



Campaign Evaluation Report **OCTOBER 2016**





#IAMWHOLE

CAMPAIGN AIMS

Objectives

- To 'normalise' mental health difficulties and challenge the negative language and social stigma often attributed to them
- To encourage young people to be open about mental health difficulties and to seek help if they or someone they know needs it
- To raise awareness of a new mental health service directory website for young people created by YMCA Right Here (a mental health project based in Brighton & Hove) that includes service user reviews, feedback and peer-to-peer advice
- To deliver a communications campaign for the city of Brighton and Hove that represents efficient and effective use of local CCG funding and value for money for the wider NHS

Target audiences

- **Primary campaign audience** – children and young people, aged 11-24
- **Secondary audience** - parents and carers, services and organisations that work with and care for young people

CAMPAIGN STRATEGY



#IAMWHOLE

As a **Brighton-born campaign** fronted by a pop star with a connection to the city, we knew #IAMWHOLE would grab the attention of local media.

But as the audience reached by Brighton-based media is small in comparison to the city's population - and older than our primary target audience - we needed to generate **a media buzz from beyond the city's boundaries and a call to action that would motivate young people** to share the campaign message with each other.

Our strategy therefore involved developing **a national earned media campaign and social media movement** that would grab the attention of young people, parents, schools and colleges on World Mental Health Day. Securing **support from NHS England and a partnership with YMCA England** was key to this strategy.

CAMPAIGN TACTICS



#IAMWHOLE

- **Creation of the NHS's first music video featuring a chart-topping artist**

Jordan Stephens from UK hip-hop duo Rizzle Kicks filmed his 'Whole' music video especially for the campaign. Filmed in Brighton & Hove, the video features local young people with lived experience of mental health difficulties. It was launched on World Mental Health Day (Monday 10 October 2016) on NHS and YMCA social media channels and given as an exclusive to www.theladbible.com - one of the world's largest online communities for young men

- **Campaign video featuring high-profile supporters**

Including TV presenters James Corden and Dermot O'Leary, musician Ed Sheeran and Radio 1 DJ Adele Roberts.

- **#IAMWHOLE social media campaign & targeted use of branded clothing**

NHS, YMCA, police, fire brigade and local authority teams all posted 'circle of hand selfies' on social media, alongside national and local politicians, celebrities and thousands of young people, many of whom wore branded sweatshirts and T-shirts designed personally by Jordan to spread the campaign message visually in schools, in the community and online.

- **Nationwide research commissioned by YMCA**

Looked at the prevalence and impact of mental health stigma among 11-24 year olds in England and Wales.

- **Live music performance and press interviews in the British Airways i360**

Jordan performed the campaign song 'Whole' live for the first time, 450ft up in the air, in Brighton's new i360 – the world's tallest moving observation tower - in front of members of the press and local stakeholders.

- **Anti-stigma challenge video & worksheet** designed for schools, colleges and groups that work with young people.

RETURN ON INVESTMENT



#IAMWHOLE

Budget

- £35,000 funding from the CCG paid for the campaign concept, production of 3 x videos, social media and PR strategy development, infographics and Anti-Stigma Challenge resources, liaison with Jordan Stephens and high-profile supporters
- £7,500 funding from YMCA England paid for nationwide Youthsight research and the publication of an 'I am whole' report
- **Total investment = £42,500***

Earned media coverage and social media engagement

- **222 pieces of national and regional UK media coverage** with an audience reach of over 120 million (121,067,744) and an advertising value equivalent of £534,180
- **1 million earned views** of the campaign and music video during October 2016 (1m paid-for views on YouTube and Facebook combined would have cost approx £60k)
- **Total return = media coverage and video views with an equivalent paid-for value of £594,180**
- **CPM** (cost per thousand people reached by #IAMWHOLE media coverage and social media) = **35p** (compared to the UK PR industry target CPM of between £2-£6 per 1000 for a national campaign and £10-£12 for a regional one)

*excludes cost of time dedicated to the campaign by in-house CCG, YMCA and Brighton & Hove City Council communications and research leads

CAMPAIGN PARTNERS



#IAMWHOLE

NHS Brighton and Hove CCG and Spirit Media

Production, audience building and PR agency, Spirit Media, were commissioned by NHS Brighton and Hove CCG to: create the campaign concept; produce all video content; develop a social media and PR strategy; design infographics and school workshop resources; liaise with campaign ambassador, Jordan Stephens, and other high-profile campaign supporters.

YMCA Right Here, YMCA England and NHS England

Volunteers and staff from Brighton & Hove's YMCA Right Here mental health project were involved in the filming of the campaign videos and also developed a new mental health service directory website for young people in partnership with other local groups. YMCA England commissioned nationwide research into the prevalence and impact of mental health stigma on young people and published the findings in an 'I am whole' report. YMCA services across the country supported the campaign on social media and through regional press activity. YMCA England Chief Executive, Denise Hatton, acted as a national media spokesperson on launch day, together with NHS England's National Clinical Director for Mental Health, Tim Kendall.

Brighton & Hove City Council

The city's Public Health schools liaison team is supporting #IAMWHOLE engagement within local schools and colleges.

CAMPAIGN DETAIL



#IAMWHOLE

'WHOLE' MUSIC VIDEO



Jordan Stephens is the first pop star to front an NHS campaign



His song 'Whole' was written as part of his Wildhood project and is about tackling mental health issues. The music video was filmed especially for the #IAMWHOLE campaign and **features local young people with lived experience of mental health difficulties** as well as a crowd scene featuring young people from Brighton and Hove schools and colleges <https://youtu.be/ZLLGD-7fTL4> The BBC was invited to join the production team and film the making of the video.



#IAMWHOLE

CAMPAIGN VIDEO



The **#IAMWHOLE campaign video** featuring Jordan, young people with lived experience of mental health difficulties and the campaign's celebrity supporters was launched on social media on the same day as the Whole music video <https://youtu.be/FZ4TlCx3eHA>

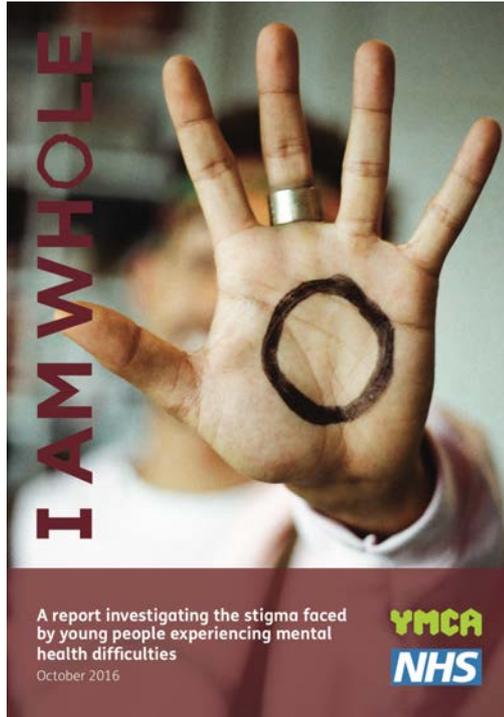


#IAMWHOLE

NATIONWIDE RESEARCH



#IAMWHOLE



'I AM WHOLE' research was commissioned by YMCA with the fieldwork conducted by specialist research agency, YouthSight. The sample consisted of 2,072 interviews with young people aged between 11 and 24 years old from across England and Wales.

