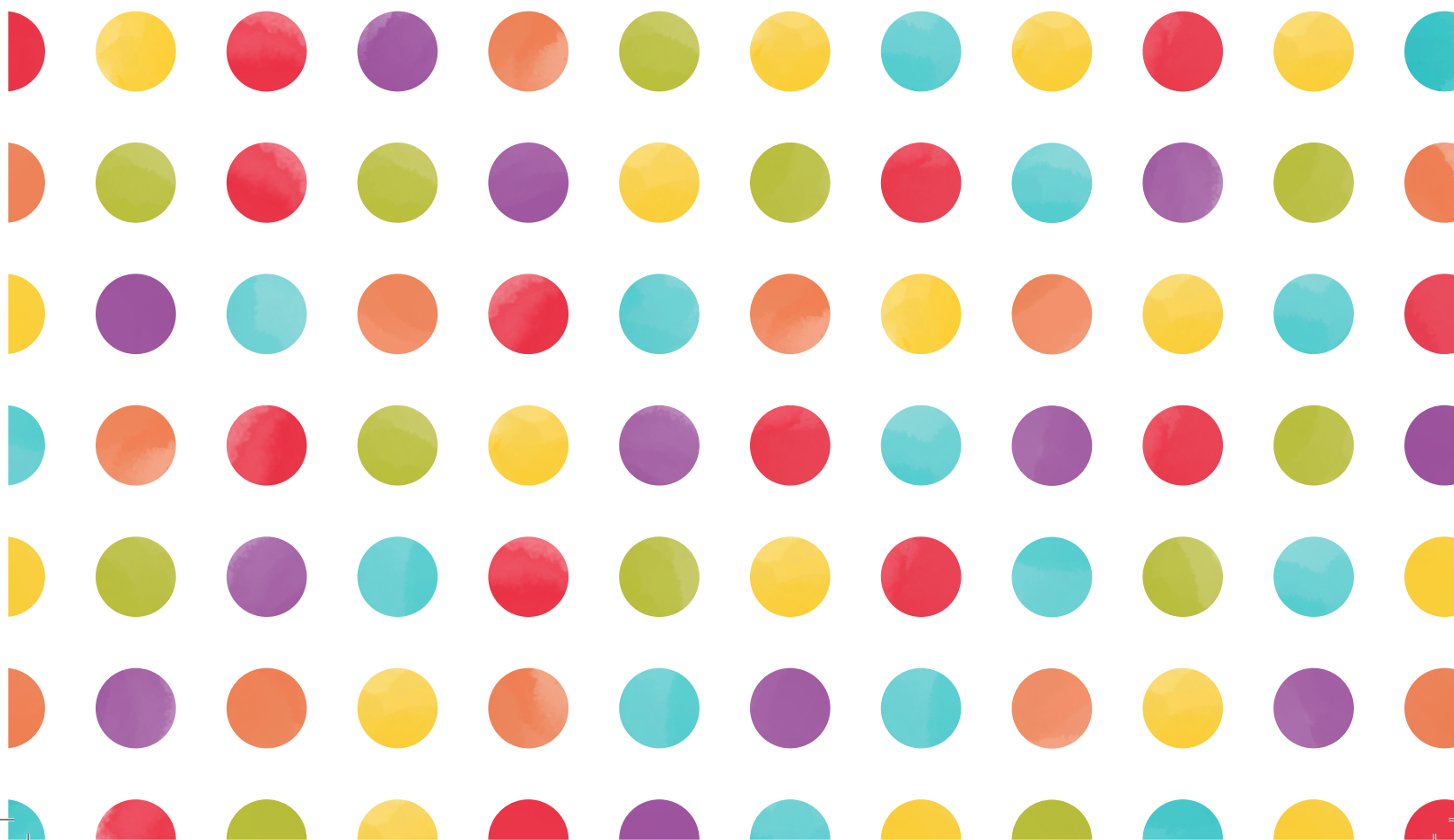


YOUNG MINDS

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

Annual Report 2014-15



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Thank you, because if it wasn't for YoungMinds and all the wonderful staff you have I wouldn't be the person I am today, but most importantly I wouldn't even be here today! You have all given me a second chance at life and I am so thankful for it!

When I got diagnosed I thought that was it, I was going to be in a rut all my life but once I came across YoungMinds my life changed around, I got my confidence back, I got my life back! All of this is thanks to you!!! Once again thanks to all of you!



THANK YOU

Jack Wilson, age 17
Winner, Mental Health Hero Award

Introductions

Carole Easton, Chair

The issue of children and young people's mental health has received more publicity over the last few months of the period 2014-2015 than I ever recall seeing. YoungMinds has played a central role in raising awareness and in ensuring that politicians of all persuasions understand the necessity of investing in the future of young people's wellbeing. YoungMinds has continued to lead the way in developing models for quality service delivery and in engaging and empowering young people to speak out for themselves.

This report and accounts demonstrate the range and extent of work undertaken in the year and also shows that as a result of careful financial management the charity has a good level of reserves. However, there is still an enormous amount of work to be done before we can even begin to have any confidence that young people's mental health needs will always be addressed.

As Chair, I would like nothing more than to spend a majority of our reserves on services and campaigning activity but the charity cannot be complacent. Our financial fortunes fluctuate greatly from year to year as a result of the inherent uncertainties which apply to all charities dependent on voluntary and statutory income. I would like to thank anyone who has supported the charity in the past and hope that anyone considering supporting YoungMinds in the future understands this reality of charitable funding and can be confident that their investment will be extremely well used to benefit young people all over the UK.

