

YOUNGMINDS

The voice for young people's mental health and wellbeing



IMPACT REPORT 2011

PROFESSIONALS
CHILDREN & YOUNG PEOPLE
PARENTS

WWW.YOUNGMINDS.ORG.UK



As our achievements in the last year show, even in the current economic climate YoungMinds has helped realise positive change for children and young people's wellbeing and good mental health.

We achieve this by working from different platforms; collaboration with government in developing the new Mental Health Strategy, which for the first time recognises the central importance of a good start in life and early intervention; Children's IAPT implementation; building partnerships through the Children and Young People's Mental Health Coalition; embedding good practice in services and commissioning through training and consultancy; campaigning with young people about their participation in their own care and providing our unique support to parents.

In the year ahead ensuring the Mental Health Strategy has impact along with campaigning to ensure scarce resources do not result in mental health services stepping backwards will be crucial.

Sarah Brennan Chief Executive



IMPACT REPORT 2011

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Are at the heart
of everything we do

CHILDREN AND YOUNG PEOPLE

Youngminds directly helps children and young people understand their feelings and experiences, know their rights, find out what help is available and enables them to help others and find mutual support.

MY HEAD HURTS

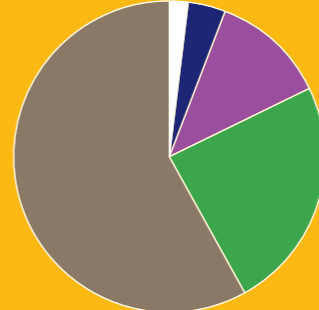
A vital online resource attracting 44,976 unique visits last year, supporting young people seeking advice about mental health problems, treatments, their rights and advocacy. 'Real Life Stories', a collection of young people's own experiences of mental and emotional distress, received 11,210 unique visitors.

"I learned how to understand my emotions and how it can affect me in a negative way - I will ask for help if I need it."

YEAR 9 STUDENT

SCHOOLS OUTREACH

278 emotional health awareness sessions took place at 50 educational establishments in 24 London boroughs reaching 8,051 children and young people 550 teaching staff received training 380 info packs distributed



Pupil Referral Unit 2%
Youth Groups 4%
Primary Schools 12%
Further Education 24%
Secondary Schools 58%

NEW FOR 2011

- YoungMinds in Schools will work with a group of schools to pilot a model of whole school approaches improving children and young people's emotional behaviour
- Moving On will improve the skills of mental health professionals working with looked after children
- VIK and YoungMinds are partners in 'Closing the Gap in CAMHS' a learning exchange programme led by the Evidence Based Practice Unit, part of UCL. The project aims to increase the involvement and empowerment of young people in their treatment care pathways - namely in clinical sessions. Two VIK members, along with staff are helping steer and deliver this important two year programme. The DH are very interested in our outcomes and findings and will adopt learning for the Children's IAPT.
- YoungMinds has led the participation of young people in developing the new government initiative to Increase Access to Psychological Therapies (IAPT) for children and young people. In two months we both planned and delivered young people's consultation events as well as made recommendations which were accepted. Young people's participation will be central to this welcome initiative and YoungMinds will continue to lead the ongoing involvement of young people. Our Chief Executive is a member of the Children's IAPT Expert Group.



“I think being part of VIK has really changed my life because it has put a very positive spin on a lot of negative experiences I have had.”
 VIK PANEL MEMBER

VIK VERY IMPORTANT KIDS



Very Important Kids is a national programme funded by BIG Lottery to increase the participation of children and young people to:

- **Improve mental health** services and outcomes for children and young people
- **Influence their treatment**, in service design, commissioning and outcome measurement
- **Raise awareness** about the importance of good mental health and wellbeing among children and young people and their families, service providers and policy makers.

PERSONAL IMPACT

“After my first VIK I had spent the day with other children and young people like myself and it was really refreshing to not to have to explain my past or not to feel judged in any way. It was really liberating that it was ok to be me and that I did not have to justify myself or answer to anyone.”

VIR MEMBER FROM THE SOUTH WEST

- 27 VIK members and 67 supporters (VIR's – Very Important Representatives)
- Direct support and advocacy
- 96% satisfaction score for national VIK days
- 65 children and young people received training on mental health awareness, media, public speaking, script writing and as facilitators

SERVICE IMPACT

444 CAMHS visits across 140 services, engaging managers, commissioners and staff, and consulting 2,934 children and young people.