The research findings were published in a 44-page report sent to the media and Government on World Mental Health Day. It included the views and **personal stories of young people** affected by mental health difficulties, told in their own words. Extracts from over 100 case study interviews were also published on YMCA's website.



Dexter: #IAMWHOLE in my own words...

Dexter, 17, London Dexter, a young transgender man, has struggled with mental health difficulties since he was 10-years-old. It was hard for his family to accept and, struggling to cope with his mental health difficulties on his own, Dexter self-harmed. At 15-years-



Louis: #IAMWHOLE in my own words...

Louis, 19, south east England Both Louis parents were alcohol dependent, making his childhood a difficult one. When he was 13 years-old he started self-harming and didn't tell anyone about his struggles out of fear people would think about him differently.



Charlie: #IAMWHOLE in my own words

Charlie, 22, south west England Charlie was in his last year at university when the stress of studying for his undergraduate degree became too much for him to handle. Trying at first to get on with things, Charlie realised quickly that he needed help.



Connie: #IAMWHOLE in my own words...

Connie, 22, south east England When Connie was 16-years-old, she developed an eating disorder and, feeling unable to ask for help, she struggled with it all on her own for the next four years. Feeling low and finding it hard to concentrate, she

MATERIALS FOR SCHOOLS



#IAMWHOLE

**YOUR
ANTI-STIGMA
CHALLENGE**



**DID YOU KNOW THAT EVERY YEAR AROUND
1 IN 10 CHILDREN AND YOUNG PEOPLE
EXPERIENCE MENTAL HEALTH ISSUES IN THE UK?**

**THAT'S THREE YOUNG PEOPLE IN EVERY
SCHOOL OR COLLEGE CLASSROOM.**

By talking about mental health in your own school or college, you can help people understand that challenging mental health stigma is everybody's business. And that by talking about mental health issues in a positive way we can all support each other.

THE CHALLENGE

Your anti-stigma approach could involve running a campaign on social media, or putting on a school or college event, a special assembly or even planning a lesson for a whole year group. It could involve music, art, posters and leaflets, or you could organise an anti-stigma listening project - it's up to you to decide.

- 01** Being open about mental health issues helps to remove social stigma
- 02** Challenging harmful language helps people ask for support without fear of negative labels or discrimination
- 03** Find and get mental health support when you or someone you know needs it - talk to your mates, parents, teachers, a GP or a youth worker

Remember, you can find lots of mental health support and advice online - visit www.findgetgive.com for more information.

GOOD LUCK WITH YOUR ANTI-STIGMA CHALLENGE!

#IAMWHOLE



An all-day event on tackling mental health stigma was held in Brighton, attended by over 100 local secondary school and college students and their teachers.

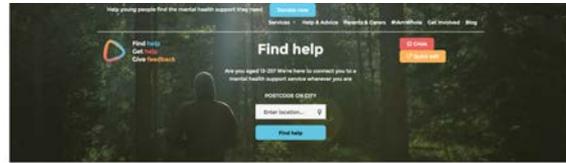
A workshop set students a challenge - to 'develop your own anti-stigma campaign for your school or college based on the key messages within the #IAMWHOLE campaign'.

Jordan's Anti-stigma Campaign Challenge video <https://youtu.be/Rq9xUetm5oc> and an accompanying worksheet were created for the event and are now available for schools and colleges across the country to use.

NEW WEBSITE FOR 13-25 YEAR-OLDS



#IAMWHOLE



did you know? 57+ Services listed 57,452 Topics raised 22 Communities and networks 1,309 Resources shared



find more. learn more. share more



The #IAMWHOLE campaign asked young people to do 4 things:

Challenge harmful language

used to describe mental health difficulties so that people can ask for help without fear of negative labels

Ask for support

from friends, parents, teachers, GPs or youth workers

Show support

by joining the #IAMWHOLE movement on social media and posting 'circle on hand' selfies in support of the anti-stigma message

Find and get help

by visiting www.findgetgive.com - a new mental health service directory designed by young people for young people, created by YMCA's Right Here project. The site allows users to search for support, share stories about their own mental health and give feedback on services they have used for others to read. 'Find Get Give' also includes resources for parents and carers

PRESS PREVIEW EVENT



#IAMWHOLE



Brighton & Hove's Mayor, Council members, NHS, YMCA and Public Health representatives joined local young people and the media to watch the first live performance of 'Whole' in the British Airways i360.

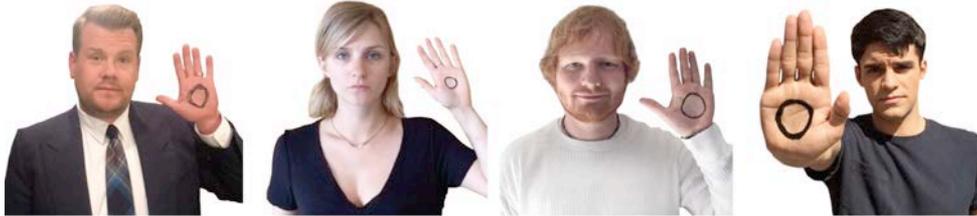
18 journalists attended, including a reporter from **national youth radio station Radio 1** and Jordan participated in over three hours of media interviews.

Local sixth form college students made this film at the event
<https://youtu.be/7HRVep5zyx8>

INFLUENCER SUPPORT



#IAMWHOLE



The following featured in the campaign video and/or #IAMWHOLE social media posts (all for no fee):

- James Corden** - actor / TV presenter
- Dermot O'Leary** - TV presenter
- Ed Sheeran** - pop star
- Adele Roberts** - Radio 1 DJ
- Faye Marsay** - actor (Game of Thrones)
- Sean Teale** - actor (E4 teen drama 'Skins')
- Jamal Edwards** - filmmaker/ internet entrepreneur
- Dom Joly** - comedian
- Hussain Manawer** - mental health ambassador
- Miquita Oliver** - TV presenter
- James Arthur** - pop star
- Sinead Hartnett** - singer / songwriter
- Harley Alexander-Sule** - pop star
- Russell Kane** - comedian

STAKEHOLDER SUPPORT



#IAMWHOLE



Brighton and Hove
Clinical Commissioning Group

Dear Supporter

Thank you for helping to support #IAMWHOLE – a new NHS anti-stigma campaign due to launch on Monday 10 October, World Mental Health Day 2016, in partnership with the YMCA across England.

Created in Brighton & Hove through a partnership between the local NHS, Brighton & Hove City Council and young people from the city's YMCA Right Here project, the #IAMWHOLE campaign has been designed to reach out to young people, aged 13-25, across the country, as well as to parents, teachers, employers and services that provide mental health support.

