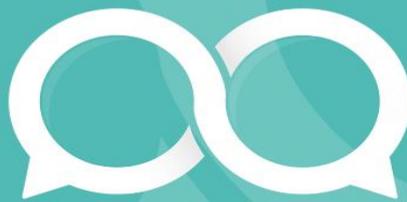


#JUSTTALK



JUSTTALK

EVALUATION 2018/9

Background

Just Talk is a positive mental health campaign designed with the following aims:

- A) To raise awareness of mental health in an equitable way for boys and girls
- B) To raise awareness of self-help techniques and support agencies available to people
- C) To increase consistency of mental health language and messages across all partners
- D) To reduce the stigma associated with talking about mental health/illness
- E) To equip schools and other agencies with the tools needed to actively promote mental health and wellbeing

One in eight children and young people have a diagnosable mental health problem and half of mental health issues are established by age 14. Here in Hertfordshire, around 24,000 children aged 3-19 were diagnosed with a mental illness in 2014 – and that figure is set to rise. And there are the financial implications: promoting wellbeing to a single year group could lead to £24 billion of benefits nationwide.

Evidence shows that young people who receive early support have better outcomes, but services are stretched and funding is tight: we must help young people develop healthy ways to protect their emotional wellbeing so that worries can be nipped in the bud, before they become a crisis requiring more intensive and costly services. Early intervention and support is therefore a key priority

Hertfordshire's Health Related Behaviour Questionnaire revealed that the most common coping strategies for boys in Years 8 and 10 when they were worried about something were isolated activities like listening to music (40%) or mulling over the problem alone (33%). Notably, 21% of males (compared with 9% of females)

identified no coping strategies at all, with a further 13% saying they would do nothing.

Through the survey, boys told us that they would like to talk more about mental health but are afraid of judgement or not being taken seriously. Half are embarrassed to talk to their dads about mental health issues, including stress, anxiety and depression, and more than a third said it was because their dad doesn't talk about his feelings or because they wouldn't want to burden him.

Focus groups and a baseline questionnaire issued at the start of the campaign, completed by 1017 local young people (641 boys), echoed this insight, giving us a more in-depth understanding of the attitudes, barriers and behaviours surrounding mental health in young men in Hertfordshire and highlighting the need to develop a campaign tackling these issues targeted at teenage boys and their parents.

We know that most existing mental health campaigns have not resonated with men, so we developed one that did. #JustTalk is a multi-agency mental health campaign developed for – and most importantly with – boys/young men in Hertfordshire.

The campaign messages and designs were co-produced with young people, as were the two Just Talk short films. This continues to be a key element of the Just Talk campaign and engagement with young people is central at each stage of the campaign development.

Young people told us that positive famous and local role models talking openly about everyday and relatable mental health issues, would be an important way to raise awareness. The campaign therefore focusses on sharing stories and images of identified role models including Watford FC players, Youth Health Champions, Iain Lee, and Jonny Benjamin, amongst others. Partners involved in Just Talk continue to build this network of role models.

In 2018, following the year one launch, Just Talk was recognised as being an effective, research driven, and young person led campaign, receiving an LG Communications award for Public Sector Excellence. It also won an award at the Public Health England East of England conference, has been accepted as an example of good practice to be showcased at the World Social Marketing Conference and has since been short-listed for a further award (details to follow).

Between 2016 (prior to the campaign) and 2018 (post campaign launch) there has been a reduction in the proportion of boys that would keep their worries about their mental health to themselves.

In 2016 24% of 12-13 year olds boys would keep worries to themselves. In 2018, following year one of the #JustTalk campaign, this had reduced to 20%.

