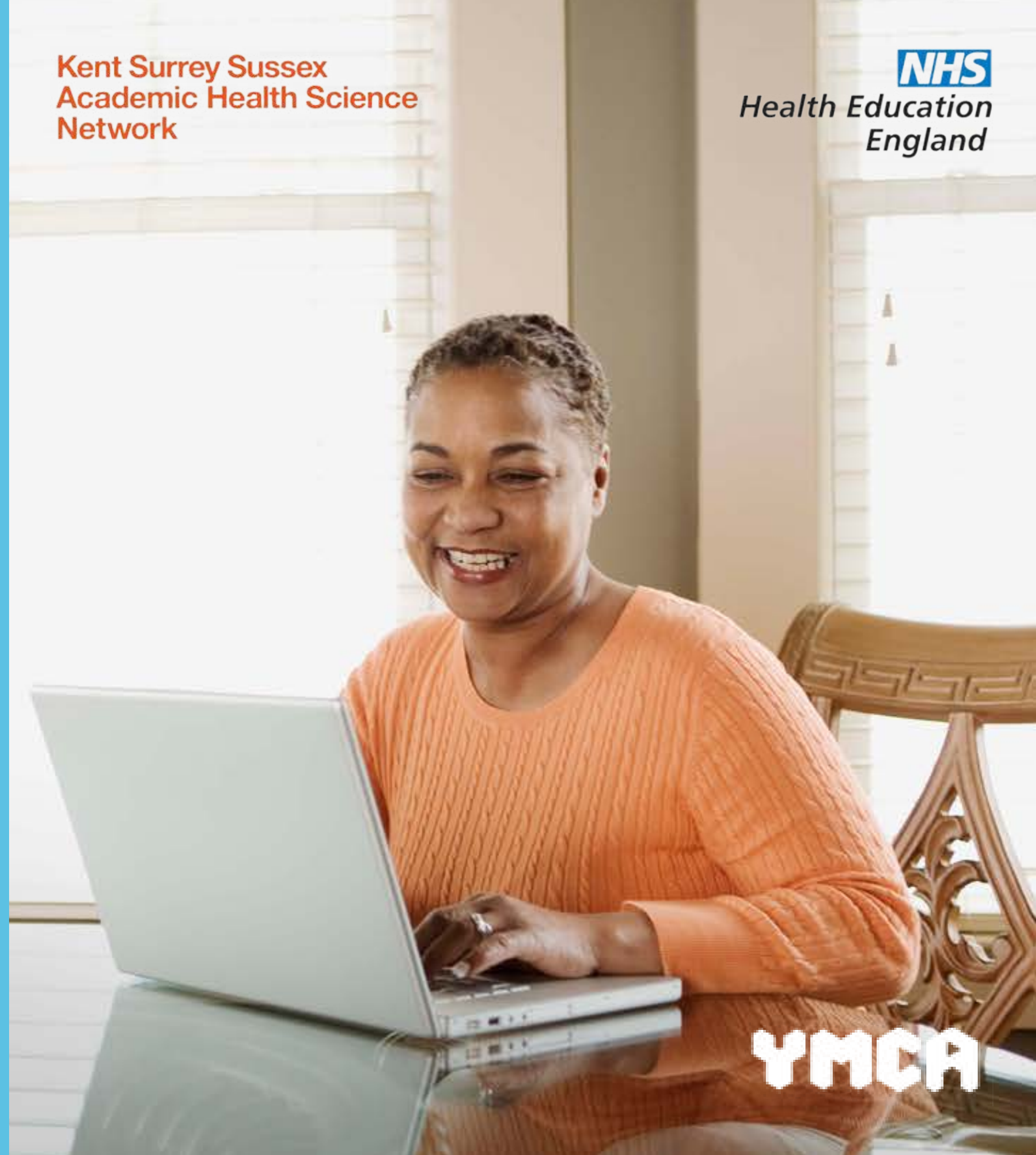


# Welcome to the Pan-Sussex Digital Mental Health Communications Training Programme

For organisations and  
professionals supporting  
children and young people



Kent Surrey Sussex  
Academic Health Science  
Network



**YMCA**



# Meet the KSS and e-wellbeing team!



**Charlotte**



**Nicola**



**Becca**



# Meet the e-wellbeing Youth Ambassadors!



**Fiona**



**Hannah**



**Phoebe**

# Meet Dr Celia Lesquerre



**Celia**

**Trauma-informed Care  
within Digital Mental  
Health Communication**



# Welcome from e-wellbeing's partner, Kent Surrey Sussex Academic Health Science Network (KSS AHSN)



**Becca Randell**

# Agenda

- Welcome and introduction
- Overview of e-wellbeing
- CYP Digital Mental Health Review
- Trauma-informed Practice
- Communicating digitally with CYP
- Reflection



# Overview of e-wellbeing

**Children & Young People Now Awards 2021**

**NHS**  
**Sussex Partnership**  
NHS Foundation Trust



  
**FOUNDATIONS FOR OUR FUTURE**



**Kent Surrey Sussex Academic Health Science Network**

 **e-wellbeing**  
POWERED BY  
YMCA DownsLink Group

**NHS**  
**Health Education England**

**YMCA**



Results based on  
CSQ-8 cognitive and  
emotional responses

★ Findings from June 2020 to May 2022



**Most viewed  
pages include  
Anxiety and  
Low Mood\***

**150+ people  
use e-wellbeing's  
resources every  
month\***

**Over 98,000  
page views  
between 2020  
and 2022\***

**I feel confident I can rely on  
e-wellbeing to give me the  
support I need.**

**The website is easy  
to explore. I feel at ease and  
comfortable using it!**

**It allowed me to explore how I was  
feeling, and not feel as nervous  
about it as I would if I was talking to  
someone face to face.**