We've sent you some campaign clothing, specially designed by #IAMWHOLE campaign ambassador, Jordan Stephens (pictured, right), from UK hip-hop duo The Rizzle Kicks.



An #IAMWHOLE campaign video, featuring Jordan, YMCA Right Here volunteers and local school and college students will go live on social media on Monday 10 October.

We're asking campaign supporters to post selfies of themselves wearing an #IAMWHOLE top – either individually or in groups/teams – on social media (Facebook, Twitter, Instagram, Snapchat) from 10 October (but **not** before this date please as we are keeping things quiet until then so that we make as much impact as possible on World Mental Health Day).

Here is some suggested wording to post with your selfies: "I am/we are helping young people challenge stigma and @findgetgive mental health support #IAMWHOLE"

If possible, please also draw a black circle on the palm of your hand and hold it up to the camera in your pictures (as Jordan is doing in the above image).

We're hoping to keep the campaign buzz going throughout October, so here are a few more ways you can help:

- **NOW:** sign up to the #IAMWHOLE Thunderclap social media campaign before 10 October here <http://bit.ly/IAMWHOLEsupporter>
- **From 10 October:** share the #IAMWHOLE campaign video <http://bit.ly/IAMWHOLE> on social media – this link will be live from 10 October.
- **Wear your #IAMWHOLE top** with pride and tell onlookers all about the campaign.



Campaign T-shirts and sweatshirts personally designed by Jordan were distributed to stakeholders and supporters ahead of the campaign launch together with instructions for signing up to the #IAMWHOLE Thunderclap and posting 'hand on circle' selfies on social media on World Mental Health Day

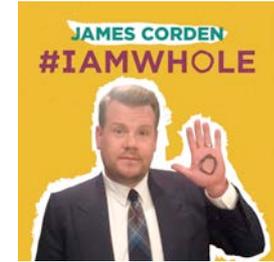
SOCIAL MEDIA STRATEGY



#IAMWHOLE

A carefully crafted social media strategy was developed to maximise the fact that this was a purely earned media campaign.

This included a **Thunderclap campaign with a reach of 922,132 people** which went live on the morning of World Mental Health Day. Organisations with large social media followings such as Sussex Police, NHS England, YMCA and Sussex Councils all signed up to the campaign on Facebook and Twitter



“Join hip-hop star Jordan Stephens, the NHS & YMCA by fighting mental health stigma. Together we are whole #IAMWHOLE <http://thndr.me/v2wh7B>”

NHS Brighton and Hove

EMBED <>

The social media campaign was kicked off by the campaign’s **celebrity supporters** and continued throughout October with a series of infographics featuring key findings from the research and graphics showing celebrity ‘circle on hand’ selfies

CAMPAIGN IMPACT – MEDIA COVERAGE



#IAMWHOLE

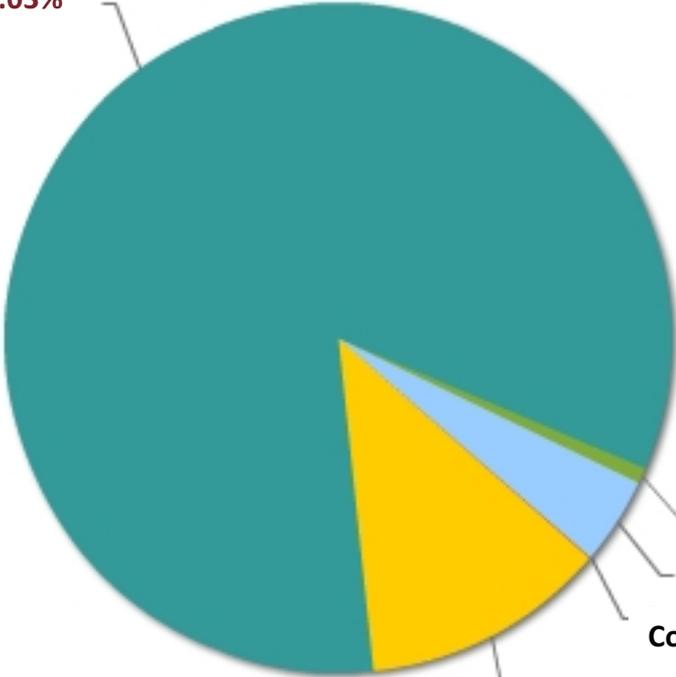
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MEDIA COVERAGE



#IAMWHOLE

Web and Wires **83.03%**



222 pieces of coverage generated with an audience reach of over **120 million people (121,067,744)**

Regionals **0.74%**

Nationals **4.27%**

Consumer **0.04%**

Broadcast **11.92%**



#IAMWHOLE

NATIONAL BROADCAST

sky NEWS



Sky News ran interviews with CCG Chair Dr Xavier Nalletamby and Right Here volunteer Connie Free in news bulletins throughout World Mental Health Day <https://vimeo.com/187199954/d0ece5488e>



5 NEWS

Channel 5 news filmed Jordan talking to teenagers about the campaign at a secondary school on World Mental Health Day and interviewed NHS England's National Clinical Director for Mental Health Tim Kendall.

Jordan and YMCA England Chief Executive Denise Hatton were interviewed live in the studio during the evening programme. <https://vimeo.com/187201902/adedfc6578>

ITV News also ran the story in its lunchtime news bulletin

itv NEWS



#IAMWHOLE

NATIONAL BROADCAST



Celebrities star in video to remove stigma of mental health

6:51 • 10 OCT 2016



The NHS and YMCA have teamed up to release a new star-studded video for their I Am Whole campaign, which focuses on young people and mental health.

James Corden, Ed Sheeran and more appear in the video and today we speak to Made In Chelsea's Josh Patterson (JP) about why the issue is one close to his heart.

Help and more information are available at the following:

- [Mind](#)
- [SANE](#)



10/10/2016



Good Morning Britain featured the campaign during a live World Mental Health Day item on 10 October and added a link to the campaign video on its website.

Radio 1's Newsbeat ran Jordan's interview with Brighton's Will Page recorded during the #IAMWHOLE i360 press preview event

Half of young suffering mental health stigma 'bullied by friends'

By PRESS ASSOCIATION
PUBLISHED: 06:34, 10 October 2016 | UPDATED: 06:34, 10 October 2016



More than half of young people who experience stigma due to mental health problems say their own friends are the ones who bully them. A new poll of more than 2,000 11 to 24-year-olds for the YMCA found 38% felt stigmatised, with more than a third saying it happens at least once a week and 54% saying it originates from their own friends. Types of stigma included being left out of activities (54%) and verbal abuse (36%). Most of those affected said it damaged their school performance and confidence.



Under proposals being considered by ministers, schools would be assessed for their pastoral abilities as well as their ability to get good exam results (stock image)

The YMCA is backing the #IAMWHOLE mental health campaign, which is being fronted by celebrities including presenters James Corden and Dermot O'Leary and singer Ed Sheeran.