81 service improvements have been identified and adopted. Outcomes include:

- Establishing six participation groups
- Embedding 'You're Welcome'
- Involving young people in commissioning
- Improving print and web-based information
- Reviewing and improving waiting areas and facilities
- Developing staff skills

Training has been:

- delivered to 41 CAMHS
- developed for participation and self-help resources on advocacy and transitions

In partnership with National CAMHS Support Service, VIK has contributed to:

- **consultation toolkit 'Puzzledout'**
- **the Self Assessment Measurement tool**
- **a number of participation strategies**

NATIONAL IMPACT

- Contributions to national policy, in person or through written submissions including Professor Sir Ian Kennedy's review, 'Getting it Right' for children and young people, The National Advisory Council, National CAMHS Support Service, the governments Mental Health Strategy, NHS and Public Health White papers.
- Influencing practice development, eg IAPT, Transitions and Closing The Gap in CAMHS.
- Sharing experiences and stories on our dedicated web pages. We have 47 regular, registered users of the VIK website and an average of 1,000 unique visitors per month.
- Creating national training resources, including mental health awareness films, sound and video clips.
- Raising awareness and improving mental health policy through campaigns and feeding into the NHS and Public Health White papers, the Mental Health Strategy and related consultations.



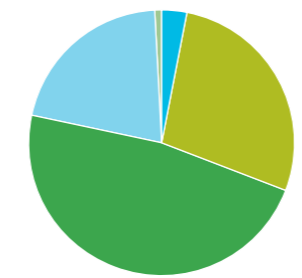
Practical informed help and guidance reaching more parents than ever before

THE PARENT'S HELPLINE

Helping parents understand their child's behaviour and enabling them to secure the right professional help for their child is crucial. Our Parent's Helpline is a lifeline for the too many children and parents who suffer in isolation, fear and shame, confused about what help is available.

CHILDREN AND YOUNG PEOPLE

6332 callers have been helped this year. 37% received a call back from our professional advisors

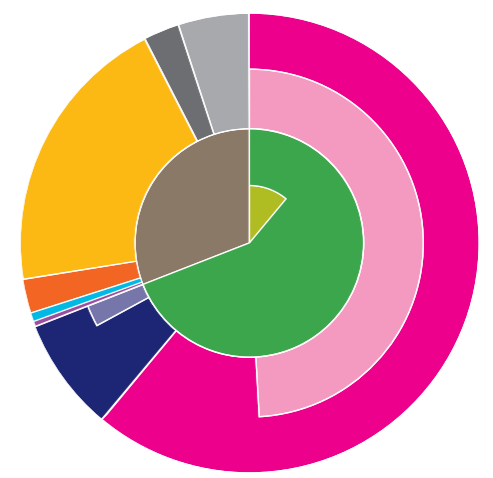


3% under 4
27% aged 5-11
46% aged 12-16
20% aged 17-25
0.7% over 25

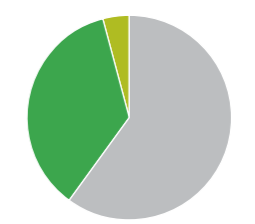
TOP TEN ISSUES OF CONCERN

1. Behaviour management
2. Disruptive, aggressive or antisocial behaviour
3. Parent child relationship
4. Anxiety, phobia's & obsessions
5. Depression
6. Caller's emotional, psychological and mental health problems
7. School – bullying, learning and emotional problems
8. Lack of knowledge about a child or young persons mental health problems
9. Family breakdown and self injury
10. Self esteem

CALLERS



69% of the callers to the service were parents/carers, of which 61% were mothers and 49% of these were lone mothers. 8% were fathers and 2% of these were lone fathers. 11% were parents with a disability. The remaining 31% of the total callers are made up of 0.4% stepfathers, 0.7% stepmothers, 2.4% grandparents, 19% relatives and friends, 2.5% young people, 6% unknown.



36% white
4% BME
60% did not disclose

A SERVICE YOU CAN TRUST



“After speaking to YoungMinds, I spoke to my daughters consultant and made an appointment to see him. I then used the questions from their checklist to get as much information from him as I could. It went really well.”

FATHER OF 13 YEAR OLD CLINICALLY DEPRESSED & SUICIDAL DAUGHTER

In the coming year we have a whole new area of online development: a parent-to-parent online forum, parent-to-parent call back service and an online expert clinic. We hope to engage with even more parents in need and continue to improve the access to our highly effective quality service.

VERY IMPORTANT PARENTS

An established group of 8-10 members, that contributes to YoungMinds work, giving parents a voice. VIP's value meeting with each other to gain support and share experiences.

