when commissioning liaison and diversion services for young people.

[www.youngminds.org.uk/amplified](http://www.youngminds.org.uk/amplified)

## Co-producing a mental health social media campaign with young people

We will be co-producing the project with our Young Commissioners and aligning its aims with the strategic aims in the Greenwich Local Transformation Plan (LTP).

### 1. Getting started

The aim of the project is to improve the involvement of children and young people and parents in helping us to:

- Shape mental health and wellbeing services across the borough
- Challenge stigma around mental health
- Increasing awareness of how to maintain good mental health
- Increase awareness of the support available to support children and young people
- Increase the number of children and young people who feel supported

We felt that the best way to do this would be to establish a Young Ambassador's Mental Health network, that could work with us to gather the wider views across the borough.

### 2. Working together

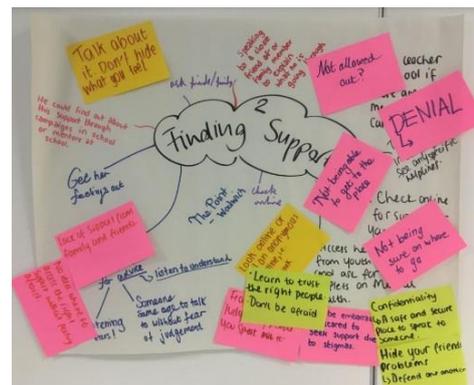
**What expertise or skills did you have in your team/organisation, what did you need to bring in from outside?**

We are experienced in managing youth participation programmes and currently manage a Young Commissioners programme. In 2016 nine young people were appointed to work alongside Children's Services commissioners to ensure the views of children, young people and families are embedded within the commissioning of services and in 2017 twelve young people between the ages of 13 and 21 have been appointed.

We were keen to bring in experience around participation in the development of mental health services, which is a priority for us.

**The barriers we faced in achieving this project include:**

- Limited knowledge/experience in training commissioners and our young people to support the development of a Young Greenwich Mental Health Network.
- Limited knowledge/experience in training young people in peer to peer support and how to lead campaigns.
- Limited experience of planning and developing social media campaigns.
- Limited experience in developing plans to improve the participation of other children/young people from vulnerable groups in our local plans with the aim of improving support and experiences for young people experiencing extra vulnerabilities



## What did you learn along the journey about co-production and participation?

- The process made clear that the involvement of children and young people in developing services is essential.
- The children and young people we worked with had a range of valuable experiences and opinions to share that were very useful to the process.
- Be aware that when you co-produce your project with young people, your initial plans and expectations are likely to change, but the outcome should be stronger due to their input. Our original plan was for a formal network of young people to be established, who would meet regularly and inform our plans. However, our Mental Health Ambassadors told us the best way to engage other children and young people would be via a virtual social media network!
- A key lesson for me was how children and young people respond differently and work in different ways. While it may have seemed that a workshop session would be the best way to get feedback, it was clear that some of the young people weren't as confident in discussing such an emotive subject and required more prompting or the opportunity to discuss 1-2-1. Therefore, although it takes more time, it is critical to understand individual motivations and needs and tailor our work around this.
- Encouraging the children and young people to remain engaged for the duration was tricky. Although they were obviously very passionate and keen to see the outcome, there are very busy and have a number of demands on their time! So it was important to ensure that we have a large group who could dip in and out as needed.
- Start planning early and set aside enough time. It takes a lot of time to coordinate meetings with young people and to ensure that they can attend. Meetings will mostly need to be after school or at weekends so this will add time on to your plans.
- Be realistic on the level of resource required to establish and maintain the network. Meaningful participation takes time. We will be having monthly meetings with the MH Ambassadors, therefore staff time will be required to coordinate and run meeting, follow up with young people and we will always ensure that there are suitable materials to support meetings and food/refreshments – which are essential!