The campaign aims to change how people describe mental health issues and urges young people to ask for support from their friends, parents, teachers, GPs or youth workers.

Denise Hutton, chief executive of YMCA England, said: "YMCA's research backs up conversations we have had with young people in which they have told us mental health is one of the principle worries affecting their generation today.

"What is alarming from these findings is the widespread stigma young people are now seeing or experiencing from others that is making them less likely to seek professional help."

Dr Tim Kendall, national clinical director for mental health for NHS England, said: "A lot of work is being done by the NHS in England to support improvements in children and young people's mental health and wellbeing, including major investment and service transformation over the next five years.

"Reaching out to young people who aren't coming forward to access services due to fear of stigma is so important and the #IAMWHOLE campaign is helping to start that conversation with young people today online, through social media and an anti-stigma challenge initiative for schools."

The survey comes as a separate poll of more than 1,200 youngsters aged eight to 15 for mental health research charity MQ found 49% thought a diagnosis of mental health problems might mean never getting better.

Some 56% of young people said they thought that if a classmate the same age developed a condition they would be treated differently, 56% thought they would lose friends and 51% would feel embarrassed.

New figures from the charity also show that mental health research funding across all age groups in the UK is just £1 per person affected each year. It said this is 22 times less than that spent on cancer and 14 times less than dementia.

Cynthia Joyce, chief executive of MQ said: "We can no longer accept the status quo in mental health. Radical change is needed. If we don't take action now, this imbalanced situation will continue to let down millions of children and young people.

"Through research, we've seen extraordinary advances in healthcare that were once unimaginable. We need to be just as ambitious about mental health, and implement long-term action."

ONLINE

Mirror

James Corden, Ed Sheeran and Prince Harry lead celebrities supporting World Mental Health Day

13:42, 10 OCT 2016 | UPDATED 17:07, 10 OCT 2016 | BY JOHN JAMES ANSICHI

From the Royal family to reality TV stars, everyone is getting behind World Mental Health Day



Enter your e-mail for our celebs newsletter



The stigma that has been associated with mental health in the past is starting to be eradicated thanks to tirelessly campaigning for a better understand about the topic.

Today is World Mental Health Day and famous faces from all walks of life have stepped up to support the campaign, while some have spoken about their own battles with mental health.



Health

I was told to 'cheer up' while battling bulimia

By Cherry Wilson
BBC News

3 hours ago [Health](#)



Connie experienced stigma from friends and her boss while suffering mental health problems

Sitting down on a shop floor crying, Connie Free was at a low point in her battle with bulimia when a manager told her to simply "cheer up".

The 23-year-old is not alone in experiencing negative attitudes towards mental health.

A report from youth charity YMCA released on Monday has found that more than one in three young people with mental health issues have suffered stigma.

Connie was feeling numb and "out of touch with reality" when her boss even suggested she wear more make-up to her job working for a high street retailer.



#IAMWHOLE



Rizzle Kicks singer Jordan Stephens fronts mental health campaign

10 October 2016 Last updated at 00:29 BST

Singer Jordan Stephens, who is one half of the band Rizzle Kicks, has launched an anti-stigma campaign to raise awareness surrounding mental health issues in young people.

It is in partnership with the youth charity YMCA.

YMCA research shows one in three young people with mental health difficulties feels stigmatised, with more than a third saying it happens at least once a week.

To coincide with World Mental Health Day, the singer has worked with the NHS to produce its first ever music video. His song Whole is using social media to connect with young people through the hashtag #IAMWHOLE.

He said: "I wrote Whole to express how I was feeling at the bottom of a situation.

"When the NHS suggested it could be used to give other people a way of feeling less alone, man that felt really good."



Ed Sheeran And James Corden Join Fight Against Mental Health Stigma

George Pavlou in U.K. M2

Today is World Mental Health Day. To mark the occasion and kick off his own campaign to end the stigma surrounding mental health, Rizzle Kicks star Jordan Stephens has created #IAMWHOLE.

While we run our own UOKMS mental health campaign, it's important to take stock and not be precious about content - ending the stigma is the most important thing.

To that end, we were sent the media exclusive of the music video Jordan has created with the help of actual mental health sufferers as well as celebrities James Corden and Ed Sheeran.

Check it out below...



Research published by YMCA, one of the world's largest youth charities, has revealed that one in three 11-24-year-olds say they experience the stigma that surrounds mental health, including social exclusion and verbal abuse.



ONLINE



Youngsters with mental health issues feel 'bullied by friends'



Many youngsters said mental health issues were a source of stigma. Credit: PA

More than half of young people who experience stigma around mental health issues claim their own friends bully them.

Around 38% of 11 to 24-year-olds said they felt stigmatised over their mental health problems, a YMCA poll found.

A third claimed described themselves as bullied at least once a week, while 54% said this originated from their own friends. Being left out of activities (54%) and verbal abuse (36%) made up a number of the complaints.

Most of those affected said the stigma damaged their school performance and confidence.

• Young royals to mark World Mental Health Day



Dermot O'Leary is helping to front the #IAMWHOLE campaign. Credit: PA

itv NEWS



Watch: Rizzle Kicks star launches #IAMWHOLE mental health campaign with music video

Added 4 hours ago by Ruth McKinlay, be the first to comment

Rizzle Kicks' Jordan Stephens stars in a music video for #IAMWHOLE, an NHS anti-stigma campaign launched today to co-incide with World Mental Health Day today (10 October).



James Corden has shown his support behind the #IAMWHOLE campaign.

Run in partnership with the YMCA, the earned media campaign is backed by a host of celebrities, including James Corden, Ed Sheeran and Dermot O'Leary, who will use their considerable influence on social to spread the message.

It is hoped the act of people posting a selfie with a circle drawn on their hand will go viral to further raise awareness.

THE HUFFINGTON POST

Five campaigns we liked in October 2016: Vote for your favourite

Added 25 hours ago by Ruth McKinlay, be the first to comment

Check out PRWeek UK's top PR and comms campaigns from October 2016 below and vote in the poll for your favourite.

Facebook



Poll

Which of the five campaigns is your favourite?

- Why not? - easyjet
- #IAMWHOLE - NHS/YMCA
- Return of The Walking Dead - Sky
- One Breath - Nicovette
- Little Stars - NSPCC

VOTE

View Results



#IAMWHOLE

Helping Young People Access Mental Health Services Starts with Their Friends and Family

10/10/2016 12:29



Denise Hatton
YMCA England Chief Executive

Denise Hatton is Chief Executive and National Secretary of YMCA England, the national council of YMCAs in England. Denise has worked within the YMCA for more than 25 years, during which time she held a variety of local and national roles, including the previous position of Chief Executive at YMCA Thames Gateway.