**I enjoyed how everything was so  
clearly broken down, because  
sometimes it can be so  
overwhelming.**

96%

**of 16-25 year olds said e-wellbeing  
helped them deal with their problems**

81%

**of young people were mostly or  
very satisfied with e-wellbeing**

96%

**of 16-25 year olds said e-wellbeing  
was easy to use**

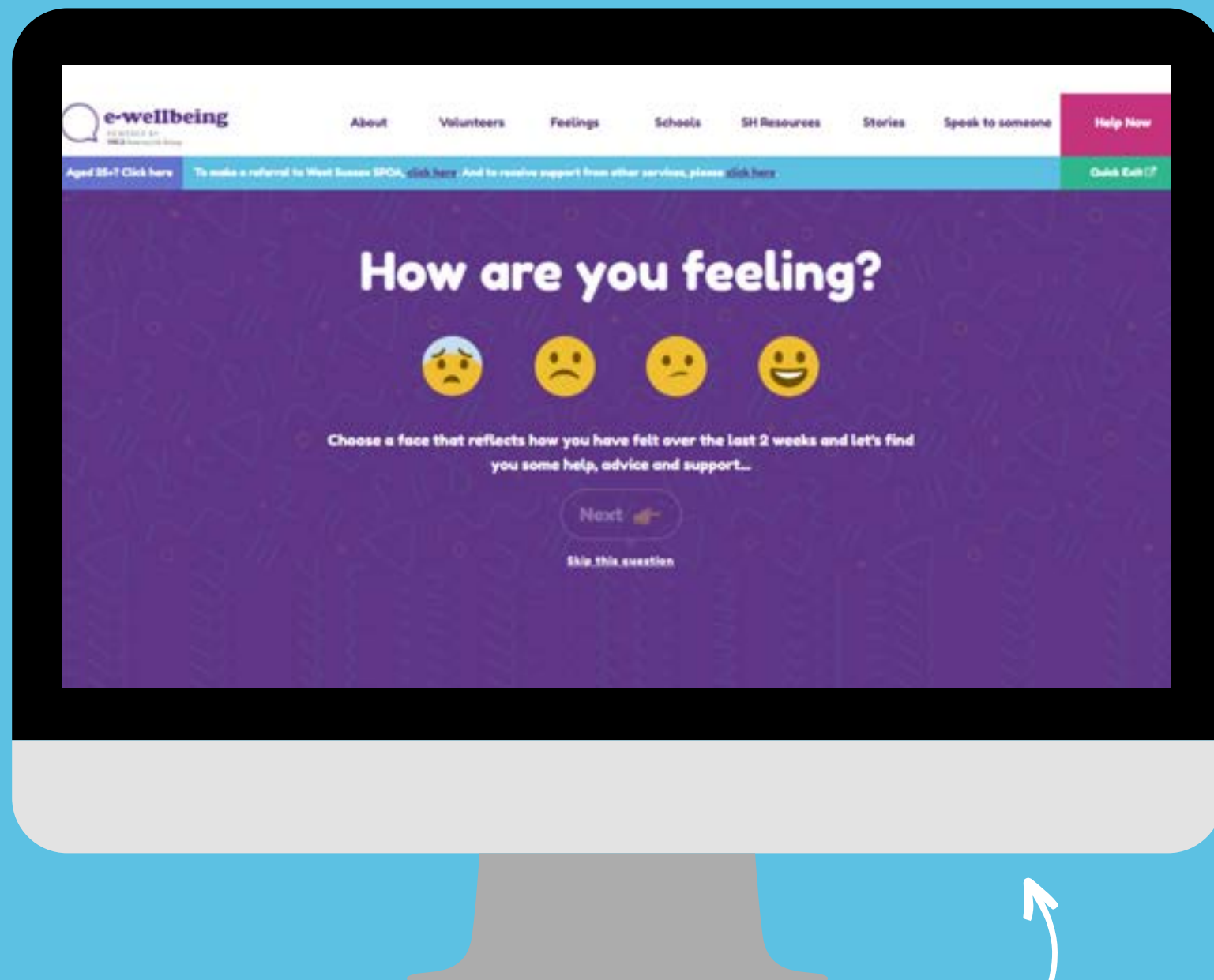
72%

**of young people said e-wellbeing  
met most or all of their needs**

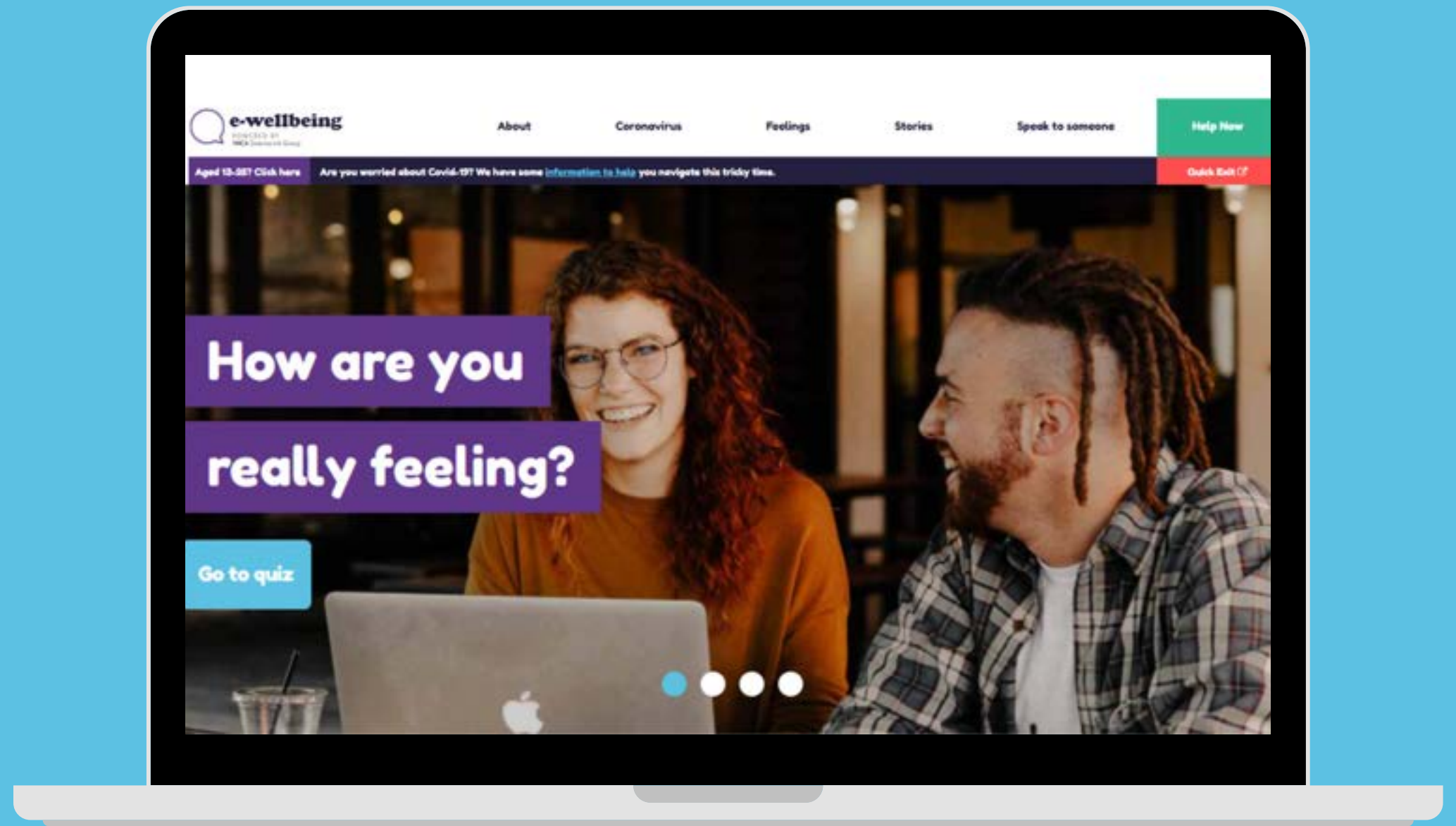


# Partnerships and Projects

[e-wellbeingadults.co.uk](http://e-wellbeingadults.co.uk)




[e-wellbeing.co.uk](http://e-wellbeing.co.uk)