Sarah Brennan, Chief Executive

This year the Annual Report reviews progress against our objectives as we enter the final year of our 2012-15 Strategic Plan. Before we start our next planning process we see now as an ideal opportunity to take stock and celebrate our achievements.

Some of the highlights, challenges, growing pains, and projects coming to fruition (HeadMeds, YoungMinds Vs) are reviewed. How we have adopted new approaches, the impact of government activity and a little crystal ball gazing of potential opportunities and upcoming change are also included. The manner in which the organisation has faced the challenges and opportunities has also been critical to our overall success. Actions taken to address the 'Strategic Enablers' listed within the Strategic Plan 2012-15, which refer to the development of our infrastructure to support our activity and desired growth, have also been reported on.

What is good mental health and emotional resilience?

YoungMinds has adopted a definition of emotional resilience and good mental health which recognizes how they affect all aspects of a child's development. This includes cognitive abilities and social skills as well as a sense of emotional wellbeing.

Building emotional resilience is key and we believe there are core attributes seen in mentally healthy children and young people:

- The capacity to enter into and sustain mutually satisfying personal relationships
- A continuing progression of psychological development
- An ability to play and to learn appropriately for their age and intellectual level
- A developing moral sense of right and wrong
- The capacity to cope with a degree of psychological distress
- A clear sense of identity and self-worth
- Ability to 'bounce back' in the face of adversity



Campaigning has helped me develop my confidence; now I'm able to speak in public where I couldn't have done this before. Since I spoke at the Conservative party conference I feel much more confident speaking to people and speaking in front of a groups of people. Because of my campaigning I now feel much more comfortable speaking about mental health. It's helped when I've had bad days and shaped my own on-going rehabilitation to be much more positive. It's developed my emotional resilience and boosted my self-esteem.



Lyla, Yorkshire & Humber

Why is YoungMinds important?

YoungMinds work is vital in bringing the emotional and mental health needs of children and young people to the attention of the public, government and funders and to effect improvements.

The shocking situation of very long waiting lists causing unacceptable waiting times to get help or the inability to access help of any kind, alongside the fact that ill children and young people are sometimes kept in police cells because of a lack of safe places in health care, and children and young people sent hundreds of miles away from their families to receive urgent inpatient care, have all been well reported in the press and media.

The evidence increasingly demonstrates the importance of emotional resilience and good mental health as the key to the full range of life outcomes.

There has been increased awareness of the importance of children and young people's mental health in the last ten years, but it remains under-researched and under-resourced and our Child and Adolescent Mental Health Services (CAMHS) only receive **0.6%** of the total NHS budget.

The cost in human distress and economic loss is huge; the lifetime costs of a one year cohort of children with conduct disorder is estimated at **£5.2billion**, total costs of mental ill health are estimated at **£105 billion**.

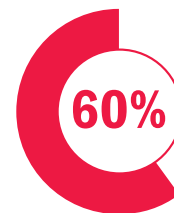
More than half of all adults with long term mental health problems were diagnosed in childhood, yet less than half received treatment. Improving access to the right care for young people could therefore save billions.

The statistics speak for themselves:

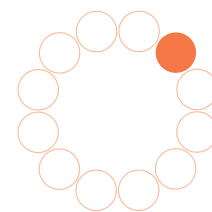
Approximately
850,000
children and young people have a clinically significant mental health problem



1 in **10** children 5-16 years, or 3 in every classroom experiences mental health problems, which doubled between the 1980s and mid 2000s



of Looked After Children have emotional or mental health problems and are **6** times more likely to have a conduct disorder and **4** times more likely to attempt suicide



1 in **12** young people self-harm and since 2002 there has been a **68%** increase in the number of hospital admissions of young people self-harming

95%

of imprisoned young offenders have a mental health disorder

Vision and Mission

Vision

Our vision is of a society which is active in building the emotional resilience of children and young people, and which responds caringly and effectively when necessary so that we create emotionally strong, healthy, contributing and independent adults, families and communities.

Mission

Improve the emotional resilience and mental health of children and young people throughout the UK by informing, influencing and actively engaging with children, young people, parents, policymakers and professionals.

To achieve this, we work with our stakeholders and partners to:

- Ensure the voice of children and young people and their families is at the heart of everything we do
- Lead the promotion of children and young people's emotional resilience nationally and internationally
- Speak out loudly about the needs of children and young people's mental health
- Promote excellence in practice and policy to deliver good mental health and build emotional resilience at all times
- Build a strong, clear evidence base for all we say or do
- Deliver outstanding, cutting edge learning and training
- Collaborate to create powerful solutions

Strategic Plan 2012 – 15

Key Priorities

Build Children and Young People's Emotional Resilience:

- Expand and diversify our direct help for parents and families
- Enable schools to enhance their pupils resilience
- Enable professionals and carers of vulnerable groups to understand how to positively build emotional resilience
- Increase the delivery of effective early intervention services and support

Inspire excellence in children and young people's services:

- Achieve effective models for CAMH services
- Improve integrated commissioning and creative resourcing for service delivery
- Ensure the sustainability of our capacity building projects
- Influence commissioning at national and local level
- Bring the voice of young people to the heart of CAMHS and commissioning