Boys were also slightly more likely in 2018 to talk to others if they were worried about tests/exams or school work, than they were in 2016 (an increase of 1%)

More than 20 partner agencies work together to meet the objectives of Just Talk and this has increased consistency and partnership work on a whole range of things. A

full list of partners that are actively involved in the campaign can be found here:

<https://www.justtalkherts.org/about-us/about-us.aspx>

The campaign was developed initially to engage teenage boys in conversations about mental health. This was in response to local and national evidence that tells us boys are less likely to access mental health services, boys are less likely to be able to identify healthy coping strategies, and boys are at an increased risk of suicide. Fear of judgement is a significant barrier to seeking help; as a result they can become isolated and vulnerable. However, the campaign resonates with boys and girls, and is therefore now promoted to all, whilst ensuring that boys continue to connect with the campaign activities and resources.

1. Overview

Year two of the Just Talk campaign has widened the target audience from teenage boys, to all young people aged 8 – 25. Campaign week took place W/C 4th Feb 2019.

A number of new resources have been developed by Public Health with substantial input and steer from partners across the Just Talk network, including two new Just Talk short films, a new website www.justtalkherts.org, and a suite of toolkits to help schools, agencies outside of schools, and young people themselves, to drive the campaign forward and get involved.

Following an unprecedented social media response in the first year of the campaign, this year it continued to successfully generate significant engagement on a range of social media platforms this year:

- 6,821,700 potential impressions on twitter
- 927,520 twitter accounts reached
- 997 tweets from 532 contributors
- 56% of engagement was from males, 44% females
- 109,471 impressions on Facebook
- 132,066 Instagram impressions
- 567,833 Snap Chat impressions

In ALL social media platforms we achieved higher than the industry average in terms of clicks and swipe ups (i.e. engagement).

This year we have seen schools and colleges engage with a wide variety of activities to promote Just Talk, including delivery of assemblies, running activities and lessons, and hosting parent engagement sessions.

At least 31 secondary schools, 2 colleges, and 43 primary schools have supported and promoted the campaign, reaching tens of thousands of young people.

All secondary schools and special schools received a Just Talk Schools Toolkit in the post, and primary schools have access to an electronic version of the toolkit.

Schools told us that this year they felt more confident delivering elements of the programme themselves, without the need for external visitors or speakers, indicating the increased sustainability of the campaign (although the option to request speakers was open to them).

There has also been substantial media activity, including national, regional and local coverage. A short piece on ITV's Good Morning Britain, which has 700,000 viewers, described the campaign as 'ground breaking'. A much longer slot on BBC Three Counties Radio Drive Time aired an interview with Sandringham School's Youth Health Champions, who shared their thoughts and ideas on why talking is important, and how we can make sure that boys feel comfortable speaking to someone if they're struggling.

Other areas outside of Hertfordshire have also been requesting information on the campaign to help aid and influence their own local plans.

This paper describes the main activity that has taken place during the 2018/19 financial year, summarises feedback and learning from this period, and sets out a number of recommendations to be taken forward by the Just Talk Network.

The Just Talk network reports to the Suicide Prevention Board, and the Children and young people's emotional and mental health Board.

2. Social media engagement

Just Talk has been promoted widely on Twitter, Facebook, Instagram, and SnapChat. Partners involved in Just Talk were sent a communications/media engagement plan prior to campaign week.

Primarily the professional and parent engagement has taken place on Twitter, with the following key results from 2019 campaign week:

- 6,821,700 potential impressions on twitter
- 927,520 twitter accounts reached
- 997 tweets from 532 contributors
- 56% of engagement was from males, 44% females
- 18-24 and 35-44 year olds were the groups we best engaged with
- Top interests of those engaging with #JustTalk were: fitness & health, sports, global news, family & parenting, celebrities & entertainment, and education.
- Top occupations of those engaging with us were: executive managers, consultants, journalists, health workers and teachers.

Things that were shared on Twitter included images of local people and celebrities promoting the campaign, quotes from people involved in the campaign, key campaign messages, and links to the Just Talk short films designed by young people. People were also sharing details of what they were up to during the campaign week in terms of engagement and activity. The vast majority of partner agencies embraced this opportunity to share each other's tweets and information.