### 3. Creating the campaign

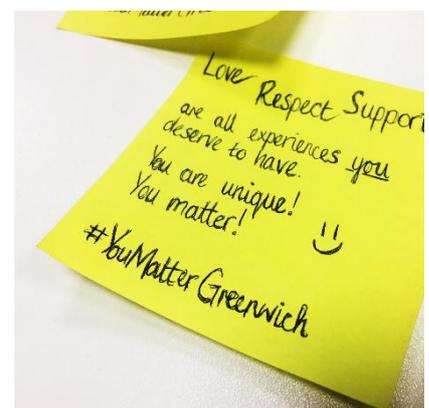
- **Define the audience**

13-25 year old local young adults who experience pressure, issues at home or school and possibly self-harm/depression – they don't know where to get help from.

- **Set the campaign design criteria**

Simplistic, not overly complicated in message and design:

- Big, bold, clear fonts
- Colour code/organise (not too many)
- Limited text
- Easy to read
- Eye catching images
- Positive atmosphere/feel:
- Something that strikes familiar
- Sense of warmth



- Sense of safety
- Fun & positive vibes
- Relevant to our lives – a theme that’s relevant

- **Set the campaign values**

Top 3 words for our key message: Confidential – Relatable – Unity

Runner-upper words:

Positive	Support	Voicing opinions
Clear font	Helpful	Voice
Friendship	Friendly	Improvements
Familiarity	Safety	

- **Agree key messages**

To make people feel better about themselves

To help people realise that they matter

To inspire people not to degrade themselves – inspire a different culture

To inspire self-worth and self-valuing

Letting young people know they’ve got somewhere to go

Getting more young people involved in our network

Getting schools to do more about mental health issues

- **Generate as many ideas as possible**

Campaign ideas:

- Social media campaign around promoting a virtual network (possibly using Instagram) with dual purpose:
- Specialist input/support ‘Agony Aunt’ – signposting to services
- Peer support – signposting to services

Messages:

- “ I matter”
- “Proud of Myself”
- “One for you – one for me”
- “...because I’m worth it’
- Turn the ‘roast yourself’ challenge on its head to a ‘compliment yourself’ challenge: people to post with a hashtag – say something positive about yourself/”I love about myself...”
- Instagram promoted posts & hashtags
- Offline & online elements (e.g. leaflets)
- “You’re not alone” – young people now that they are part of a community/group/network



- “There are places and the right person you can go to for help” – young people know where to send their friends, family members or self-refer for help
- **Evaluate ideas and pick one**
- **Further Research**

Young Commissioners to set up an Instagram page –#youmatter?

All share the log-in details (several people can be logged in at the same time)

Individual young commissioners can then share hashtags or messages via their personal Snapchat

Content:

“one for me – one for you” challenge: people to post compliments/positive feedback about themselves and other people – over an image (post their photo, tag them with their Twitter handle if they agree to this)

Daily shout outs including information about other relevant youth (mental health) organisations in Greenwich, reassuring information about mental health, tips to stay well etc.

Posts can be pre-scheduled

Specific advice: For the time being to refer people to CAMHS and Headscape

- **Safeguarding:**

Allow comments – use moderation function to take out derogatory ones

Instagram is part of Facebook who instantly send out messages in response to any post with certain trigger words such as ‘self-harm’ or ‘suicide’

The MH Ambassadors will lead on developing the content for our campaigns however A ‘bio’ will be developed for the Instagram page setting out the purpose of the campaign and any safeguarding guidelines. This will include where to get emergency advice due to the account not being monitored daily.

The Head of Commissioning and Joint Commissioning Team Leader will maintain oversight of the campaign and the Instagram account.

A review processes will be established to oversee all content published to the page, to ensure negative content is not published/or removed quickly and a protocol will be agreed to manage any safeguarding concerns. This would be developed with advice from RBG Communications Team.

#### 4. Keep it going

Need to keep the momentum up

More meetings to generate ideas