#IAMWHOLE

NATIONAL PRINT

THE TIMES

'We rush to next crisis with no time to reflect'

Nine in ten emergency workers have suffered poor mental health, but struggle to talk about it. **Lucy Bannerman** writes

One in four people who work in emergency services have contemplated suicide but often find it difficult to ask for help, according to the mental health charity Mind. Dan Farnworth, an ambulance worker who had post-traumatic stress disorder diagnosed after attending an emergency involving the murder of a young child, will be among campaigners meeting the Duke and Duchess of Cambridge and Prince Harry today to raise awareness of mental health

problems suffered by those on the forgotten front line. Struggling to cope with the distressing scenes witnessed on the job, Mr Farnworth said, "is a bit like Fight Club. The first rule of Fight Club is don't talk about Fight Club." He said that campaigns such as Help for Heroes had rightly raised awareness about post-traumatic stress suffered by soldiers. "But why don't we hear more about supporting the mental health of people in the emergency services? We need to support people who help others."

Nearly two thirds of staff and volunteers in the police, search and rescue, fire and ambulance services in England have considered leaving their job because of stress or poor mental health. Nine in ten said they had experienced stress and poor mental health at some point while working in a "blue light" role but only 48 per cent had ever taken time off because of it. The royals will hear the stories of people such as Mr Farnworth who received "mental health first aid" when they needed it most, be it from a friend acting as a confidant or a colleague encouraging them to seek help.

After the reception, celebrating the work of the Heads Together campaign, they will join campaigners on the London Eye, which will be illuminated in purple light to mark World Mental Health Day. Mr Farnworth, from Blackpool, has been working in the ambulance service for ten years. Two years ago he attended an incident that changed his life: the murder of a child who was about the same age as his own children. "I found myself paddling in very deep waters as we tried to deal with the situation," he said. The rush to the next

emergency left little time to deal with what he had seen. "There used to be time to reflect, to restock the vehicle, have a conversation, but nowadays it is sobusy - just job after job after job." Mr Farnworth, 31, is an emergency medical technician, a role similar to that of a paramedic. "I started having very vivid flashbacks of the child. I wasn't sleeping at night. I felt really withdrawn from all my colleagues, my family, and found myself just sitting in a room, doing nothing but thinking about the incident. I felt like I had nowhere to turn. I had al-



Dan Farnworth's crew attended a murder scene

break with the full support of North West Ambulance Service. More than half of young people who experience stigma over mental health problems say that their own friends are the ones who bully them. A poll of more than 2,000 11 to 24-year-olds for the YMCA found that 38 per cent felt stigmatised, with 54 per cent saying that originated from their own friends. **Leading article, page 27**

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THE Sun

BULLIED BY 'WATES'

MORE than half of youngsters picked on over mental health problems say their pals are the ones who bully them. A poll for the YMCA of 11 to 24-year-olds found more than a third said it happens at least once a week, and 54 per cent blamed friends. Types of stigma include being left

out of activities and verbal abuse. The YMCA is backing the #iamwhole campaign, fronted by James Corden, Dermot O'Leary and Ed Sheeran, to change how mental health is discussed. The survey comes as police get new guidance on handling mental health, including taking calls on suicide.

More than half of young people who experience stigma over mental health problems say that their own friends are the ones who bully them. A poll of more than 2,000 11 to 24-year-olds for the YMCA found that 38 per cent felt stigmatised, with 54 per cent saying that originated from their own friends. **Leading article, page 27**



The Telegraph

Friends bully troubled young people

More than half of young people who experience stigma due to mental health problems are bullied by friends. A poll of more than 2,000 11 to 24-year-olds for the YMCA found 38 per cent felt stigmatised, with more than a third saying it happens at least once a week and 54 per cent blamed friends.

The stigma included being left out of activities and verbal abuse. The NHS and the YMCA have launched the #IAMWHOLE campaign which aims to change how people describe mental health issues and urges youths to ask for support from friends, parents, teachers and GPs.

SOCIETY Teenagers feel stigmatised for mental illness

By Jane Kirby More than half of young people who experience stigma due to mental health problems say their own friends are the ones who bully them. A new poll of more than 2,000 11 to 24-year-olds for the YMCA found 38 per cent felt stigmatised, with more than a third saying it happens at least once a week and 54 per cent saying it originates from their own friends. Types of stigma included being left out of activities (54 per cent) and verbal abuse (36 per cent). Most of those affected said it damaged their school performance and confidence.



Denise Hatton, chief executive of YMCA England, said young people had told them that "mental health is one of the principle worries affecting their generation today". She said: "What is alarming from these findings is the widespread stigma young people are now seeing or experiencing from others that is making them less likely to seek professional help." Dr Tim Kendall of NHS England added: "A lot of work is being done to support improvements in children and young people's mental health."

REGIONAL TV



#IAMWHOLE

The **BBC's Inside Out programme** ran a 7-minute #IAMWHOLE feature in both of its South East and London regions on World Mental Health Day, reaching a combined audience of **4.1 million viewers**. It included interviews with CCG Mental Health Lead Dr Rebecca Jarvis and Spirit's Creative Director Matt Campion and footage filmed by BBC Health Correspondent, Mark Norman, at the i360 press preview event <https://vimeo.com/187198896/980bf7e7ae> News reports also ran within **BBC South Today, BBC South East Today and BBC East** regions throughout the day, reaching a further **6.9 million viewers**



Inclusion in **ITV Meridian** evening news bulletins reached an additional

1 million viewers

<https://vimeo.com/187201366/410f7bba14>

Combined audience reached by BBC and ITV regional TV news coverage:

12 million viewers



Royals' Marathon effort on mental health

Kate, Wills and Harry team up with 2017 race to help end stigma

Rachael Knaug and Robert Johnson

PRINCE HARRY today urged everyone to talk openly about mental health to end the "stigma" that was people suffer the disease.

He addressed more than 10,000 and the Duchess of Cambridge at the London Eye to announce that they intend to launch the charity that they intend to launch for the 2017 London Marathon. He said it is "one of the largest sporting and social participation events on Earth" and added: "We want every London Marathon runner as possible, spectators around the course and people watching at home to get involved and make it a marathon for mental health."

The prince also said: "We all have mental health just as we all have physical health. Therefore we think mental health problems are simply a part of life to other people, not us." The three then made a video on the day to mark World Mental Health Day, and meet affected people. They met from a man who lost his wife to cancer and was helped by his wife when his mental health deteriorated, to a lady with a rare genetic disorder and a lady with a mental health problem revealed when she was expecting a baby.

Meanwhile James Corden, singer Ed Sheeran and X Factor host Dermot O'Leary were today backing another campaign, called #IAMWHOLE, after research showed more than half of young people who suffer from mental health issues are bullied by their own friends.

The NHS and YMCA initiative aims to change attitudes to mental health and urges youngsters to ask for support from friends, parents, teachers, GPs or youth workers. YMCA chief Denise Hutton said: "Our research backs up conversations we have had with young



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The NHS and YMCA initiative aims to change attitudes to mental health and urges youngsters to ask for support from friends, parents, teachers, GPs or youth workers. YMCA chief Denise Hutton said: "Our research backs up conversations we have had with young

people in which they have told us mental health is one of the principal worries affecting their generation today."