- 132,066 Instagram impressions
- 567,833 Snap Chat impressions

In ALL social media platforms we achieved higher than the industry average in terms of clicks and swipe ups (i.e. engagement). In the case of Snap Chat we achieved a 50% higher swipe up rate than the industry average. This shows that the advertising campaign resonated with the target audience. The industry standard also dictates that for SnapChat the average swipe up cost is 41p, whereas we achieved a cost of 20p per swipe up.

The highest engagement on Snap Chat, Instagram and Facebook came from 18-24 year old females. Males only represented 25% of those that clicked on the advertisement, indicating that the advert didn't resonate as much with males.

Recommended actions:

- 2.1 Twitter remains an effective and free route for engagement, particularly with professional networks. This should continue to be used to promote #JustTalk and related activity and information.
- 2.2 Snap Chat currently appears to be the best social media platform for engagement with young people in terms of value for money and reach – however this needs to be reviewed regularly as social media activity changes rapidly.
- 2.3 Involve teenage boys in the development of future social media adverts, as these appear to have resonated better with females than males.
- 2.4 Identify additional role models/celebrities to share their stories online

3. School/College engagement

This year (year 2 of the campaign) we posted Just Talk toolkits to pastoral leads or mental health leads in ALL secondary schools, colleges and special schools.

At least a third of Hertfordshire secondary schools (31 secondary schools and 2 colleges) delivered a variety of Just Talk activities and displayed resources during campaign week. In addition to this, the campaign this year included years 5 and 6 in primary schools for the first time, with 43 primary schools informing us that they had delivered activities and promoted the campaign.

It is likely that a number of additional schools have been involved in the campaign but have not yet had an opportunity to inform us, so this number will be updated accordingly.

This increase in engagement was achieved by communicating with schools at a much earlier stage than in year one via pastoral leads networks, mental health leads newsletters, the schools bulletin, governor briefings, and any other opportunities that arose.

A list of schools and colleges that have been actively involved in the campaign can be found in Appendix A.

Schools were provided with a multi-agency list of Just Talk speakers who could come and deliver sessions for parents, staff or young people during campaign week. Sessions were delivered by YC Hertfordshire, Public Health, Samaritans, The OLLIE Foundation, Herts Mind Network, and CAMHS School Link Managers.

It's worth noting that a number of schools this year felt confident enough to deliver sessions themselves to their pupils or parents using the slides we provided them with. This was not the case in year one of the campaign, perhaps reflecting on the usefulness of the resources alongside the additional training that has been provided to professionals across schools by CAMHS School link managers, Public Health, and other partner agencies.

Learning

Some schools have been fantastic at offering us feedback and input throughout every stage of Just Talk implementation. However, it continues to prove challenging to obtain feedback from a wide range of schools. The most successful method we used to elicit feedback was from the short survey posted on the Schools Bulletin and circulated via pastoral leads networks and school mental health leads.

Where parent events were organised, these were often over-subscribed. Additional support for parents needs to be offered

Schools shared with us the things that went well with Just Talk:

- Raising awareness and parental engagement
- Advice for students
- The assembly was great but would make sure it was delivered to all year groups next time. The film competition has also worked well.
- The quality and variety of resources provided
- Head of Years and other pastoral staff, referencing your service to parents when the need arises
- Mental health continuum scenarios were valuable
- Raising awareness amongst our students and the staff
- We find the materials helpful already. We are not a mainstream school and our numbers are small, so what you do works well for us. Keep up the good work.
- The charities being involved with our parent event received excellent feedback as did sharing with the parents what we had shown the pupils so that they could have joined up discussions at home. Pupils being able to access the information via the school website in their own time. Just Talk posters in classrooms used for reference for pupils when they need them.
- Raising awareness. Access to resources. Highlighting support and how to access
- Thank you for providing such an excellent resource. It made delivering an effective Mental health campaign as easy as it could be. I look forward to expanding on what we do next year.
- A fantastic support for schools and students when schools have capacity to fully engage and roll out. Huge positive difference in today's climate with so

many rising concerns over mental health of young please. Really grateful for the support and drive of this campaign as well as that of Healthy Young Minds in Herts. Thank you!