Kent Surrey Sussex  
Academic Health Science  
Network

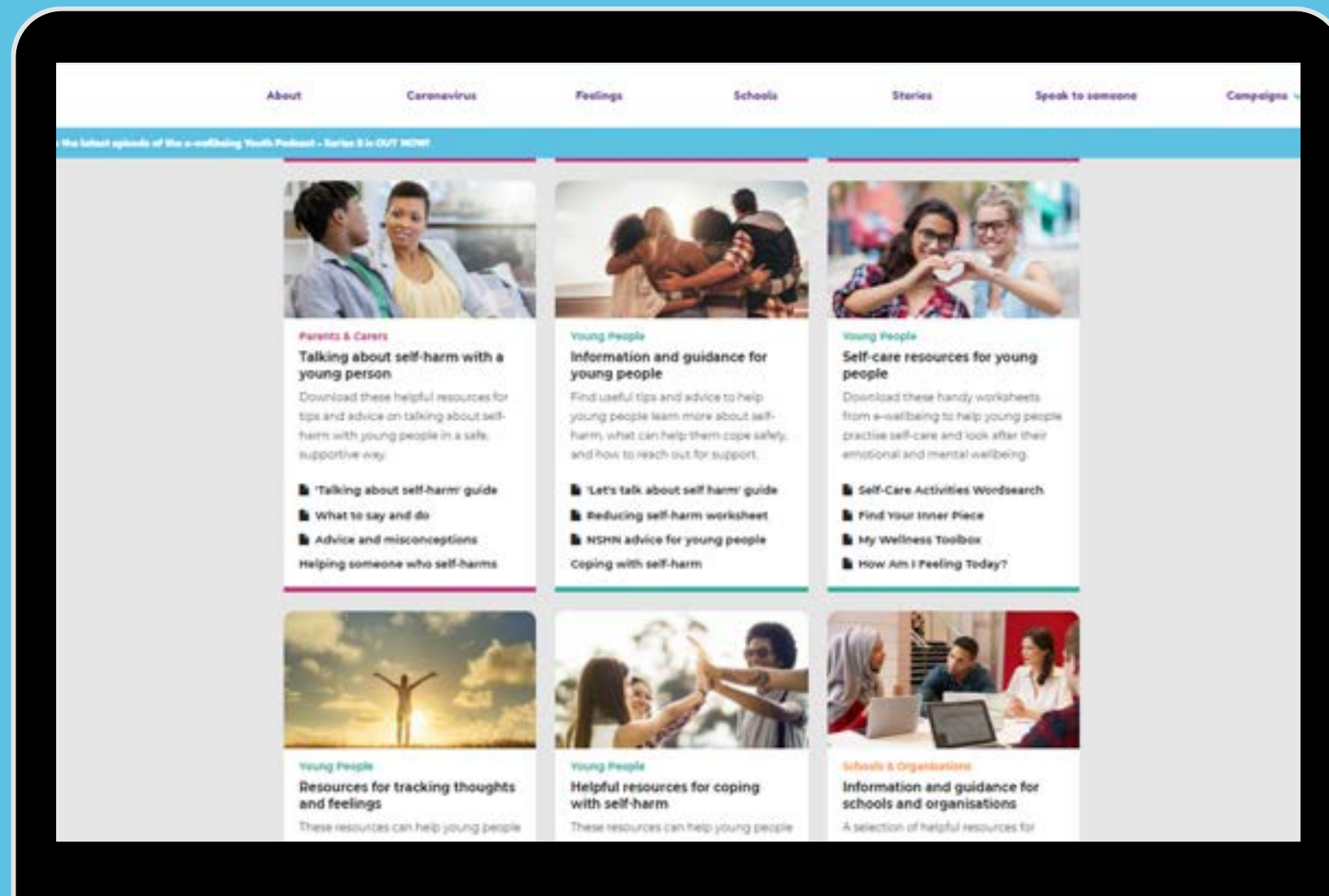
 **e-wellbeing**  
POWERED BY  
YMCA DownsLink Group