Increase the influence of the Voice of Young People and their Families:

- Ensure children and young people's voice is heard across the NHS
- Create opportunities for children, young people and their families to influence and inform change
- Embed best practice in participation across all services and commissioning
- Translate our knowledge and experience in participation into high quality accredited training and consultancy

Improve Self Harm Responses

- Raise public awareness and understanding of self-harm
- Lead innovation and joint working to develop effective responses and solutions
- Ensure local policies provide improved help
- Embed learning and best practice through training

Advance our understanding of how the Internet and Social Media can be a positive tool for building emotional resilience:

- Lead shared learning amongst professionals, children and young people
- Provide opportunities for shared creation of best practice and other guidance
- Increase our social media and internet support and services
- Develop an action plan recognising the power and dangers of the digital world

Build Children and Young People's Emotional Resilience

Building the emotional resilience of children and young people has been our overarching priority since 2012. This is the key to preventing mental health problems developing and enabling children and young people to cope with the stresses and strains that life throws at all of us. We want to support their ability to 'bounce back'. To achieve this we have focussed not just on children and young people themselves, but the adults around them too.

In recognition of its outstanding work, the Parents' Helpline received a **'Helpline Impact Award'** from The Helplines Partnership and once again achieved the Helplines Standard accreditation.

Our external evaluation of the Parent Helpline concluded:

..." the YoungMinds Parents Helpline is a valuable service making a difference to thousands of worried parents and their children each year. The research suggests that not only is YoungMinds delivering a high quality helpline, but that the service leads to changes in the lives of the people who use it, and their children. Parents who are often facing desperate situations, who may feel isolated, and who have no idea how to get the help they need, can be confident that contacting the helpline by phone or email will make a difference to their lives."

95% of parents will benefit from using the service and for **75%** of them something will change for the better.

For **1** in **7** parents who contact the YoungMinds Parents' Helpline, it will be a life-saver.



“

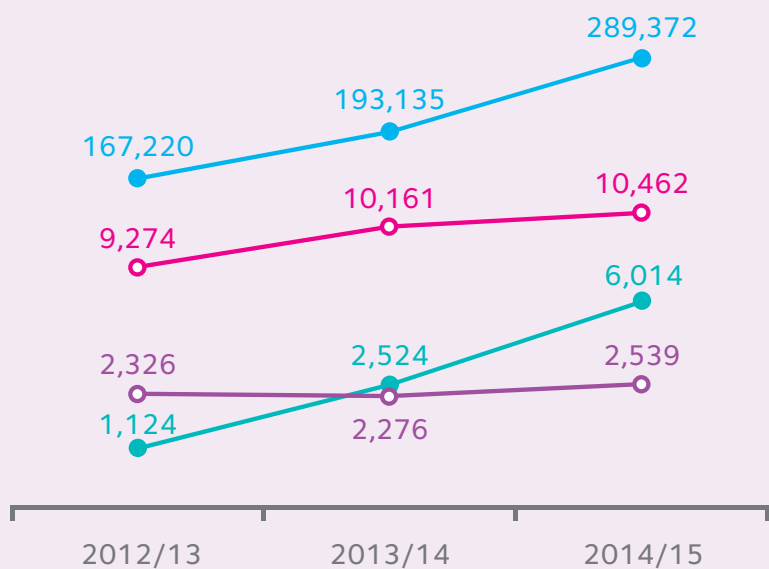
I was at a point where I didn't know what to do anymore, I'd exhausted my abilities as a mum. But the Helpline picked me up – me and my family. They made me see that I wasn't going mad and that there was a way forward, we had a plan. I remember coming off the phone and thinking things would be good again and that I wasn't on my own any longer.

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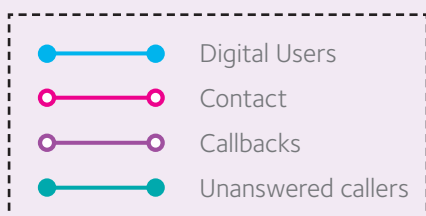
Mum of a 15 year old

Despite answering more calls than ever before, **demand for the Parents Helpline has increased dramatically** to the point at which we have struggled to keep up this year. This, combined with an uncertain funding landscape, has resulted in a challenging year for the service. The fundraising team launched a 'Save the Parents Helpline' campaign with a hard-hitting 90 second film boosted by a voice over from Richard Armitage, which resulted in overwhelming generosity from individual supporters, trusts, foundations and companies. We were also pleased to be awarded with a one-year grant from the Department for Education taking the Parents Helpline out of immediate danger of closure. Funding success has meant that we have been able to implement a new structure with additional advisors to meet the increased demand. Going forward the campaign will now focus on the challenges of sustainability, ensuring that the Parents Helpline can operate for many years to come.

Parents Helpline,
topline stats 2012-15



Key:



Schools Helpline Pilot

This pilot was a feasibility exercise to test whether schools would find an exclusive helpline service providing advice, guidance and information about a child or young person they are worried about in school useful.

13 secondary schools in England participated for one term in 2014. The service closely replicated the Parents Helpline model with some modifications to reflect school's needs.

80% of those that contacted the Helpline found it beneficial; they better understood the young person's situation and were more confident in dealing with their behaviour.

One school said they would be willing to pay for the service, others indicated that although they would be willing, budget constraints might prevent them. Real successes were achieved through improved communication between schools and parents resulting in a joined up approach and plan to better support the young person.