- Ready-made resources and information we could adapt was useful
- It is a very useful campaign - thanks!!
- the whole school was on board - the info, posters, & lesson plans were easily accessible
- The form time activities went well, also having an external speaker in to deliver the assembly added extra emphasis to an important message.
- It was a good opportunity to speak to pupils about how we feel and that it's normal to feel certain ways. Pupils thought of themselves as individuals and were able to give their feelings names and were able to describe how they know that they are feeling certain ways.

Schools also shared with us ideas of how we could improve:

- Possibly explore developing cluster groups in local areas for schools to all be part of e.g. primary feeder schools and other local secondary schools so we all interlink.
- A weblink or letter addressed directly to parents to help inform them.
- Some schools (mainly primary schools) hadn't heard any details about the campaign week. One school commented that they were "A little confused as I have just had mental Health level 2 training and just talk was just referenced"
- Lesson is good but we could only run it with Year 7s as it had not been updated since last year when we ran it with Years 7 to 9. Could we change the lesson plan annually so we can run across all year groups
- Good resources but sent out at a point where curriculum decisions had been made months earlier.
- Earlier release of resources. More Herts promotion with Parents as they can get nervous of this topic!
- Make it clearer that is also for Primary School children
- More lesson plans - we would have liked to do something everyday
- I appreciate why there is a focus on male mental health and engagement but it means that the interest is not as high at a girls' school.
- More publicity - local to areas. Engage more parents support
- Updated videos - a lot have been used already
- Send out information MUCH earlier, i.e. before the summer break. We plan all our themed weeks before we break up in July and we had had one the week before so we felt it was too much to do a second week immediately.
- It seemed more aimed towards mainstream schools, there was very little in the pack to help me with the special needs primary age children I work with. Maybe this could be researched a little more and incorporated into next years pack?
- More activities appropriate for primary schools. We created a lot of our own
- It was excellent, however getting the information pack slightly earlier would have helped.

Recommended actions:

- 3.1 Identify capacity in advance to follow up with schools following campaign week to elicit feedback, including running a short survey
- 3.2 Work with special schools to ensure resources suitable for their pupils
- 3.3 Consider whether Just Talk could be adapted/built on, to engage younger children in primary schools
- 3.4 Develop additional activities for primary school age – link with schools that have already engaged
- 3.5 Develop additional lesson plans
- 3.6 Secure the date for Just Talk campaign week 2020, prior to the summer holiday, and share this widely with schools
- 3.7 Send out toolkits and resources as early as possible in advance of the next campaign week
- 3.8 Include a template letter for parents in the next toolkit editions
- 3.9 Explore models by which secondary schools can link with their feeder/local primary schools
- 3.10 Ensure Just Talk is more fully included in the mental health lead role training
- 3.11 Look at parent support offer and how to increase this

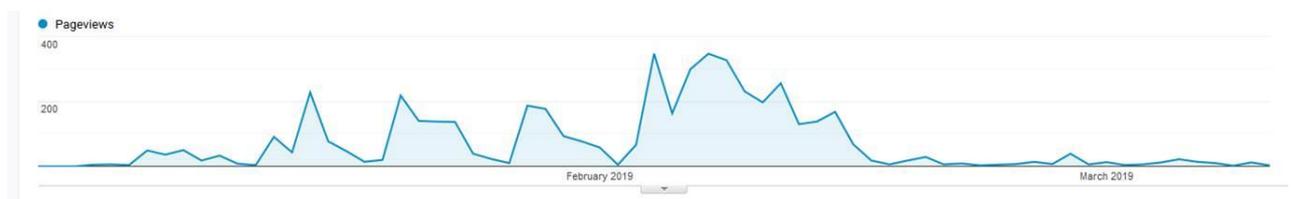
4. Other engagement

i. Website

As mentioned, the new Just Talk website was established at the beginning of 2019. Engagement with the website is as follows:

Total hits to site: **3998**

- 891 arrived from email campaigns
- 691 arrived from Snapchat
- 182 arrived from Twitter
- 136 arrived from Facebook
- 115 arrived from Instagram
- 1983 came from other routes



Learning

Some people were still ending up at the original Just Talk pages on www.healthyyoungmindsinherts.org when they searched for the campaign on

google. The Healthy Young Minds website has now been changed to clearly redirect people to the new website.

ii. Media activity

A media briefing was sent out prior to the campaign week and we pitched the story to a number of national and regional outlets to generate interest. This resulted in the following media engagement:

- ITV's Good Morning Britain aired a positive short piece which linked in to a national story about promoting mindfulness in schools - this was filmed at Sandringham School and included shots and quotes from young people at the school, and visuals of the Just Talk logo and banners etc. The Just Talk campaign was described as 'ground-breaking'.
- BBC 3CR Drive time pre-recorded piece led by Andy Holmes, involving the Youth Health Champions from Sandringham School and sharing key Just Talk messages
- Other radio stations covering the campaign included Heart FM and two features on Bob FM, including an interview with the Youth Health Champions.
- Local media coverage was achieved in the Bishop's Stortford Independent twice, Hemel Gazette and Express, Watford Observer (February 2019) and the Mercury (March 2019) Just Talk featured in various magazines including Hertfordshire Horizons (July 2018), Heads Up youth magazine for Welwyn Hatfield (January 2019) and various Hertfordshire newsletters including Pro-Action, Mental Health Leads newsletter, etc.
- A case study of the campaign was featured on the LGA website and news bulletin as an example of good practice
- In October, the promotion of the young people's films resulted in coverage on BBC London, two BBC Three Counties radio interviews and coverage in most local newspapers.

Learning:

Often we received requests for media activities very late. In future it would be useful to 'line up' a number of schools, securing the relevant consents etc. in advance.

Case studies and 'stories' would be really helpful for media engagement- e.g. how has the campaign positive impacted someone's life

In 2017/18 the communications activity was coordinated between Public Health and the CCGs, resulting in greater capacity. Due to role changes, this year the communications activity was led by Public Health solely which was limiting due to capacity.

iii. Just Talk film competition

Children and young people aged 8+ were invited to enter our Just Talk film competition to submit an idea for a film using a template storyboard, to promote the key campaign messages.

Over 500 competition entries were received from across Hertfordshire. These were largely driven by schools and colleges.

Entries were shortlisted to approximately 50, which were then discussed by a judging panel to determine the winners, runners up, and commended entries. The judging panel consisted of three young people, Public Health, YC Hertfordshire, Herts for Learning, Watford FC CSE, Herts Mind Network, CAMHS School Links, Samaritans, and a professional film maker.

3 winners were selected, and the young people who submitted these will receive £100 in vouchers, and work with a professional filmmaker on their film. These will then be used in Just Talk promotion activities. Runners Up will also receive a certificate and £20 vouchers, and commended entries will receive a certificate.

The film competition is a really effective way of engaging people in the campaign, and should be repeated in 2019/20, potentially with a new 'theme' related to Just Talk, or a different target audience.

iv. [Watford Football Club](#)

Watford FC CSE deliver 'Positive Minds' mental health programmes in schools and in the community, funded by the Premier League, Public Health, and CAMHS Transformation. The focus and content of these programmes closely align with Just Talk, and Just Talk is promoted throughout sessions.

Information on Positive Minds and Just Talk was included in the February 9th Matchday programme (Watford vs. Everton). There was an attendance of over 20,000 people at the match.