“Dear Daphne, just a note to let you know how much I benefitted from the day on Saturday. Knowing other parents who are suffering helps to relieve some of the isolation and guilt and I didn't expect to laugh so much!”

“GREAT, FIRST TIME WE AS A FAMILY HAVE BEEN TAKEN SERIOUSLY OVER OUR SON'S VIOLENCE. OUR GP & THE POLICE HAD BEEN NO HELP IN THE PAST”
FATHER, 15 YEAR OLD SON

PARENTS HELPLINE
0808 802 5544
Lines open 9.30 – 4 Mon-Fri

96% OF CALLERS FELT UNDERSTOOD, LISTENED TO AND SUPPORTED





Building confidence and competence in the children's and young people's workforce

PROFESSIONALS

Learning and development is central to building capacity, within and across organisations, to support emotional health and wellbeing. Our training empowers professionals to enable children, young people and families to achieve better mental health and wellbeing.

“An informative and useful course that helped me put the pieces together around the young people I work with and think about practical strategies.”

SENIOR SUPPORT AND GUIDANCE TUTOR, FE COLLEGE, NE ENGLAND

CONSULTANCY

We delivered 45 days consultancy with the biggest projects being 'Scoping the need for secure provision for high risk young people' for the Scottish Government and building resilience across a cluster of 10 primary and secondary schools in west London.

TRAINING

TRAINING DAY TOPICS

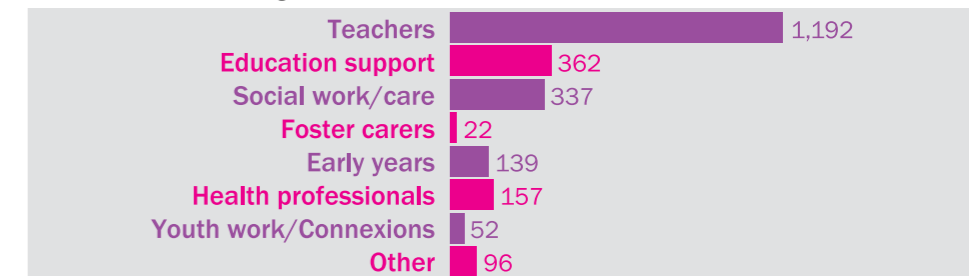
In total 91 training days were delivered.



The 'other' category includes e.g. LAC, transitions, self harm, eating disorders and separation and loss.

DELEGATES

The total number of delegates was 2,357.



Here 'other' includes many voluntary sector workers involved in youth crime/anti-social behaviour, sports development workers, Methodist ministers and various policy and managerial staff from across children's services.



YOUNGMINDS IN THE MEDIA

Young people under pressure
- ITV Tonight interviews young person

Self Harm
- feature and interview with VIK member, The Guardian

The trouble with boys
- YoungMinds comment, www.guardian.co.uk

Therapy for children to help prevent lifelong mental illness
- YoungMinds comment, www.guardian.co.uk

'Cinderella service' gets £8m to fund psychiatric care
- YoungMinds comment, The Times

Don't blame schools and teacher for classroom problems
Letter to the Editor, The Times

650,000 children given 'chemical cosh'
- YoungMinds comment, www.telegraph.co.uk

Mental Health Strategy
- YoungMinds on BBC Breakfast and ITV Daybreak

Extensive regional print, broadcast and online media featuring young people's mental health, transitions from CAMHS to AMHS, depression, Asperger's syndrome, self harm, improving school support, criminal justice, parenting and developing emotional resilience.

YoungMinds seeks to raise awareness about the vital importance of mental health and emotional wellbeing, giving young people a voice to challenge perceptions and stigma, influence and inform decision makers.

Anorexia
- The Independent on Sunday interviews a VIK member

Suicide
- BBC1 Red Nose Day film features an affected family

Depression
- VIK members interviewed for MTV

Cyberbullying
- The Sun Interviews YoungMinds

Depression and the use of anti-depressants
- Interview with VIK member and her mum, ITV Daybreak





How we've made a difference

CAMPAIGNING AND POLICY

Campaigning is a key element of YoungMinds work. We believe it is vital that we are at the forefront of lobbying and policy development around the issues of children and young people's emotional wellbeing and mental health.

We are lobbying the government on recent legislative changes to the NHS, education and public services. We are also members of seven national alliances including NCB's Children's Sector Lobbying Group, the Diabetes Alliance on health conditions in schools, the Children's Commissioner review of the protection needs of young people and the Mental Health Alliance campaign on detained patients.

