

# YOUNG Mi MINDS

## About YoungMinds

YoungMinds' purpose is to stop young people's mental health reaching crisis point. We want to create a world where no young person feels alone with their mental health, by making sure they get the mental health support they need, when they need it, no matter what. This year we need to take our work even further to support every child and young person who needs us. And we are ready. As we move into the second year of our brilliant new strategy, we have a clear operational plan that will help us deliver the greatest possible impact for young people this year, as well as driving the longer-term change to ensure the support young people need, is there for years to come.

## Our Ambitious Plans for 2021

### Never Alone: Helping young people to look after their own mental health.

Online. It's where young people are, and it's where we'll continue to invest in order to better serve both the young people who are already turning to us, and those who are struggling, but may not know where to turn. From quick, practical tips to help young people get through a particularly tough day, to more detailed information and support about feelings, symptoms and conditions, co-created with young people who have been there, and come out the other side.



'Self-soothe box' video by Activists.

### Someone To Turn To: Making sure young people have the adults around them who can really help.

By innovating our Parents Helpline services throughout 2020, we were able to support **45% more parents and carers compared to 2019**. It is our goal to continue this upward trajectory and increase our response rate by a further 10% across our telephone, email and webchat services, providing a lifeline to even more families in need. Simultaneously, we will roll out a programme of support for adults in the community, such as sports coaches or youth workers, who play such a critical role in supporting young people around them through life's challenges.



Our amazing Helpline Volunteers.

*"Thank you for creating these resources. As a school, one child in particular used these learning activities as an opportunity to voice their anxieties which we are now looking into as a safeguarding concern. This may otherwise have gone unspoken, we are so grateful for the resources you offered."*

- School who took part in #HelloYellow, October 2020.

### Powerful Young Voices: Building a youth-led movement to ensure support is there for anyone who needs it.

Young people have so much to offer. Given the chance, their voices can be so effective in driving positive change. Through further development of our App, we will continue to create opportunities for young people across the UK to work with YoungMinds, no matter how well there are or how much time they have to offer. We will also train more young people to be able to safely talk about their experiences in the media, parliament, and at events. And we will bring major companies together with our Activists to make sure changes to policy and practice work for young people and their mental health.



# Our Theory of Change

This is the **PROBLEM** we want to solve:

Young people's mental health needs are not supported early enough, and often only when they have reached crisis point



To solve this problem, we identified three priority **NEEDS** for young people:

Young people need to understand their emotions, how to take care of themselves and how to find help

Young people need better mental health support, including when their needs are first emerging

Young people need society to tackle the things that negatively impact their mental health

We will address these needs through the activity in our three **STRATEGIC PROGRAMMES:**

## 1. NEVER ALONE:

helping young people to look after their own mental health

## 2. SOMEONE TO TURN TO:

making sure young people have adults around them who can really help

## 3. POWERFUL YOUNG VOICES:

building a youth-led movement to make sure mental health support is there for anyone who needs it

And ensure we meet our **ULTIMATE GOAL:**

To stop young people's mental health reaching crisis point

This will mean that we achieve our **MISSION:**

That all young people can get the mental health support they need, when they need it, no matter what

And longer-term, this will lead to these **STRATEGIC OUTCOMES:**



Fewer young people need crisis or specialist support



The young people who need support get it quickly and at a high quality



There is a reduction in the things that contribute to rising mental health need in young people

Through this activity, we will achieve these **PROGRAMME GOALS:**

Young people are more able to look after themselves

The adults who young people turn to can recognise emerging needs and provide early support

Young people have better access to mental health services

Young people have a stronger voice in the things that impact their mental health