  
Health Education  
England



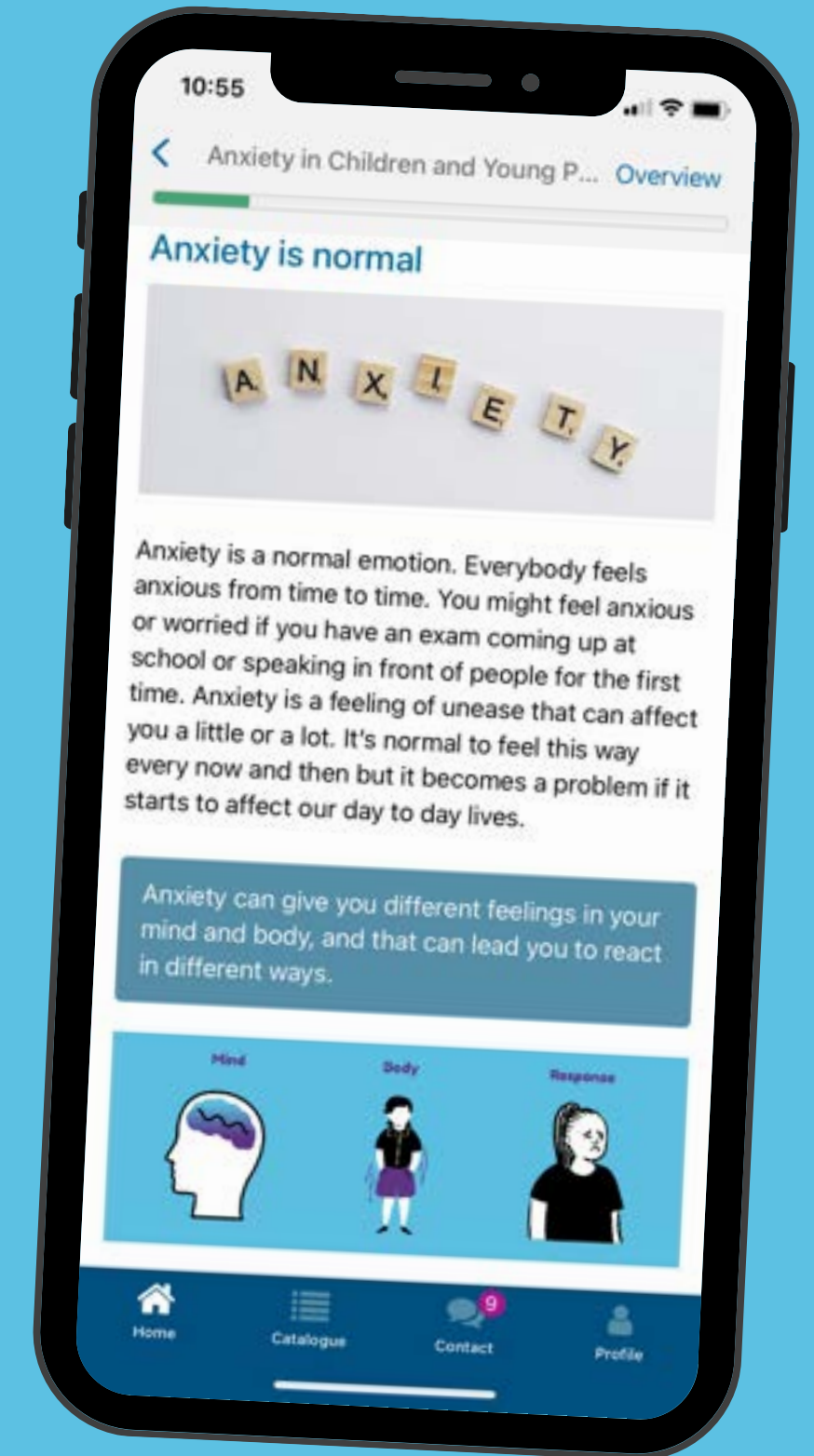


# Partnerships and Projects



Self-Harm Learning Network

Encrypted  
therapy  
platform





# Single Point of Access (SPOA)



## WHAT?

SPOA gives young people a simple route to the mental health support they need

## WHO?

Young people in West Sussex, between the ages of 4 and 17

## HOW?



Complete an online referral form to be directed to the best possible support

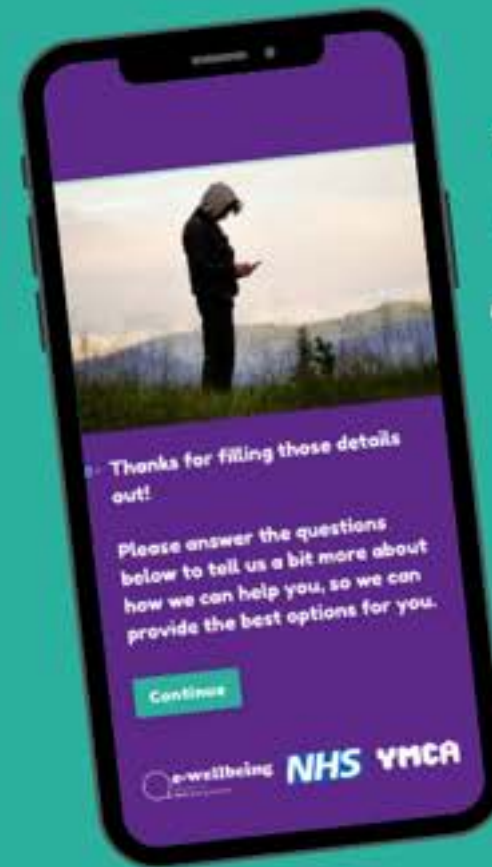
## Young people have asked:

I feel anxious; where can I get support?

Why do I have to fill in so many forms?

Who can help me through this difficult time?

**SPOA** West Sussex  
Single Point of Access  
Emotional wellbeing and mental health support for children and young people



Youth friendly referral form accessible through [e-wellbeing.co.uk/support](https://e-wellbeing.co.uk/support)

**Did You Know...**  
85% of young people\* said online mental health support was useful!

\*According to the 2021 Pan-Sussex Children & Young People's Mental Health Digital Review



Do you need urgent support?

[CLICK HERE TO GET HELP](#)



Concerned about your privacy? Watch this video!



# CYP Digital Review



Kent Surrey Sussex Academic Health Science Network

Transforming lives through innovation

**e-wellbeing**  
POWERED BY  
YMCA DownsLink Group

NIHR | Applied Research Collaboration  
Kent, Surrey and Sussex

## Pan-Sussex Children & Young People's Mental Health Digital Review 2021

A youth-led review to map the digital mental health offers in Sussex and provide insight into young people's perceptions and experiences of using them

YMCA

NHS



# Youth-led research findings:

- 44 Digital Offers in Sussex mapped against the THRIVE model (16 in Brighton and Hove, 11 in East Sussex, 17 in West Sussex)
- Offers included IAG, self-help, online counselling, text-based support, websites



Digital Offers



Some key research findings were...



of young people said online mental health support was useful



of young people accessed online support for the first time during the COVID-19 pandemic



of young people were referred to online services by their GP



of young people had their existing therapy moved online due to the COVID-19 pandemic



# Suggestions & Recommendations

## Digital Youth Ambitions (Youth Voice)

- Join up services to work together
- Simplify self-referral process
- Ensure visibility of diversity and inclusion
- More online support for 18-25 year olds
- Raise awareness within education
- Provide more training for organisations that support young people
- Get additional funding to enhance creative digital communication
- Offer alternative access for those experiencing digital poverty
- Improve clarity of messaging about digital offer (e.g. platforms that require logins)
- Ensure resources for boys, LGBT+ and non-binary young people are more visible

See Page 18  
of Report for  
the full list



"So, how would  
young people like  
to be supported  
in future?"



