The new Public Health England Campaign 'Every Mind Matters'

Better Health every mind matters

What is the campaign?

Adapting to the new normal, whether that be in schools or employment, will involve a lot of challenges and stresses over the coming months. From trying to catch up on lost education to building relationships from a distance, our young people face a lot of uncertainty. This important campaign is offering practical NHS-endorsed tips and advice to help children cope with their concerns and to equip parents and carers with the knowledge to support their child's mental wellbeing.

The new advice has been developed in partnership with leading mental health charities, including Young Minds, Place2Be and The Anna Freud Centre.

The site takes a pro-active, preventative approach aiming to help young people realise the benefits of taking care of themselves. There is an entire section dedicated to wellbeing during the Corona virus pandemic, with practical tips and ideas to reduce worries and relax. There is also guidance about ways you can help others as well as links to gain urgent support.

The site is not just for young people suffering, it provides tools to help young people build resilience and equips them to look after their mental wellbeing.

It encourages young people to look out for each other, and get early support for their mental health when problems first start to emerge, to prevent long term effects on their mental health.

Many struggled during lockdown, with studies suggesting as many as 40% of children developed feelings of loneliness, stress and fear. Now there is anxiety and fears about the future.

There is a range of videos on topics such as how to stop worrying about things that are out of your control and dealing with unhelpful thoughts.

There is links to help and support with issues you may be facing, such as The Proud Trust or Coping with the uncertainty of Corona virus for Autistic people

As well as links for urgent support offering details of services such as the Samaritans, CALM, Shout and HopelineUK.

self-care is not selfish

How can it be used by young people for self-care?

Examples of the advice available through the site
- ♣ 10 tips to help if you're worried about coronavirus
- ♣ What you can do if you feel lonely
- ♣ Self-care and social media
- ♣ Dealing with disappointing exam results

fostering North Yorkshire

How can it be used by our parents/ carers?

Public Health England found that over half of parents biggest worries about COVID-19 was their child's mental wellbeing. The new campaign is designed to help parents and carers spot the signs that their child is struggling and to support them, as well as advising them how they all can maintain good mental wellbeing.

The advice does not involve significant changes to daily routines, it simply encourages parents and carers to have conversations about how their child feels to develop their skills in coping with their emotions healthily.

Reflecting data about parent's concerns, research found that over half of young people were worried about their parent's wellbeing. Parents and carers are guided to make their own Mind Plan. This is a tool which involves answering 5 quick questions, relating to mood, anxieties and stress, and provides a free plan with tips to boost your mood, help you sleep and feel more in control of your stress and anxieties. This useful tool is also available for the young people.

Examples of the advice available through the site
- ♣ Tips for helping your child go back to school
- ♣ Tips for starting conversations with children and staying involved in their life
- ♣ Helping children work through difficult behaviours and negative emotions

- ♣ Proactive – get children thinking about their wellbeing & strategies to help them when they are struggling, before the issues become too big
- ♣ Direct children we are involved with to use some of the tools such as how to deal with change or how to cope with anxious thoughts
- ♣ Direct foster carers and teachers towards some of the features such as Helping others with their mental health problems or signs that something is wrong
- ♣ Familiarise ourselves with the site to help everyone we know if they need it

Virtual School driving education forwards

How can we use it?