We also found that because schools have their own defined processes for dealing with behaviour or pastoral issues they were reticent to use an external contact. So, although there was good feedback from those who used our service, the numbers were very small. We therefore decided the feasibility exercise had demonstrated this should not be pursued now.

Build Children and Young People's Emotional Resilience

Freedom of Information

During the last 3 years YoungMinds has maintained the pressure for an **increase in funding for effective mental health and early intervention services and support** by conducting Freedom of Information (FOI) requests. Our FOI's revealed the **dramatic cuts to early intervention services** and media coverage has been extensive. In fact, at the launch of 'Future in Mind', Norman Lamb MP said that he learnt more about data from YoungMinds FOI requests than he did from the Department of Health. The resulting sea change in acceptance for the need for early intervention support could be transformational for building children and young people's emotional resilience.

Academic Resilience

Beating the odds for better results

Through YoungMinds commissioning work we found that schools have specific support needs in order to achieve a whole school approach to building resilience. The BOND programme enabled YoungMinds, with our partners University of Brighton, boingboing and Lisa Williams Consulting, to develop and publish a new online resource to address this need, 'Academic Resilience – Beating the odds for better results'. It offers free, practical resources and tools to help everyone in the school community step up and support pupils' academic resilience. It also identifies where YoungMinds can offer schools additional help to make it happen.

YoungMinds is helping to build the resilience evidence base by commissioning the University of Brighton to evaluate the Academic Resilience Approach we are delivering in 20 Durham schools. The evaluation will use qualitative and quantitative methods to measure the impact of our process and outcomes on schools, children and young people as well as the relationship between building resilience and academic attainment.

Developed in partnership with

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

LISA
WILLIAMS
CONSULTING

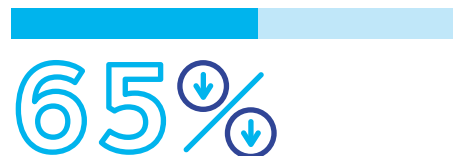
boing boing

University of Brighton
Community
University
Partnership
Programme

This year, our research revealed:



of Mental Health Trusts in England have cut or frozen their CAMHS spend this year (2014/15)



of local authorities in England that supplied data have cut or frozen their budgets this year (2014/2015)



of NHS Clinical Commissioning Groups have frozen or cut their CAMHS budgets this year (2014/15)

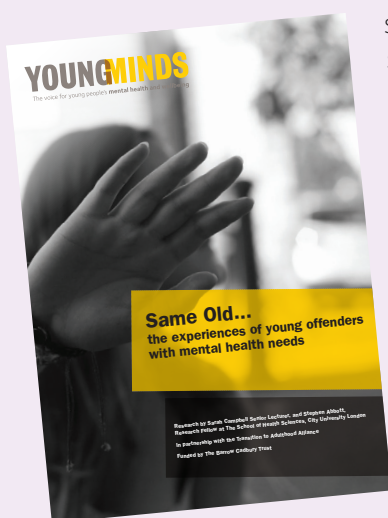
Reaching vulnerable young people

YoungMinds continues to work with **vulnerable and hard to reach groups of young people** to ensure their voices are heard, build their emotional resilience, inform our campaigning agenda and ensure the quality of our specialist services for both carers and professionals. Sarah Brennan, Chief Executive of YoungMinds served as co-chair for the 'Vulnerable Groups and Inequalities' task and finish group on the **Children and Young People's Mental Health Taskforce**. In collaboration with members, she facilitated, contributed to and developed a series of proposals around how to improve mental health services for vulnerable children and young people. These explicit and practicable proposals were included as a chapter of the Department of Health/NHS England report 'Future in Mind'.

The 3 year **Moving On** project, funded by Comic Relief, supported the mental health of **Looked After Young People** through frontline research and specialist training for professionals. **50** young people and **20** professionals took part in research. **1,500** people attended specialist courses, workshops and presentations and the 'Looked After Children' section of our website has received over **25,000** visits.

The plight of children and **young people with mental health needs in touch with the criminal justice system** was highlighted once again through the launch of an authoritative report 'Same Old' which was possible through the support of The Barrow Cadbury Trust, and forms part of their Transition to Adulthood programme. It was researched and written in partnership with City University London and clearly demonstrates how the confusion and lack of coordination of

treatment, support, care and prison services repeatedly fails young offenders sadly making their circumstances worsen over time. The title of the report was chosen to draw attention to how, even though many have tried, the problems of the 'system' of care remain intractable and expensive. The report continues to influence both policy and practice.