of young people said they'd like a mixture of online and face-to-face



of young people said they would prefer face-to-face only



of young people said they would like online only



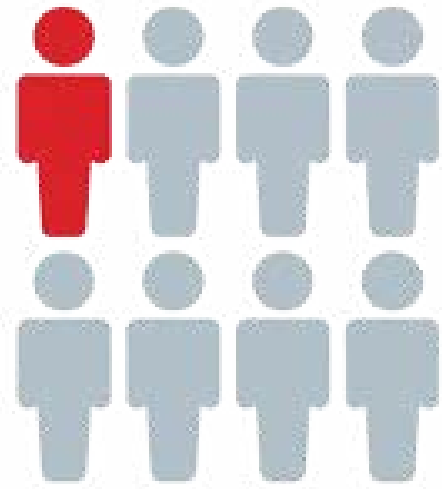
# Youth Mental Health





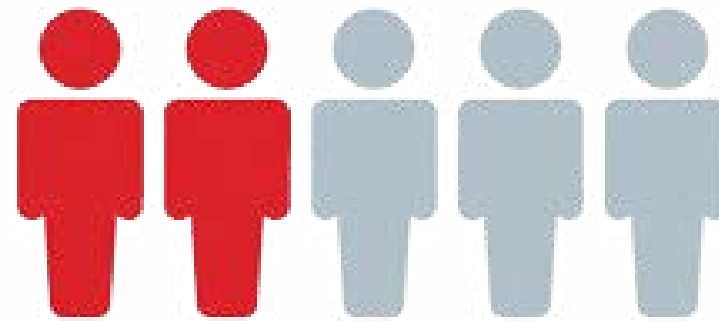
# CHILDREN'S MENTAL HEALTH KEY STATISTICS, ENGLAND

## Diagnosed disorders



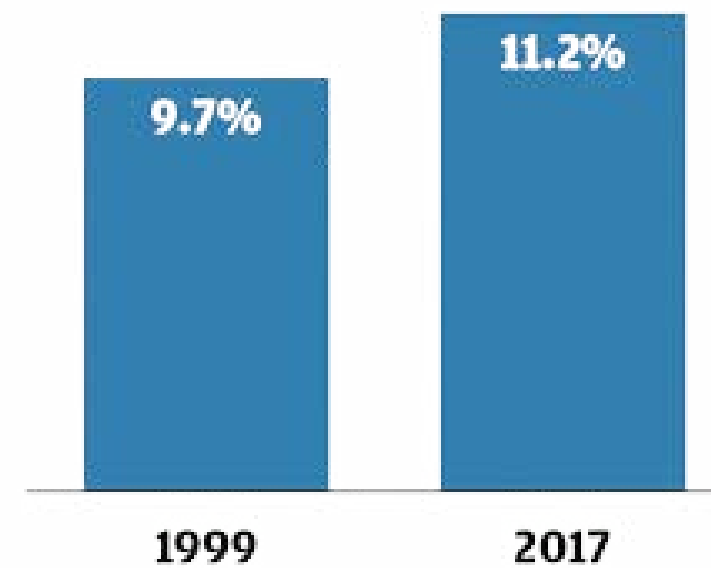
5-19 year olds have at least one mental disorder

## Distress levels

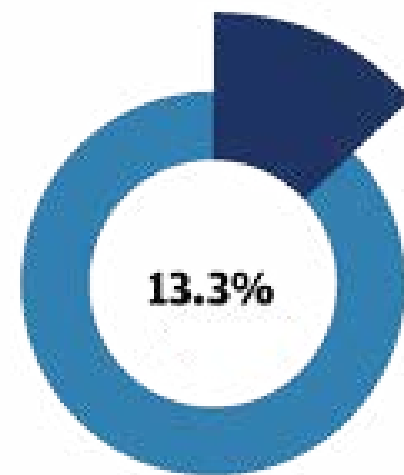


school pupils experience high levels of distress

## Mental disorders, 5-15 year olds



## Mental health in schools



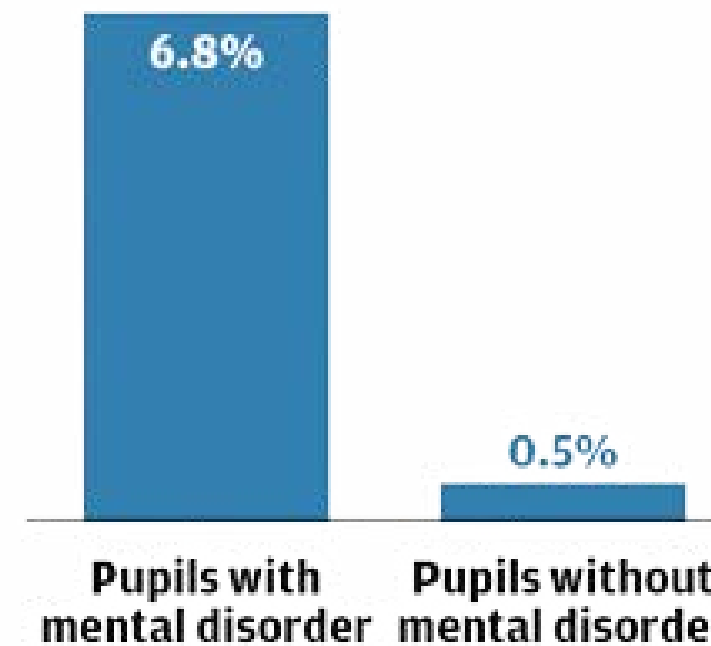
of the average school class of 30 pupils could have a mental disorder

## School referrals



rise in referrals to specialist services for pupils needing treatment between 2014/15 and 2017/18