She added: "What is alarming from these findings is the widespread stigma young people are now seeing or experiencing from others that is making them less likely to seek professional help."

REGIONAL PRESS



YMCA Cambridgeshire & Peterborough supports new mental health campaign



Ed Sheeran is one of the celebrities supporting the #IAMWHOLE campaign

Regional print coverage in Brighton & Hove and other areas of the country reached a combined audience of **1,385,889 readers**



#IAMWHOLE

The Argus

Rizzle Kicks star launches major mental health campaign



Jordan Stephens, one half of Rizzle Kicks, performs his new track 'Whole', on the Brighton 1360 to launch the NHS Anti-Stigma Campaign on World Mental Health Day...embargoed until 10th October 2016





#IAMWHOLE

REGIONAL RADIO

Jordan was interviewed by Brighton radio station **Juice 107.2** as well as **BBC Radio Sussex** and **BBC Radio Kent**

JUICE 107.2
Radio made in Brighton

ON AIR HANNA & JAMES IN THE MORNING
« Sia: The Greatest

Home On Air News What's On Win Business Community

Brighton Artist Behind Mental Health Campaign

Home / News / Brighton News / Article

#IAMWHOLE featuring Jordan Stephens - NHS & YMCA



Suggested Stories

BRIGHTON NEWS
Have Your Say On Brighton's Parks

There's still time to make your voice heard on the parks and open spaces in Brighton and Hove.

BRIGHTON NEWS
Brighton Study Shows Decline In Equality

The University of Brighton study explores what makes life

One half of Brighton duo Rizzle Kicks is championing a new NHS campaign to tackle stigma surrounding mental health.

The launch of "#IAMWHOLE" coincides with World Mental Health Day as new research by youth charity YMCA shows a third of young people with mental health difficulties in Sussex feels stigmatised.

Jordan Stephens is the first chart-topping artist to feature in an NHS campaign and has written a new track 'Whole' (from Wildhood album 'VERT') about tackling mental health issues.

The track features lyrics such as "I've been in a hole lately, fighting my own crazy..." and the #IAMWHOLE campaign features in the song's music video, along with young people from the city who have experience of mental health difficulties.

It's a subject close to home for Jordan after his Rizzle Kicks counter-part, Harley Alexander-Sule - who also features in the video, recently announced he was dealing with anxiety.



Brighton's Jordan Stephens (@RizzleKicks) joins forces with @NHSEngland on #WorldMentalHealthDay #IAMWHOLE

bbc.in/2d1Of1n



South East's Jordan Stephens (@RizzleKicks) speaks about NHS campaign tackling stigma around young people's mental health issues. #IAMWHOLE



CAMPAIGN IMPACT – SOCIAL MEDIA



#IAMWHOLE

ONLINE ENGAGEMENT – KEY STATS

The campaign went global and was picked up in multiple countries and continents, including Canada, Australia, Europe, the USA and South America.

#IAMWHOLE became THE hashtag to use when talking about mental health – even when posts weren't referring to the campaign. People grabbed onto the hashtag and its message and used it to talk.

TWITTER

- 14.6k Tweets between 10-31 October, with a reach of 58.3 million potential impressions
- Average of 2,426 tweets a week, generating 9.7 million potential impressions and a retweet rate of 3.1

INSTAGRAM

- 6,405 posts using #IAMWHOLE hashtag

VIDEO VIEWS ON FACBOOK, YOUTUBE and www.theladbible.com

- 1 million between 10 and 31 October



#IAMWHOLE

GLOBAL ENGAGEMENT



USA



France



Australia



Estonia



Argentina



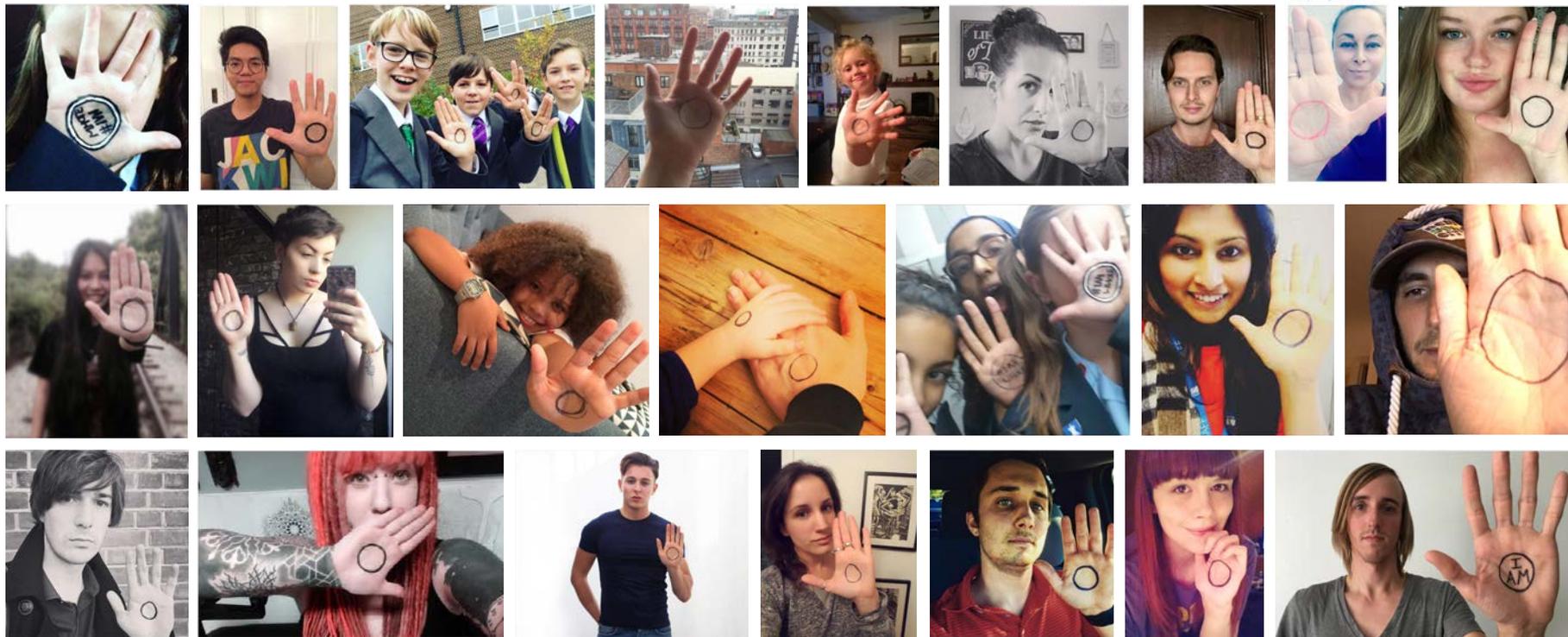
Brussels



#IAMWHOLE

RESPONSES FROM YOUNG PEOPLE

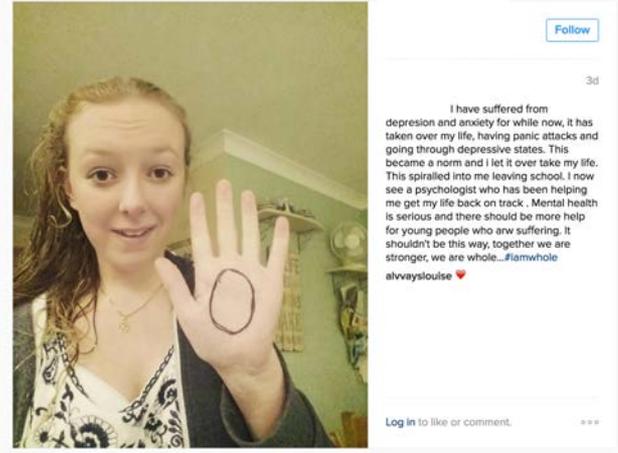
Thousands of children and young people posted 'circle on hand' selfies on social media during the week of World Mental Health Day...