Young people involved in Watford FC CSE's Positive Minds: Empower programme (the community based aspect of the programme) were invited to attend some physical activity and mental health sessions prior to the game, and to attend the game with their parents.

Jen Beer (Public Health) spoke to the crowd at half time, outlining that we all have mental health, just like physical health; why it is important that people talk to someone about their mental health if they are struggling; and sharing information about the Just Talk campaign.

Feedback on Twitter from people attending the match was really positive including:

"Was reflecting at half time that it's great the club are inviting people such as yourself to front up to big issues"

"I have had an ongoing battle with clinical depression for 7 years, so it is important to raise awareness. The #JustTalk campaign is helping so many people."

"We all stopped to listen. Good wishes for the excellent work that you're doing"

A young person then spoke to the crowd about the impact of the Positive Minds: Empower Programme, and the importance of speaking to people if you are struggling or feeling alone. Positive Minds: Empower Programme was also

showcased on Match of The Day on Sunday 17th March 2019. It was clear from the Twitter response that people found hearing from the young person incredibly inspiring:

“What a lad. He’s done a lot of good today. Inspiring. Massive respect.”

“I was listening at half time. What an absolute hero Anton is. I hope he heard us cheering for him as he shared his story and words of encouragement and advice.”

“He will give a lot of people the confidence to talk and see it’s OK to not be OK”.

Recommended Actions:

- 4.1 Before December 2019, the website should be reviewed by professionals, parents and young people in order to make it as accessible, engaging and comprehensive as possible.
- 4.2 Identify future opportunities for engaging with large numbers of the public who may not engage via our usual engagement routes – these are most powerful when involving young people.
- 4.3 At least two weeks prior to campaign week next year, ‘line up’ a small number of schools, colleges and other agencies for media engagement during the campaign week.
- 4.4 Identify case studies that illustrate the impact the campaign/resources have had on individuals
- 4.5 Repeat Just Talk film competition, with a new ‘theme’ related to Just Talk, or different target audience

5. New resources

The following Just Talk documents have been produced or updated in 2018/19. These resources are freely available for people to access from the website, and have been developed with input from partners across the Just Talk network, and where appropriate, with input and steer from young people:

- www.justtalkherts.org website
- Top Tips for Parents leaflet
- Generic poster
- Form Room / Support agencies poster
- Five ways to wellbeing activity sheet
- Presentation template for delivery to professionals
- Presentation template for delivery to young people
- Presentation template for delivery to parents
- Additional 15-minute activity sheets for delivering sessions with young people
- Toolkit for schools and colleges
- Toolkit for agencies outside of schools
- Toolkit for Just Talk Ambassadors (March 2019)
- Just Talk animation
- Just Talk short film – school based
- Just Talk pull up banners

Recommended Actions:

- 5.1 Public Health and YC Hertfordshire to work together to roll out the Just Talk Ambassadors scheme, enabling young people to get even more involved in driving the campaign
- 5.2 Create the 3 new Just Talk films and widely promote these
- 5.3 Create additional Just Talk resources based on identified need
- 5.4 Create a lanyard tool containing details of Just Talk, the five ways to wellbeing, and relevant support agencies for partners and Just Talk Ambassadors to carry
- 5.5 Work with LGBTQ young people to establish the resonance and applicability of the resources. If needed, create additional resources to meet their needs.

6. Funding

Total funding for 2018/19: £14,000 (£7000 from Public Health and £7000 from CAMHS transformation)

Spend breakdown 2018/19: Just Talk animation (£2000), Just Talk films (£1000), Resources development, design, and printing costs (£8060), Social media advertising for Snapchat, Instagram and Facebook (£2100), Just Talk competition prizes (£540), and website (£300)

Recommended actions:

- 6.1 Further evaluate progress on project objectives by rerunning baseline survey.