## School exclusions rates



Source: ONS, 2017; BJP, 2019; PHE, 2018; NHS Digital, 2018



**VIDEO: Dr Celia Lesquerre  
shares valuable insights related  
to Foundations for our Future  
and trauma-informed practice**



**Celia**

Please [CLICK HERE](#) to  
watch the full video



# Principles of Trauma-Informed Care

## Safety

Creating areas that are calm and comfortable; ensuring physical and emotional safety

## Choice

Providing an individual with options regarding their care or the way they work

## Empowerment

Noticing and building on capabilities

Providing clear and consistent communication

## Trust

Maximising opportunities for collaboration; making decisions together

## Collaboration



# Adopting Trauma-Informed Practice: The Five Rs

## Realise

the widespread impact and understand the potential paths for recovery

## Recognise

the signs and symptoms of trauma in clients, families, staff, and others involved

## Respond

by fully integrating knowledge about trauma into policies, procedures, and practices

## Resist Re-traumatisation

of children, as well as adults who care for them

## Relationships

recognise the importance and significance of relationships



# Digital Mental Health Communications Training



Communication



Engagement



Diversity & Inclusion



# Digital Communication

How we communicate has changed. We are living in the digital age of social media and online platforms.





# What is Digital Communication?

Digital communication involves an organisation's online communication efforts. Most organisations today use a wide range of digital communication channels—from their website to mobile chat to blogs—to connect with current and prospective customers, employees, and other stakeholders.

**Dr Edward Powers**



# VIDEO: CYP Communication



[Please CLICK HERE to watch the full video](#)



# Communication in Brighton and Hove



**The primary method for accessing the platforms across all areas was websites**

**There was a "less developed online presence to promote these services"**



# Communication in East Sussex

The primary method for accessing the platforms across all areas was websites

Digital platforms need more graphics and videos from young people

The majority of content was "Mostly IAG and lots of block text on digital platforms"



# Communication in West Sussex

The primary method for accessing the platforms across all areas was websites.





# Digital Review Key Feedback: Communication

**Consider making text-saturated sites more engaging through the use of images, videos, interactive elements, and real stories.**

**"Self-referrals need to be simplified and made youth-friendly."**

# Digital Review Key Feedback: Communication

**Barriers to accessing online mental health support include:**

**Communication and trust, privacy and confidentiality, lack of confidence and anxiety, technology, and stigma or fear of being judged.**

**(Ready Set Connect)**





# Summary for Part One

- **WHAT** does digital communication mean in this context?
- **WHERE** is digital communication taking place?
- **WHEN/HOW** does communication need to take place?
- **WHY** is communication essential to support CYP mental health?



# Digital Engagement

Digital engagement is anything and everything that involves an online conversation.

**Tim Lloyd the former Deputy Head of Digital at the Department of Health.**

**What Are The Main Types of Engagement?**

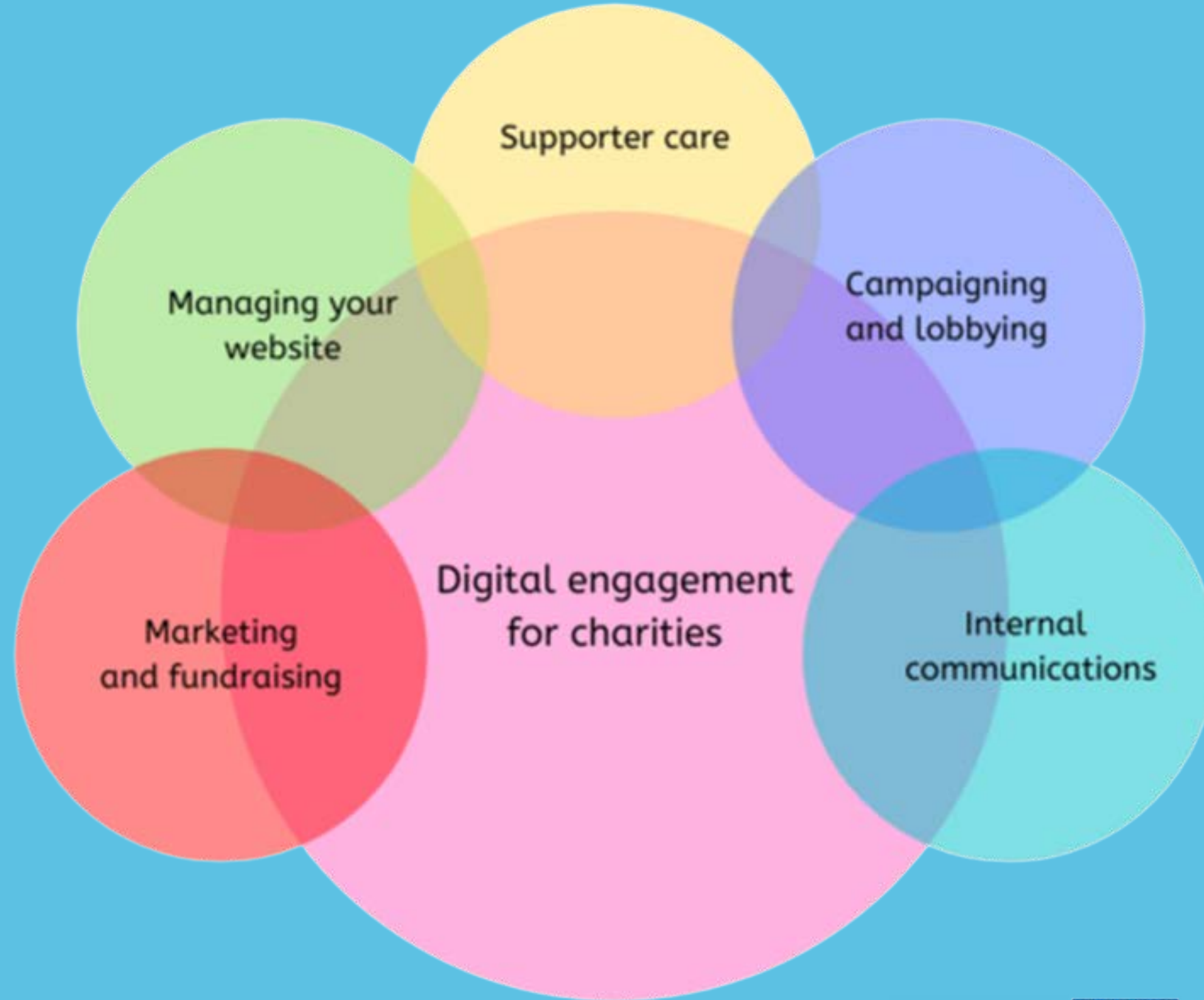
An engagement is any interaction with a post. These are the 4 most common & valuable types of engagement.