Transitions – In partnership with NCSS and Royal College of Psychiatrists, we held a closed seminar for mental health professionals to look at what can be done to ensure smoother transitions between children's and adult mental health services. Following this, the National CAMHS Support Service commissioned us to produce a series of booklets for young people, parents and professional on transitions.

We issued a **Freedom of Information request** to NHS Trusts and Foundations to gain more information on the percentages of young people who are not successfully referred from CAHMS to adult services.

Stigma – 'See Beyond Our Labels', contained the results of the first, large scale survey of over 2,000 children and young people about mental health and the stigma they face. The briefing was accompanied by an Evidence Review by YoungMinds about mental health stigma and its effects on children and young people.

Working closely with the DH on the creation, writing and launch of the government's **Mental Health Strategy** – 'No Health Without Mental Health' ensured that for the first time children's and young people's mental health is very much at the forefront. YoungMinds response to the strategy was featured in 4 national newspapers, BBC Breakfast, ITV Daybreak and 5 national radio stations.

We responded to **23 Government Consultations** including the NHS White Paper, the Public Health White Paper, the SEN Green Paper, the Consultation on the Children's Commissioner, the Schools White Paper, Graham Allen MP's Early Years Review and Frank Field MP's Poverty Review. Our response to the Education Select Committee's Behaviour and Discipline Review resulted in us giving evidence to the enquiry.

Our Chief Executive chairs the **Children and Young People's Mental Health Coalition** and we have worked extensively on its formation, areas of specialism and its key policy recommendations, covering the early years, building emotional resilience, entering adulthood and seldom heard voices.

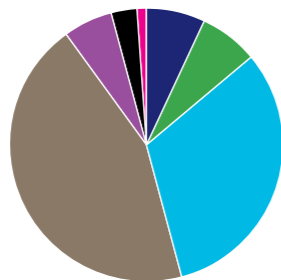
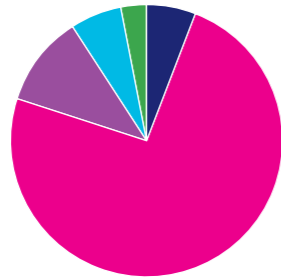
In January we started investigating the **impact of cost efficiency savings** on CAMHS. This was followed up by a freedom of information request in May and will inform future campaigning to secure future funding for CAMHS.

Our joint policy event with the Wave Trust entitled '**Can we Vaccinate against Violence?**' held at the Conservative Party Conference, was attended by three government ministers.

Our **Book Award and Annual Debate** this year looked at the links between violence and mental health with a distinguished panel of speakers: Camilla Batmanghelidjh, founder of Kids Company; Lord Victor Adebowale, Chief Executive of Turning Point and Mark Johnson, ex offender, author and founder of User Voice. Chickenshed Theatre also performed an excerpt from their acclaimed production, Crime of the Century.

FINANCE

YoungMinds extends its heartfelt thanks to all our funders and supporters without whom we would not be able to continue our vital work.



SOURCES OF INCOME

Donations	96,692	(6%)
Grants	1,224,453	(74%)
Training & Development	179,047	(11%)
Membership & Publications	102,322	(6%)
Other	52,624	(3%)

TOTAL INCOME 1,655,138

EXPENDITURE CATEGORIES

Training & Development	112,657	(7%)
Membership & Publications	114,074	(7%)
Parents Information Service	543,960	(32%)
VIK Project	751,560	(44%)
Policy Information & Research	97,254	(6%)
Marketing & Fundraising	59,698	(3%)
Governance	18,566	(1%)

TOTAL EXPENDITURE 1,697,769

Balance at end of Year: Reserves of £183,089
Extract from Annual Report

Text from 70070
You can make a difference
to young people's lives
Text MYYM01 to 70070
and DONATE up to £10

WHY SUPPORT YOUNGMINDS?

YoungMinds has been working at the forefront of children and young people's mental health since 1993.
Get involved!

VISIT YOUNGMINDS.ORG.UK FOR MORE INFORMATION



**YOUNGMINDS IS
THE UK'S LEADING
CHARITY COMMITTED
TO IMPROVING THE
EMOTIONAL WELLBEING
AND MENTAL HEALTH
OF CHILDREN AND
YOUNG PEOPLE**

**PARENTS
HELPLINE**

0808 802 5544

Lines open 9.30 – 4 Mon-Fri

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