7. Action plan

The following action plan will be taken to the next Just Talk network meeting for discussion and sign off, and drive the 2019/20 activity

Action	Details	Lead
2.1	Twitter remains an effective and free route for engagement, particularly with professional networks. This should continue to be used to promote #JustTalk and related activity and information.	
2.2	Snap Chat currently appears to be the best social media platform for engagement with young people in terms of value for money and reach – however this needs to be reviewed regularly as social media activity changes rapidly.	
2.3	Involve teenage boys in the development of future social media adverts, as these appear to have resonated better with females than males.	
2.4	Identify additional role models/celebrities to share their stories online	
3.1	Identify capacity in advance to follow up with schools following campaign week to elicit feedback, including running a short survey	
3.2	Work with special schools to ensure resources suitable for their pupils	

3.3	Consider whether Just Talk could be adapted/built on, to engage younger children in primary schools	
3.4	Develop additional activities for primary school age – link with schools that have already engaged	
3.5	Develop additional lesson plans	
3.6	Secure the date for Just Talk campaign week 2020, prior to the summer holiday, and share this widely with schools	
3.7	Send out toolkits and resources as early as possible in advance of the next campaign week	
3.8	Include a template letter for parents in the next toolkits	
3.9	Explore models by which secondary schools can link with their feeder/local primary schools	
3.10	Ensure Just Talk is more fully included in the mental health lead role training	
3.11	Look at parent support offer and how to increase this	
4.1	Before December 2019, the website should be reviewed by professionals, parents and young people in order to make it as accessible, engaging and comprehensive as possible.	
4.2	Identify future opportunities for engaging with large numbers of the public who may not engage via our usual engagement routes – these are most powerful when involving young people.	
4.3	At least two weeks prior to campaign week next year, 'line up' a small number of schools, colleges and other agencies for media engagement during the campaign week.	
4.4	Identify case studies that illustrate the impact the campaign/resources have had on individuals	
4.5	Repeat Just Talk film competition, with a new 'theme' related to Just Talk, or different target audience	
5.1	Public Health and YC Hertfordshire to work together to roll out the Just Talk Ambassadors scheme, enabling young people to get even more involved in driving the campaign	
5.2	Create the 3 new Just Talk films and widely promote these	
5.3	Create additional Just Talk resources based on identified need	
5.4	Create a lanyard tool containing details of Just Talk, the five ways to wellbeing, and relevant support agencies for partners and Just Talk Ambassadors to carry	
5.5	Work with LGBTQ young people to establish the resonance and applicability of the resources. If needed, create additional resources to meet their needs	
6.1	Further evaluate progress on project objectives by rerunning the baseline survey.	

Jen Beer

Health Improvement Lead – Children and Young people

March 2019

Appendix A: School engagement

Secondary Schools

Astley Cooper (Hemel)
The Barclay School (Stevenage)
Chancellor's School (Brookmans Park)
Chauncy School (Ware)
Chessbrook ESC (Watford)
Croxley Danes (Rickmansworth)
Fearnhill (Letchworth)
Goffs Academy (Cheshunt)
Goffs Churchgate (Waltham Cross)
JFK (Hemel)
John Henry Newman School (Stevenage)
Laureate Academy (Hemel)
Monks Walk (Welwyn)
Mount Grace (Potters Bar)
Nobel School (Stevenage)
North Herts ESC
Northwood School
The Priory (Hitchin)
The Reach (Rickmansworth)
Richard Hale School (Hertford)
Rickmansworth School
Roundwood School (Harpenden)
St Clement Danes (Rickmansworth)
St Francis' College (Letchworth)
St Mary's Catholic School (Bishops Stortford)
St Michael's Catholic School (Watford)
Roman Fields Special School (Hemel)
Sandringham School (St Albans)
Stanborough (Welwyn)
Verulam School (St Albans)
Watford Girls School