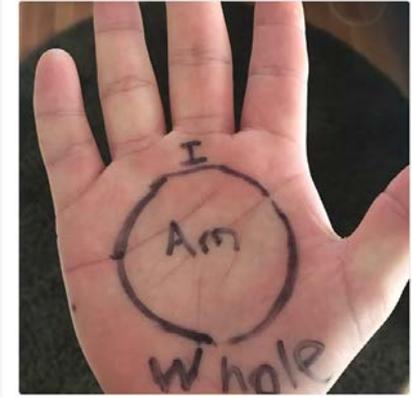
RESPONSES FROM YOUNG PEOPLE

Many shared their personal experiences of living with mental health difficulties on Instagram, Twitter and Facebook...

185



I suffer from anxiety and it has prevented me from doing a lot of things I wanted to do, but I'm getting better #IAMWHOLE



I spent six months bed bound when I was 21 with a psychosomatic illness, so thank you @RizzleKicks for this: #IAMWHOLE #WorldMentalHealthDay



#IAMWHOLE

RESPONSES FROM YOUNG PEOPLE

Many also explained how seeing the campaign on TV and online had changed their behaviour and outlook...

 **Rina Popat**
@RinaSPopat

Watching the @BBCTheOneShow about #WorldMentalHealthDay has opened my eyes about the stigma behind it #IAMWHOLE

 YouTube



#IAMWHOLE featuring Jordan Stephens - NHS & YMCA

 **OleoBlog** 3 weeks ago
Here after Inside Out 🙌

Reply •  

 **Harriet Hudson** 3 weeks ago
Here from the news lol

Reply • 2  

 **where am I?** 3 weeks ago
saw this on BBC news 5 mins ago and had to come and listen too it all... love it so much

Reply • 6  

A message sent to Jordan:

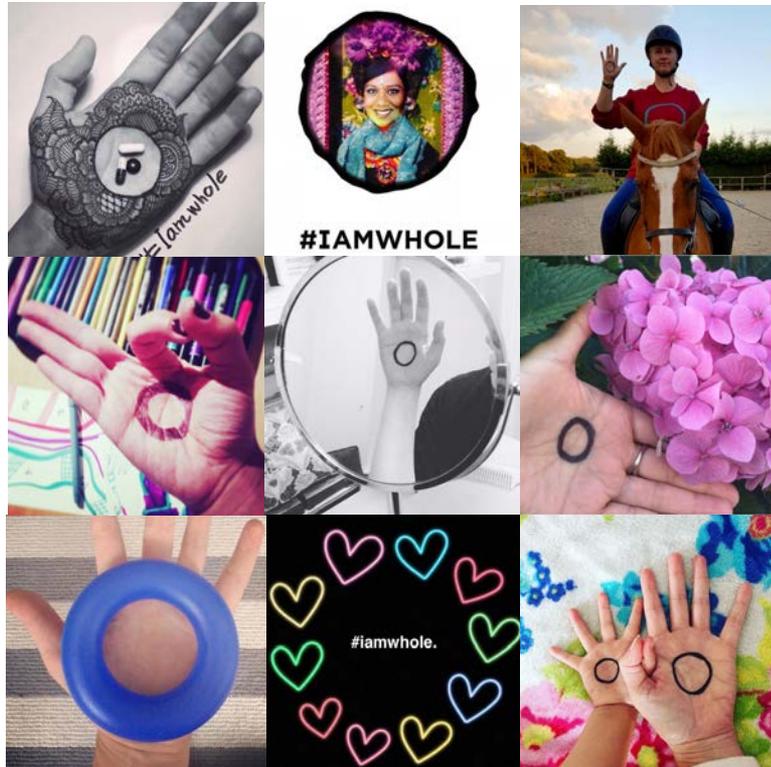
“Hello. I’m not sure if you’ll read this but here I go anyway. For the last 5 years I’ve felt pretty rubbish. I’ve never been ashamed of mental illness, just confused & anxious about speaking out. I’ve lost bfs, friends, missed out on career opportunities & had to move back in with my parents. I watched your campaign the other day & decided to get help. This morning I was diagnosed with OCPD, a personality disorder, & will be starting behavioural therapy shortly to help with the anxiety & depression attached. From the bottom of my heart, thank you for being so strong and speaking publicly about your mental health. I already feel a huge weight off my shoulders.”



#IAMWHOLE

CREATIVE & PERSONAL

Thousands of individuals posted their own personal take on the campaign's imagery and message on social media



18 likes 5d

michellebernathy.art Don't know if it's still #mentalhealthawareness week, but this little design has been in my head since the weekend. I've been thinking about how brokenness is part of being made whole. That the lowest of lows become the greatest opportunities for healing when properly supported. #daytonartist #paintathomemom #watercolor #iamwhole #depression #anxiety #ppd #broken #healing

champ_greer This is beautiful and true, I've struggled in the past and this makes me appreciate my struggle a bit more. michellebernathy.art Love to you Shay @champ_greer ❤️!

Add a comment



#IAMWHOLE



Stringer PSHE @StringerPSHE · Oct 11
More Stringer students getting involved #IAMWHOLE



SCHOOLS



PACA-PSHE
@pshepaca



@NHSBrightonHove our whole school
IAMWHOLE selfie is well underway! #iamwhole
#stampingoutstigma

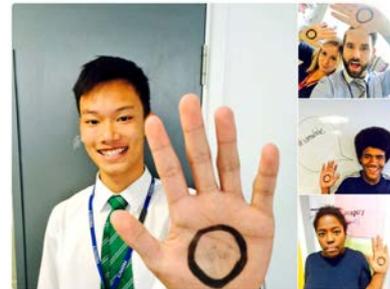


Vardean School
@VardeanSchool

@VardeanSchool students supporting
#IAMWHOLE tackling #stigma
#mentalheath #WorldMentalHealthDay.