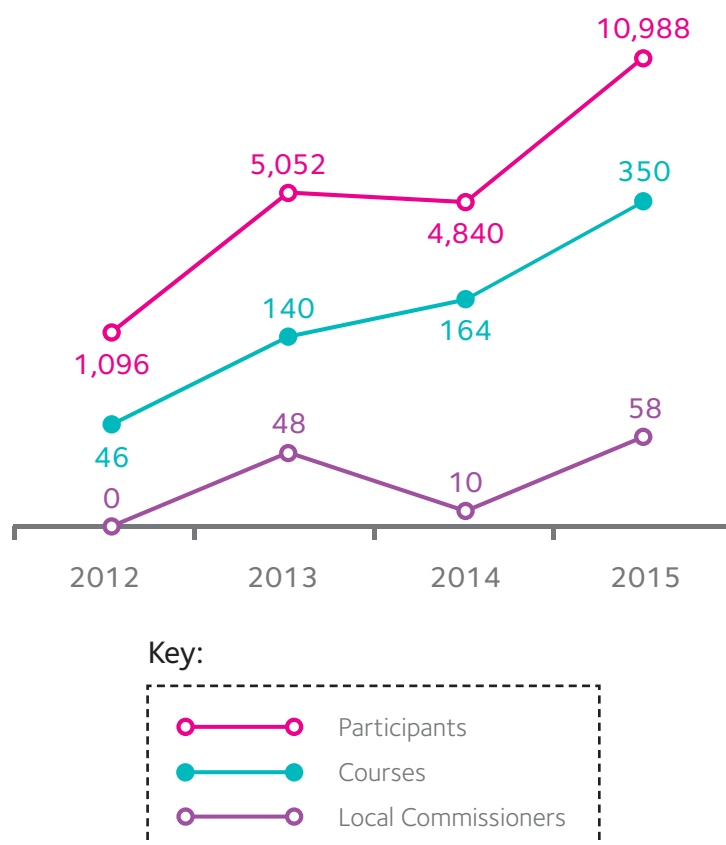
Inspire excellence in children and young people's services

YoungMinds inspires the children's workforce, commissioners, service design and delivery to achieve more for young people through its influencing, campaigning, consultations, public speaking, policy, training and commissioning support.

YoungMinds youth engagement team enabled young people to be central in shaping and designing the Department of Health's CYP IAPT (Children and Young People's Increased Access to Psychological Therapies) from the start. With our young VIK's (Very Important Kids), and young people from other youth organisations such as Youth Access, **we co-produced the 9 principals that CYP IAPT are now founded upon.** Following on from this we were given the first contract to support local CAMHS teams develop their participation strategies, and provide support and training to ensure participation was central to their work.

4 years on, we are delighted to report that the participation and **involvement of young people in CAMHS has become the norm** rather than the exception. This has resulted in many changes not least the involvement of young people in their treatment plans and outcome reporting, as well as the design of buildings and services. As always, there is still much more to do...

YoungMinds world class training and consultancy from 2012 – 2015



YoungMinds led the BOND consortium to **build the capacity of the voluntary sector** to deliver early intervention mental health services for children and young people. In just two years, the consortium was successful in causing a considerable increase in investment in third sector provision: £2.2 – 4 million was made available for third sector organisations to bid for.

This outstanding body of work resulted in **stronger local partnerships, increased joint commissioning** and an **increase in the availability of effective high quality, young person friendly services** to address problems early on.

Several of the local areas in BOND have sustained and developed their activity and some have re-commissioned YoungMinds to further support them. New applications are awaiting decisions from funders including the Department of Health to continue and expand our capacity building work.

YoungMinds has subsequently also been successful in securing the contract to support and develop 12 local partnerships for the new **BIG Lottery HeadStart** initiative. We support the partnerships to plan, commission and deliver joined up strategies to build the emotional resilience of young people in the key 10-14 age group, to prevent issues developing into more serious mental health problems.

Young people's voices at the heart of CAMHS and commissioning

YoungMinds was integral to the development of **'Future in Mind'**, the report published by The Children and Young People's Mental Health and Wellbeing Taskforce which articulates a vision for improved mental health and wellbeing of all children and young people. YoungMinds was commissioned to undertake the children, young people and families' engagement for the taskforce resulting in **451 parents and 3324 young people** from a wide range of ages, backgrounds and experience giving their views on how mental health services could be better organised, commissioned and delivered.

Case study

Young people, with support from YoungMinds, led the development of new online resources for young people with the Clinical Commissioning Groups (CCGs) in Leeds. The CCGs made specific investment in a website about emotional wellbeing and 2 young people joined the steering group for its development and others were involved in all stages, from procurement to design. **'MindMate'** is expected to go live early summer 2015 which will be a fantastic resource for young people and communities in the city - **steered and endorsed by young people themselves.**

Case study

At the North East London Commissioning Support Unit (CSU) **children, young people and their families, supported by YoungMinds, are developing outcomes for commissioning.** YoungMinds initially provided participation training to staff at the CSU and then worked with them and young people to design participatory workshops for children, young people and parents. Creative exercises were developed that would enable children, for example, to describe what life looks like for them when they are happy at school and at home - their ideas were developed into outcomes. The workshops were co-facilitated by YoungMinds, CSU staff and young people. The outcomes generated during the engagement are now being used by the CSU to audit the local system in Tower Hamlets to see to what extent local family's priorities are already being met.

New Mental Health Taskforce

NHS England has established a Task Force who will agree the mental health strategy and objectives for the next five years and that will dovetail with the NHS England Five Year Forward View. YoungMinds Chief Executive is a key member of this group representing the needs of children and young people's mental health. This strategy will influence all expenditure and work priorities for mental health across the whole NHS and will deliver in July 2015.

The Children and Young People's Health Outcomes Forum

This forum was sponsored by Dr Dan Poulter MP as well as the Chief Medical Officer. It has achieved significant progress and consensus of support from a broad range of organisations and across government departments. YoungMinds Chief Executive represents children and young people's mental health and emotional resilience within the forum which continues into the next government administration.

