Talking shows strength

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Hertfordshire County Council

Talking shows strength
Agenda

• Problem analysis
• Setting objectives
• Strategy
• Highlights
• Beyond a campaign
• Takeaways
• Hear from our audience
#JustTalk

A campaign that makes conversations about mental health easier so that young people - especially boys and young men – are not embarrassed to talk about problems before they escalate into a crisis.
Why a campaign?

1) National evidence
   ➢ Affects 1/8 children and young people
   ➢ Funding is tight, services are stretched
   ➢ Earlier intervention = Better outcomes
   ➢ Prevention better than cure

2) Local evidence
   ➢ Health Related Behaviour Questionnaire: 8531 responses
   ➢ Baseline questionnaire: 1000+ responses (641 boys)

3) Why boys?
   ➢ National and local research - boys need more support
   ➢ Fewer boys access mental health services
   ➢ Boys less comfortable talking about mental health
   ➢ Higher risk of suicide in boys and men

4) Insight-led
   ➢ Fear of judgement or appearing weak = Barrier
   ➢ Isolation/ Lack of healthy coping strategies = Risk
   ➢ Appetite for engagement = Opportunity

49% of teenage boys don’t feel comfortable talking to their dad about mental health, including stress, anxiety and depression.

More than a third said this was because their dad doesn’t talk about his feelings and 31% said they wouldn’t want to burden him.

Source: Time to Change
<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>OUTCOMES</th>
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<tbody>
<tr>
<td>Raise awareness of mental health amongst young people</td>
<td>• 20 million social media impressions to date</td>
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<tr>
<td>Challenge stigma and normalise conversations about mental health</td>
<td>• 530+ contributors talking about mental health</td>
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<td>• Several male role models speaking openly and sharing coping strategies</td>
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<td>Increase consistency of mental health language and messages</td>
<td>• 20+ partners using consistent campaign messages, branding and toolkits</td>
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<td>Increase the number of young people using healthy coping strategies</td>
<td>• 4% reduction in 12-13 year old boys keeping worries about their mental health to themselves</td>
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<td>• Boys more likely to talk to others if worried about school work</td>
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<tr>
<td>Equip schools and other agencies with tools to promote mental health and wellbeing</td>
<td>• 75+ local primary schools, secondary schools and colleges supporting #JustTalk</td>
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</tbody>
</table>
What is #JustTalk?

1) Strong trusted brand – unifies partners & communities
   - Co-designed with young people
   - Reflects communication images young people relate to
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5) Schools and colleges engaged
   ➢ One week of focused activity
   ➢ Resources and toolkits
   ➢ Multi-agency support
What worked well

1) Young people - instrumental
   - Co-creation - concept, designs, resources
   - Leading voice – media, films
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   - Real – ordinary people coping with everyday situations
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Key success elements

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6) Legwork
   - Planning, planning, planning!

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TALKING SHOWS STRENGTH

DON'T LET YOUR FRIENDS SUFFER IN SILENCE

#JUSTTALK
Social media engagement
Exploring new channels

One week paid advertising
£685 per channel

Snap Ads
- 567,883 impressions
- 3,380 swipe-ups
- 0.6% engagement rate (industry average 0.4%)
- **Best for**: Awareness raising/impressions

Insta Stories
- 132,066 impressions
- 394 swipe-ups
- 0.3% engagement rate (industry average 0.2%)
- 1,372 completed video
- **Best for**: Watching video content to end

Facebook Canvas
- 109,471 impressions
- 925 clicks
- 0.84% CTR rate (industry average 0.6%)
- 1,012 completed video
- **Best for**: Interaction with content
Creativity

- Film competition
- Over 25,000 views in one week
- Ongoing resource for campaign
- Media hook
- Discussion guides
- Repeated in Year 2 – new cohort
Role models share photos and video clips

“None of us can solve our problems by keeping them hidden. Just Talk.”
Ben, 17, from St Albans

“I believe staying quiet exacerbates and talking alleviates. Just Talk.”
Manas, 16, from Hertfordshire

“If you ever need any help or have any worries then Just Talk, make sure you Just Talk.”
Airena midfielder Charlie Gilmour, 18

“The message I’ve got is don’t just sit on the sideline, speak to someone #JustTalk”
Freddie, 15, from Hertfordshire

“I really do feel like a weight has come away from me when I Just Talk.”
Jonny Benjamin, mental health campaigner

“I’m supporting Just Talk.”
Abdoulaye Doukoure, 25, Watford FC centre-back

“It’s better to say something than suffer in silence. Just Talk.”
Stan, 16, from Herts

“I’m supporting Just Talk.”
Andre Gray, 26, Watford FC striker

“Everyone struggles sometimes, taking things in stride.”
Adrian Mariappa, 31, Watford FC defender

“I’m supporting Just Talk.”
Ola Afolabi, 26, Watford FC midfielder
Beyond a campaign

1) Boys and Men - Making Mental Health Accessible for all:
   - Guidance document for mental health services and commissioners
   - Practical, achievable ways to make it easier for boys and men to access and engage with mental health services

2) Social Media agreement
   - Shared multi-agency agreement for social media activity relating to mental health
   - Focus on positive, hopeful messages
   - Consistent language, meaningful messages
   - Agreement - communications relating to suicide
   - Media charter for suicide reporting

3) Partnership work
   - Just Talk network has enabled joint commissioning opportunities
   - Co-delivery between partners
   - Sharing of resources
   - Increased awareness across all partners of the work of other agencies
   - Work with sport and physical activity providers, including mental health training
Takeaways

• Plan early
• Define the problem
• Do the research
• Set objectives and measures
• Understand the audience perspective
• Work in partnership and co-design
• Explore behaviour change techniques
• Think creatively
• Learn and improve
Hear from our audiences
“It’s really important for boys to be able to talk about mental health and this campaign certainly helped with that.

To get 80 entries to a piece of non-compulsory homework was fantastic; we were delighted that four of these got shortlisted and that Alex’s film was one of the two winning films.”

Mrs Harrison
Assistant Head
Verulam School

“This campaign made such a difference; it really got the young people engaged.

Many of them didn’t understand mental health before but through this they really got it.

We had 185 entries, which is amazing! We tested the concepts on year 10 students, who agreed that the films made it really simple and easy to understand mental health and encouraged conversations.”

Jane Michelson
Family Worker
Richard Hale School
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www.justtalkherts.org

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