Raising our profile and voice
To improve children’s mental health
What’s so special?

• Quality of work and team
• First hand experience
• 21 years of knowledge
• Non judgmental, sensitive
• Deep understanding of children’s mental health
So why haven’t I heard of you?

Key strategic priority:

• Disseminate our work
• Raise profile through communications
• National and Regional
Are you talking to me?

- **SCHOOL COMMUNITIES:**
  Head Teachers | Governors | Parents | Children

- **FUNDERS:**
  Local authorities | Commissioners | Companies Individuals

- **MENTAL HEALTH COMMUNITY:**
  Policy makers | campaigners

- **OURSelves:**
  staff | VCs
The Ground Rules

• Raising our profile/helping people understand means making our work come alive and hearing from children and parents

• BUT

• We never compromise the integrity of our work

• Confidentiality and respect are key
Who’s listening?

- In a strong place to influence general policy on children’s mental health
- Growing interest
- Future in Mind
- Blueprint for Counselling
- NHS England
- Number 10
First Children’s Mental Health Week:

- Raised awareness of Place2Be/work in schools
- Encouraged parents to talk openly about children’s mental health and reduce stigma
National and Broadcast Coverage
250 pieces reaching 170 million people!

THE TIMES
Duchess warns over child mental health

DAILY EXPRESS
Kate plea for children 'struggling to cope'

THE TIMES
Child Health
Parents tell children to keep quiet over mental health

Good Morning Britain

THE SUN
Short home care visits 'rob people of all dignity'

METRO

KIDS' CHAMP KATE
VIDEO PLEA ON MENTAL HEALTH

DAILY MIRROR
Kate urges children to admit suffering mental problems

The Daily Telegraph

sky NEWS

BBC NEWS
Social Media Snapshot shared 9,000 times; reached audience over 800,000

Kensington Palace @KensingtonRoyal · 21h
“A child's mental health is just as important as their physical health and deserves the same quality of support”

Stylist Magazine @StylistMagazine · 56m
Kate Middleton makes powerful video appeal for better understanding of mental health stylist.co.uk/people/kate-mi...

Good News Shared √ and 199 others follow
Nick Clegg @nick_clegg · 17h
Excellent video from the Duchess of Cambridge on importance of children's mental heath bbc.co.uk/news/uk-314831...

Ed Miliband @ed_miliband · 48m
I’m proud to support Children’s Mental Health Week. We must end the scandal of the neglect of child mental health

Elena Cresci and 1 other tweeted
Time to Change @TimeToChange · 22h
Mental health problems affect 1 in 10 young people. Kate Middleton speaks out against stigma: bit.ly/1DXWOJN

Kidsinthemiddle and 1 other retweeted
ELLE UK @ELLEUK · 22h
Watch the video everyone’s talking about: Kate Middleton talks mental health in children on elleuk.com/1AljFbg

Lucy Beresford @LucyBeresford · Feb 16
A child’s mental health is as crucial as physical health. Hurrah for @Place2Be, today launching 1st kids #MentalHealthWeek #ChildrensMHW

Alex Cheney and 1 other retweeted
MindEdUK @MindEdUK · Feb 16
It’s @Place2Be Children’s #MentalHealthWeek let’s all reflect on how we can help fight #stigma and make ittimetotalk #ChildrensMHW

The British Monarchy
February 16 at 12:01pm · View
The Duchess of Cambridge has recorded a video message to support the UK’s first Children’s Mental Health Week #ChildrensMHW

Children’s Mental Health Week
Three children in every classroom have a mental health problem #ChildrensMHW

Place2Be is an award winning charity providing school-based mental health services www.place2be.org.uk

16,555 people reached
People Loved It!

- Amazing team effort
- Organisation enthused and joined in
- HRH video viewed over 1 million times
- Visitors to website increased by more than five times - across the world
- Mumsnet partnership
- BT Tower
- Parents advice pages
- Helpline
Our Royal Patron

- HRH The Duchess of Cambridge
- Place2Be Royal Patron
- Special Message…
Children’s Mental Health Week 2016

- Bigger and Better!
- Listened to feedback
- Early February in school term
- Opportunities for schools to be involved
So what do you do exactly?

- Children’s Mental Health Week 2016
- Demonstrate need
- Enhance understanding
- Resonate with all audiences
Children’s Mental Health Week 2016

• Working theme:
• We help children cope with – and learn from – life’s knocks

• RESILIENCE

• BOUNCE FORWARD…
Together we are stronger

• We are all communicators
• Everyone can help spread the word
• Here to help and build confidence
• Social media
• Twitter – follow Place2Be/Benny
• Retweet stories
• Facebook
• Let us know your ideas!