Increase the influence of the Voice of Young People and their Families

Building on the successes of The Very Important Kids (VIK) project (2009–2013), YoungMinds Vs has enabled even more young people to raise their voices and join us in campaigning and influencing at a local and national level to challenge the status quo, fight stigma and improve children and young people’s mental health services.

Since Jan 2014:

- The YoungMinds Vs campaign has amassed over **50,000** supporter engagement actions including online pledges, likes and shares across our social media platforms
- **6,362** young people have engaged face to face through the delivery of Vs workshops and training days that helped them to raise awareness and campaign for better mental health
- On March 17th 2015, #YoungMentalHealth **trended at No.2 on UK Twitter** – over **2000** tweets
- **141** YoungMinds Vs Activists have undertaken extensive influencing activity gaining **72** positions of authority within commissioning boards, commissioning bodies including CCGs, health scrutiny bodies, Healthwatch, academic institutions, national bodies and voluntary sector organisations.
- YoungMinds **high quality, expert training** is developed with insights and perspectives from young people, who are experts by experience, ensuring their voice is heard and acted upon **effecting real change in systems and services**. Our consultation work with young people and their families’ to find out their views, needs and wants for better mental health continues to be in demand.



“

Campaigning with YoungMinds Vs has really developed my skills and confidence in many ways. I’ve become better at public speaking, talking to strangers, writing, researching and campaigning in general. I think the campaigning has given me more strength too. When I’ve had bad days knowing the work that I’ve done with YoungMinds VS makes me feel prouder of myself and stops it becoming a bad week or longer. It’s so great to have something in your life like that!

”

Activist, North East

Here are just a few examples of how their voices are influencing and informing change:

Young people and their parents help re-design CAMHS: Coventry and Warwickshire County Councils:

200 parents and over **200** young people were involved in co-producing a tier 1-3 CAMHS service specification. They included families and young people who had experienced disadvantage and inequalities and the final report included specific recommendations on the needs of these groups.

Young people develop a participation strategy: British Psychological Society:

British Psychological Society accepted Vs Activists recommendations for a participation strategy and have **established a permanent children and young people's engagement forum.**

Young people as partners across the local system: ChangeUrMind

Set up by YoungMinds Activists and Youth Focus in the North East, the ChangeUrMind mental health youth board has become a crucial part of the local health system: one member is a Governor within the Mental Health Trust and others engage regularly with local organisations including Healthwatch, CCG and regional NHS team. The forum is an aspirational demonstration of how a participatory culture can begin to spread across a whole system and how **when well supported and empowered there are no limits to what young people can influence.**

Young people making a difference through commissioning: Leeds City Council Health Scrutiny Board:

Young people in Leeds were concerned about cuts to CAMHS funding and with the support of YoungMinds decided to work with local commissioners to address this. They worked with the local CCG to consider the views of 300 local young people and their families about their experiences of waiting times, pathways, access and quality of care as part of their Emotional Health Review. Leeds Scrutiny Board said it was their **"best example to date"** of partnership working. Leeds City Council agreed to incorporate the report's findings into their review of support for local children and young people and findings from the report have been used to influence Time to Change's national campaign around mental health stigma. And, **Healthwatch have given YoungMinds a joint award with Leeds Healthwatch for 'Making a difference through commissioning.'**

YOUNGMINDS Parents Say...

YoungMinds Parents Say is working with NHS England's CYP IAPT National Programme Team and the 5 regional hubs that work with **82** CAMHS partnerships, to involve parents in the development of excellent practice to improve mental health services for children and young people. So far **676** parents are involved, and we will be publishing an online toolkit that will help CAMHS build the case for, and implement, on-going effective parent participation.

Improve Self-harm Responses

In the ten years preceding our strategic plan there had been a **68% increase in hospital admissions** due to self-harm among children and young people. Every year, calls about self-harm to our Parents Helpline had also increased. Given the rising scale of the issue it became clear that YoungMinds should prioritise our work in this area.

British Red Cross

In 2013, as part of the British Red Cross's 'Life Live It' Campaign we joined forces with vlogger Sprinkle of Glitter to produce a campaign video entitled '**Self-harm: Your Questions Answered**', which has been viewed over **750,000** times and gives both physical and mental health first aid advice for if you find a friend who has self-harmed.

We are currently developing 3 **self-harm films** with the Royal College of Psychiatrists and The Charlie Waller Memorial Trust for young people, parents, carers and professionals to increase awareness, demystify the subject, debunk some myths and provide practical help.

Self-harm Awareness Day

We have formed a very successful partnership with ChildLine, selfharmUK and YouthNet which every year comes together for Self-harm Awareness Day. Together we have twice co-hosted Radio 1 Sunday Surgery special programmes on self-harm and received support from Tulisa. Last year **we polled 2,000 children and young people about the effects that seeing images of self-harm on social media** had on them. The subsequent results were broadcast on ITV News, Sky News and Channel 5 News. The partnership continues to go from strength to strength as our reach grows.

Embedding learning and best practice through training

YoungMinds self-harm training reflects the findings from the Talking Self-harm report, is evidence based, inter-professional, reflective and informed by children and young people's voices. In the last 3 years this course has been delivered **41** times to **961 participants**, all of whom have gained a better understanding of self-harm from a variety of perspectives and are able to respond more effectively to young people who self-harm. Participants tell us they '**feel less worried and scared of the topic**' (teacher) and appreciate the opportunity to explore their own feelings towards self-harm, reflect on them and how they influence their practice.