Colleges

West Herts College
Oaklands College

Primary Schools

Ashfield Junior School (Bushey)
Bedmond Academy (abbots Langley)
Beaumont School (St Albans)
Bishops Hatfield Girls School
Bovingdon Academy
Crabtree Junior and Middle School
Clore Shalom (Radlett)
Cockernhoe (near Luton)
Cowley Hill primary (Borehamwood)
Cranborne Primary (Potters Bar)

Edwinstree (Buntingford)
Fairlands Primary School (Stevenage)
Forres School (Hoddesdon)
Garden City Academy (Letchworth)
Hammond Academy (Hemel)
Hertford St Andrews (Hertford)
Killigrew Primary (St Albans)
Kingsway Junior School (Garston)
Lanchester CFS (Watford)
Layston (Buntingford)
Maple Cross JMI and Nursery
Millfield First School (Buntingford)
Nascot Wood infant and nursery (Watford)
Nash Mills (Hemel)
Northaw Primary (Potters Bar)
Prae Wood (St Albans)
Roundwood Primary School (Harpenden)
Samual Lucas JMI (Hitchin)
Shepherd primary School (Rickmansworth)
Southfield Primary – Special school (Hatfield)
South Hill Primary (Hemel)
St Albert the Great (Hemel)
St Anthony's Primary (Watford)
St Mary's CofE (Berkhamsted)
St Joseph's (Waltham Cross)
St Mary's (Welwyn)
St Meryl School (Watford)
St Michael's Primary (St Albans)
St Philip Howard (Hatfield)
Tonwell St Mary's (Tonwell/Ware)
Watford Field Infant and nursery
William Ransom Primary (North Herts)
Woodside Primary (Broxbourne)

Appendix B: Testimonials and endorsements

Testimonials from young people

"None of us can solve our problems by keeping them hidden. Just Talk."

Ben, 17

"I entered the campaign because I thought it was important that everyone knew what mental health is and that it's important to speak to people if you're feeling a little bit down."

"My teacher Jane was a very big part of it; she explained mental health really well, made lessons fun and really helped us all with this project."

"I really enjoyed doing it, especially when I had a Skype meeting with the animator to make changes to the final animation."

Louis Webb, 12

"When I first entered the competition I thought it was just another piece of homework, but then after looking into it I realised it was really important for boys all across the country to talk and tell people their problems."

"I think boys tend to keep problems inside, we want to stay strong and not look weak in a way. But there's no need for that, if you share your problems then it will help everything."

"I really enjoyed making the film and I'm a lot more confident as a result!"

Alex Strazza, 13

"I believe staying quiet exacerbates and talking alleviates. Just Talk."

Menas, 16

"It's better to say something than suffer in silence. Just Talk."

Stan, 16



Endorsements

"The #JustTalk campaign has successfully raised awareness of not just male mental health, but mental health of everyone. Actively encouraging the next generation to talk about their mental health is vital and that is exactly what this campaign has done."

Katie Southall, Assistant Head
The Priory School

"It's really important for boys to be able to talk about mental health and this campaign certainly helped with that. To get 60 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

"Introducing the idea of #JustTalk has hugely elevated the profile of mental health in our school and begun to normalise conversations surrounding mental health."

Coupled with partnerships with the Watford Community Trust we have been able to deliver sessions to all year groups through our REACH time programme (PSHCE). We have also made use of the cross-curricular lessons for subjects such as PE which has created an awareness of how mental health connects to everything that we do and is not just a stand alone issue.

This year we are taking the #JustTalk message beyond the four walls of our school and are going to use the #JustTalk resources to run a parents awareness evening for mental health. As a school now based at the heart of the community we want to use the #JustTalk message to get our pupils, parents and wider members of the community to normalise talking about mental health and #JustTalk."

Anthony Smith, Deputy Head, The Reach 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. Well done to Louis, we are very proud of him."

Jane Michelson, Family Worker
Richard Hele School