PACA-PSHE @pshepaca · Oct 13
Stamping out stigma around mental health! #iamwhole #pshe @PSHEedBH
@pacauk @Grizzlekicks



Stringer PSHE
@StringerPSHE

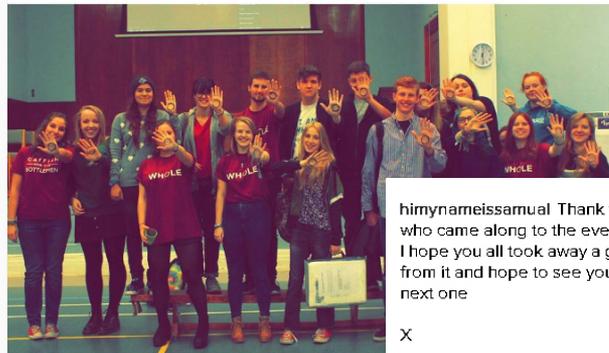


#iamwhole display finally up in atrium. Really
hope the plastic stay put! ○



Hove Park School @HpsHove · Oct 10

Join hip-hop star Jordan Stephens, the
NHS & YMCA by fighting mental health
stigma. Together we are whole
#IAMWHOLE



hymnameissamual Thank you to everyone
who came along to the event in the hall.
I hope you all took away a good message
from it and hope to see you again at the
next one

X

#IAMWHOLE



#IAMWHOLE

COLLEGES & UNIVERSITIES



HIGH-PROFILE SUPPORTERS

NME

Liam Gallagher backs #IAMWHOLE campaign on World Mental Health Day

Luke Morgan Britton
4:37 pm · Oct 10, 2018

Rizzle Kicks' Jordan Stephens launched awareness campaign with 'Whole' video



Denise Welch @RealDeniseWelch · 3h
Well done @RizzleKicks #IAMWHOLE

Wildhood #IAMWHOLE @WildhoodStories
On the telly box. Love x twitter.com/5_news/status/...



Musician **Liam Gallagher's** Tweet on World Mental Health Day generated 1.5k retweets and an overall potential reach of 2.8 million Twitter users, plus it created an additional news story of its own via NME

Downton Abbey actress **Michelle Dockery's** selfie @theladydockers has generated 18.3k likes on Instagram. 'Game of Thrones' actor Sam Coleman, Sky 1 TV presenter Jessie Pavelka and TV presenter Denise Welch also posted support



#IAMWHOLE

SPORT



BHAFC
@OfficialBHAFC

Follow

AITC is supporting the #IAMWHOLE campaign.
#BHAFC seagulls.co.uk/news/article/2 ...



Sussex CCC
@SussexCCC

Follow

Sussex Cricket and @SussexCricketFd are supporting the @NHSEngland #IAMWHOLE campaign on #WorldMentalHealthDay.
#GOSBTS #SussexFamily



scotwomensrugby

Follow

21 likes

3d

scotwomensrugby UNI | #Repost
@saintswrfc with @repostapp

We are supporting the #iamwhole campaign for World Mental Health day today, spreading awareness about mental health difficulties that impact young people and the stigma that is attached to this. Let's end mental health stigma together!
#iamwhole #saintswrfc #womensrugby #worldmentalhealthday



Sport in Mind
@sportinmind

Follow

We're supporting #IAMWHOLE campaign 4 #WorldMentalHealthDay raising awareness of #mentalhealth issues 4 young people @BHFT @YouthSportTrust



#IAMWHOLE

BUSINESS & BRANDS



TREVOR SORBIE
SALON

| | | | |
|--------|-----------|-----------|-------|
| TWEETS | FOLLOWING | FOLLOWERS | LIKES |
| 5,068 | 1,133 | 10.4K | 1,886 |

Trevor Sorbie
@trevorsorbie

Exclusive access & all the latest news from our five award-winning salon teams in London, Brighton, Manchester & Richmond. For product news follow @headbitch

Tweets | Tweets & replies | Media

Trevor Sorbie @trevorsorbie · 4h
Our Brighton team are supporting the #iamwhole event today - an innovative new anti-stigma mental health campaign

British Airways i360 added 4 new photos.
October 10 at 4:48pm · 🌐

It's World Mental Health Day today and we held the first live gig in the British Airways i360 pod in support as Jordan Stephens from Rizzle Kicks launched an important new campaign for NHS Brighton & Hove and the YMCA. Here are some pictures of him performing 'Whole' live for the first time, at 450ft. #IAMWHOLE



#IAMWHOLE featuring Jagex and RuneScape



brightonelectric
Brighton Electric

68 likes · 4d

brightonelectric Brighton Electric supports #IAMWHOLE #worldmentalhealthday



#IAMWHOLE

NHS, YMCA & PUBLIC SERVICES



ymca.swansea Follow

12 likes · 2w

ymca.swansea Show us your #IAMWHOLE selfie, raising awareness of the stigma young people with mental health difficulties face.

sallyjanebetton anyone know where I can buy one of these shirts/jumpers from please??

YMCA Number @YMCANumber · Oct 10
Helping to raise awareness of the stigma young people face because of their mental health difficulties. #IAMWHOLE with @NCA_England



#IAMWHOLE

Sussex Police @sussex_police

Sussex Police supporting the #IAMWHOLE anti stigma campaign on World Mental Health Day 2016.

NHS Out of Hospital @ESHT_OOH

Great campaign to tackle mental health #IAMWHOLE - let's get on board.

Queen Victoria Hospl @qvh
The team from Peanut ward QVH supporting campaign to tackle mental health stigma. #IAMWHOLE

BrightonHoveCouncil @BrightonHoveCC

Council staff are proud to support the #IAMWHOLE campaign on #WorldMentalHealthDay Find out more at ow.ly/f1Ke3051tp7

193

CNWL NHS FT @CNWL NHS FT

Keep talking mental health. Challenge stigma. Support the #IAMWHOLE campaign. WestminsterCAMHS Director JackieShaw with our CEO @ClaireCNWL

NHS HMS CCG

NHS Horsham and Mid Sussex CCG @NHSHorshamMidSussexCCG

East Sussex FRS @EastSussexFRS · Oct 10

HQ staff supporting the campaign to break down stigma this World Mental Health Day #IAMWHOLE @NHSBrightonHove @findgetgive

NATIONAL & LOCAL GOVERNMENT

194



National and local politicians from Conservative, Labour and The Green Party all showed support

#IAMWHOLE was referred to and congratulated during a **Backbench Business debate on Young People and Mental Health in the House of Commons on 27 October** – “I want to pay tribute to a brilliant piece of work that was recently published by the YMCA in partnership with the NHS. Called ‘I Am Whole’...” Helen Hayes MP



#IAMWHOLE

SECRETARY OF STATE SCHOOL VISIT



The Secretary of State for Health, Jeremy Hunt MP, visited Cardinal Newman Secondary School in Hove during the week of World Mental Health Day to meet staff, students and commissioners involved in the #IAMWHOLE campaign.

Mr Hunt said: "I've been struck by the compassion and intelligence of staff and pupils and the genuine desire to work with local services to break the stigma of mental health issues and ensure that everyone gets the support they need."



#IAMWHOLE

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