1 in every 4 11-14 year olds



and 7 out of 10 18-21 year olds said they had seen images online showing someone self-harming.



Of those who had seen an image of someone self-harming, over $\frac{1}{2}$ of all 11-14 year olds



and 1 in every 4 18-21 year olds said they had 'felt like hurting themselves' after seeing these images.

TALKING TABOOS

Talking Self-harm

In late 2012 we launched a **ground-breaking piece of research** with the Cello Group into attitudes around self-harm. Our research revealed the reluctance that teachers, GPs, parents and young people themselves had to talk about self-harm. 'Talking self-harm' revealed the need for professionals to improve their responses to children and young people. Over **2,500** people participated in our research. We presented the report to a packed out audience at the House of Commons hosted by Claire Perry MP. The launch of our report was covered by BBC Breakfast TV, Sky News and The Times.

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

C E L L O
.....

“

Self-harm is a way of expressing very deep distress. Often, people don't know why they self-harm. It's a means of communicating what can't be put into words or even into thoughts and has been described as an inner scream. Afterwards, people feel better able to cope with life again, for a while.

”

GP

“

Teachers don't talk about it because of confidentiality but it's gone too far that way; it makes it a taboo, like a secret! The kid comes to you for your response, whatever that may be, but you have to feel comfortable dealing with it. All teachers should be able to talk about it in case a pupil asks them about it. Or, if they overhear kids joking about it, they need to be able to step in and say something more constructive than 'don't say that'.

”

Deputy Head teacher and Child Protection Officer at the school

Advance our understanding of how the Internet and Social Media can be a positive tool for building emotional resilience

HeadMeds – the first of its kind

Launched in March 2014, HeadMeds is a unique website giving young people access to reliable information about the 21 most common mental health medications. It includes information about potential side effects and when young people should go and get help. It gives answers to some of the difficult questions they may have but might feel uncomfortable asking their GP like, 'Will it affect my sex life?' 'Can I drink with this medication?' 'Will I gain weight?' Real life stories also give reassurance during a time which is often confusing, frightening and isolating.

Co-created with young people, child psychiatrists, independent pharmacologists and GPs, HeadMeds provides much needed, straight talk on mental health medication. HeadMeds has been endorsed by the Royal College of GP's and the College of Mental Health Pharmacy and was funded by Comic Relief and the Nominet Trust, as part of the Innovation Labs Project.

We have had an overwhelming response from young people, who particularly like the real stories. Teachers, CAMHS workers, support workers and the general young people's workforce have also told us that HeadMeds is really valuable as an accessible learning resource, helping them to better support young people going through the experience of taking medications.

HEAD MEDS

powered by
YOUNGMINDS

STRAIGHT TALK ON MENTAL HEALTH MEDICATION

“

HeadMeds is great as there are things you don't want to ask your pharmacist, or support worker. It's young-people friendly and the videos are great – it's so good to know you aren't alone and other people are in similar situations.”

21-year-old, Lincolnshire

YoungMinds web and social media presence grows year on year

YM WEBSITE					HEADMEDS	
	2012/13	2013/14	2014/15	% increase		2014/15
Unique visitors	658,652	1,025,994	1,375,385	108.8%	Unique visitors	256,139
Visits	864,198	1,349,700	1,839,593	112.9%	Visits	304,348
Page views	3,116,454	4,463,210	5,504,290	76.6%	Page views	569,326

SOCIAL MEDIA					
	2012	2013	2014	2015	% increase over 3 years
TWITTER	6946	15985	32314	52204	651%
FACEBOOK	940	2253	4748	9955	959%

Safer Internet Day 2015

'Let's create a better internet together' was this year's theme and saw us launch our **interactive digital campaign #matesmatter**. We encouraged young people up and down the country to use social media to pledge to look out for one of their friends online. Across our social media platforms young people offered each other virtual 'high-fives' to show their support for one another. With the Cello Group's social responsibility arm 'Talking Taboos' we created a video demonstrating how young people can support each other online. The video which has been viewed over **1,500** times aimed to demonstrate the positive ways that the internet can help, as well as exploring the dangers that are out there.

Conference

While online technology gives rise to innovative opportunities such as e-therapy, there are safety issues including cyber-bullying, grooming, exposure to inappropriate material such as pornography, self-harm and suicide websites. Knowing how to identify and respond effectively to the opportunities and risks posed by the internet is a priority for service providers and was tackled at a unique conference, **'Young People in the Internet Wilderness: A Psychological Time-Bomb?'** hosted by YoungMinds and the Association for Child and Adolescent Mental Health in November 2012.

Digital workshop

In 2014, YoungMinds brought together senior professionals for a digital workshop to explore how we can **help young people to safely negotiate mental health help and support online**. This was supported by a broad scoping exercise of all online tools, services, apps, blogs, forums and games available. YoungMinds continues to explore how we can increase our online help for young people and parents into the future.



Strategic Enablers

Along with our strategic objectives, YoungMinds recognises that we need strong internal functions and operations to support our activities and achieve our goals. From 2012 – 2015 YoungMinds committed to:

Secure increased business through excellent delivery and successful marketing

YoungMinds has developed its marketing, communications, internal coordination and planning with the new role of Marketing Manager. The YoungMinds brand has been refreshed and developed giving added flexibility across our many work streams and channels especially social media. The Corporate Communications Forum has brought together representatives from across the organisation to strategise, plan and integrate all our communications for maximum engagement and efficacy. New resources have also been developed to market our training, consultancy and youth engagement work.

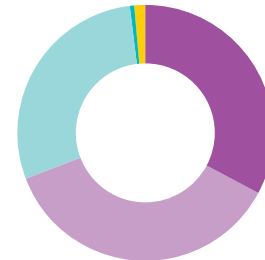
Provide a financially sustainable environment through diversified income generation

We are delighted to report steady year by year increase in financial stability and security. Achieved through strategic diversification of income generation and supported by wise investment in fundraising, successful initiation and development of our training provision and external commissioning of services alongside continued success in statutory project bids. Stretch income targets have been beaten in all departments in each of the last 2 years. Also, strong central management of expenditure and good financial management.

Practice our philosophy of promoting emotional wellbeing and participation

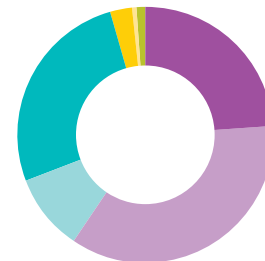
The Board of Trustees accepted the Senior Management team's participation strategy to ensure planned youth engagement in the internal running of YoungMinds as well as the ongoing co-production of our policy priorities and responses. We have adopted an employee support scheme which several staff have accessed and provided very positive feedback about.

Sources of Income 2014/15



Projects & Services	720,607
Donations	794,855
Contracts for training	638,731
Other	16,145
Membership and Publications	27,223
TOTAL INCOME	2,197,561

Expenditure Categories



Parents Helpline	471,590
Youth Engagement	695,997
Fundraising	194,985
Training and Consultancy	495,641
Policy, Information and Research	52,571
Membership and Publications	11,429
Governance	22,123
TOTAL EXPENDITURE	1,944,336

Reserves



Unrestricted	1,056,842
Designated	409,000
Restricted	248,862
BALANCE OF RESERVES	1,714,704

Set targets and evaluate our performance to ensure we represent the experiences and views of minority groups

We introduced controls for operations and management through our new monthly reporting on our RAD KPI (Red Amber Green Key Performance indicator chart) chart against targets. This has proven to be a highly effective way to facilitate our internal and Board's knowledge of progress. We are currently reviewing and developing the indicators to improve our ongoing assessment of progress against objectives, in particular how we will be able to demonstrate our impact.

Attract and retain staff and volunteers with the skills and support to deliver high standard performance

The organisation has enjoyed a steady period of development. We moved to our current premises in 2012 to be more cost effective and to ensure easy travel across London and beyond. Our core staff team has grown from 30.4 to 35.8 (fte) which is stable, affected only by project funding creating opening or closure of projects. Our volunteer base has also grown steadily from 44 (2012) to 56 (2015) and the appointment of the new role of Operations Director, which started in November 2014, has enabled significant development in all areas of the operations directorate.

Deliver effective standardised procedures to manage our work. Efficiently manage risk, costs and resources to deliver our strategic priorities

Growth has demanded the need for increased standardised operations. Our online staff handbook has been revised and updated, our recruitment pack updated. In particular our safeguarding policy and procedures have required upgrading which is now complete along with entire staff team training.

Looking Forward

YoungMinds is needed now more than ever – long waiting lists, reduced early intervention support, loss of skills and the crisis in crisis care all demonstrate how championing children and young people’s mental health and support is crucial.

The promised government ‘Prevalence Survey’ will evidence the need, but consistently our information tells us that mental health problems amongst children and young people are increasing year on year.

YoungMinds will continue to bring pressure to bear to ensure that the promised new funds will be delivered, and to support local areas and commissioners through specialised training and consultancy to fulfil the very positive proposals embedded within the Future in Mind report.

We believe that joint commissioning and system wide local strategies are the only way to achieve co-ordinated services that will maximise limited funds and ensure joined up approaches. To this end we will increase the extent of our support to local commissioning groups and partnerships, develop the evidence base for Academic Resilience, and develop straightforward information for young people and parents about the help that is available.

Young people themselves are raising concerns about their mental health – evidenced by the UK Youth Parliament addressing the issue in their Youth Select Committee. We will continue to grow and extend our youth engagement in the year ahead to support young people’s campaigning, awareness raising and their support for their peers. This will be carried out in schools, online, in groups and across the four nations.

Parents and carers are the cornerstone of support for young people with emotional and mental health problems. We have heard this year how desperate they feel, and that any kind of concrete information is often unavailable or difficult to find and access. We will work with parents to respond to their needs, through the provision of key information and practical tips, and continued fundraising to ensure parents can get help from us and each other.

During this year, we are consulting widely to create our Strategic Plan for the next 3-5 years, which will guide our future direction and objectives. As always, there is still so much to be done. But based on our achievements to date, a committed staff team and of course an army of passionate young people, I am optimistic that with your ongoing help and support we can continue to improve children and young people’s lives across the UK.

Sarah Brennan, Chief Executive

“

In the future I would like to see a service that doesn't fail anyone, no matter their age, diagnosis, race, background or social status. My own experiences of mental health and also my situation with mental health services made me passionate to try and bring about a change. It is so important that people step up and shout about what needs to change, otherwise things will never get any different. My main ambition is to be part of bringing about that change. ”

Annie, YoungMinds Activist



YOUNGMINDS

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

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