- Likes / Reactions**  
'Likes' etc can be considered a simple & helpful scorecard on the quality of the content you are posting.
- Comments**  
Talking directly to your user base is a vital way of turning a passive audience into a loyal community.
- Shares**  
Inspiring people to voluntarily share your message is an incredibly cost effective method of marketing.
- Click-Throughs**  
Getting people to click a link in your post is a basic marketing goal, and often the most valuable type of engagement.

theonlineadvertisingguide.com TO AG



# Managing Digital Engagement



# VIDEO: CYP Digital Engagement



[Please CLICK HERE to watch the full video](#)



# Social Media: CYP Digital Engagement

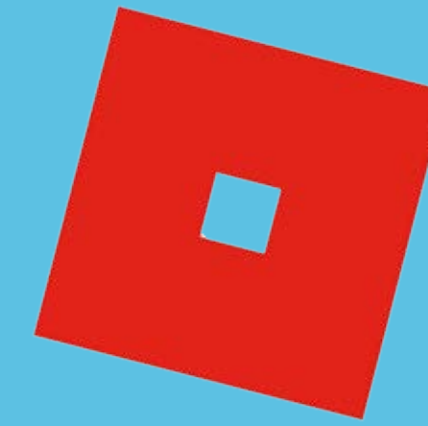




Netflix



TikTok



Roadblox



Instagram

**Social Media  
Activity:**

Which logos do  
you recognise?



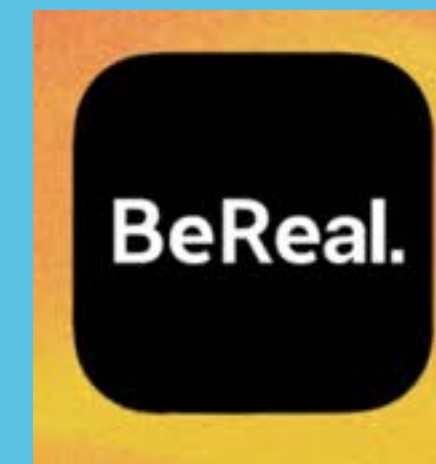
WhatsApp



Snapchat



Happy  
Colour by  
Number



BeReal



# Engagement in Brighton and Hove

**44% of services were considered 'very suitable' and 38% were viewed as 'somewhat suitable'**

**31% of services were considered to lack clarity about their CYP support**

**Brighton & Hove was considered to offer the largest variety of support options.**

# Engagement in East Sussex

**73% of services  
were considered  
'extremely clear'  
or 'very clear'**

**Most support  
was accessed  
via phone and  
text services**

**9% of services  
were considered  
to have low  
clarity on what  
they provided**



# Engagement in West Sussex

**82% of services were rated highest as 'extremely suitable' for the age group**

**88% of services were considered 'extremely clear' or 'very clear'**

**The main form of engagement with CYP was via website-based support**

# Youth Research and Feedback (East Sussex)



**There was a lack of input from young people; for example, one platform had good content, but had mostly adults (aged 30+) sharing feedback in their video.**

**"Services need to communicate with each other to improve youth engagement"**



# Youth Research and Feedback (West Sussex)

**Websites need to have more variety of information, and be dynamic and creative when connecting to CYP.**

**Some websites required logins to see information; having information and guidance before this could help encourage CYP to sign up.**



# Digital Review Key Feedback: Engagement

**"Ensure continuity and connection through resources and services involved"**

**"Clearly signpost crisis support."**

**The self-referral process may be a bit of a long, daunting feat for young people.**





# Digital Review Key Feedback: Engagement

**Improve content to capture youth voice, for example, using case studies from individuals aged under 25 years, and including young people in videos and podcasts.**

**Websites had “lots of block text” and need to have more variety of information, be more dynamic and creative in connection to age of group.**

# Case Study:

Communicating and Engaging with  
Children and Young People Online

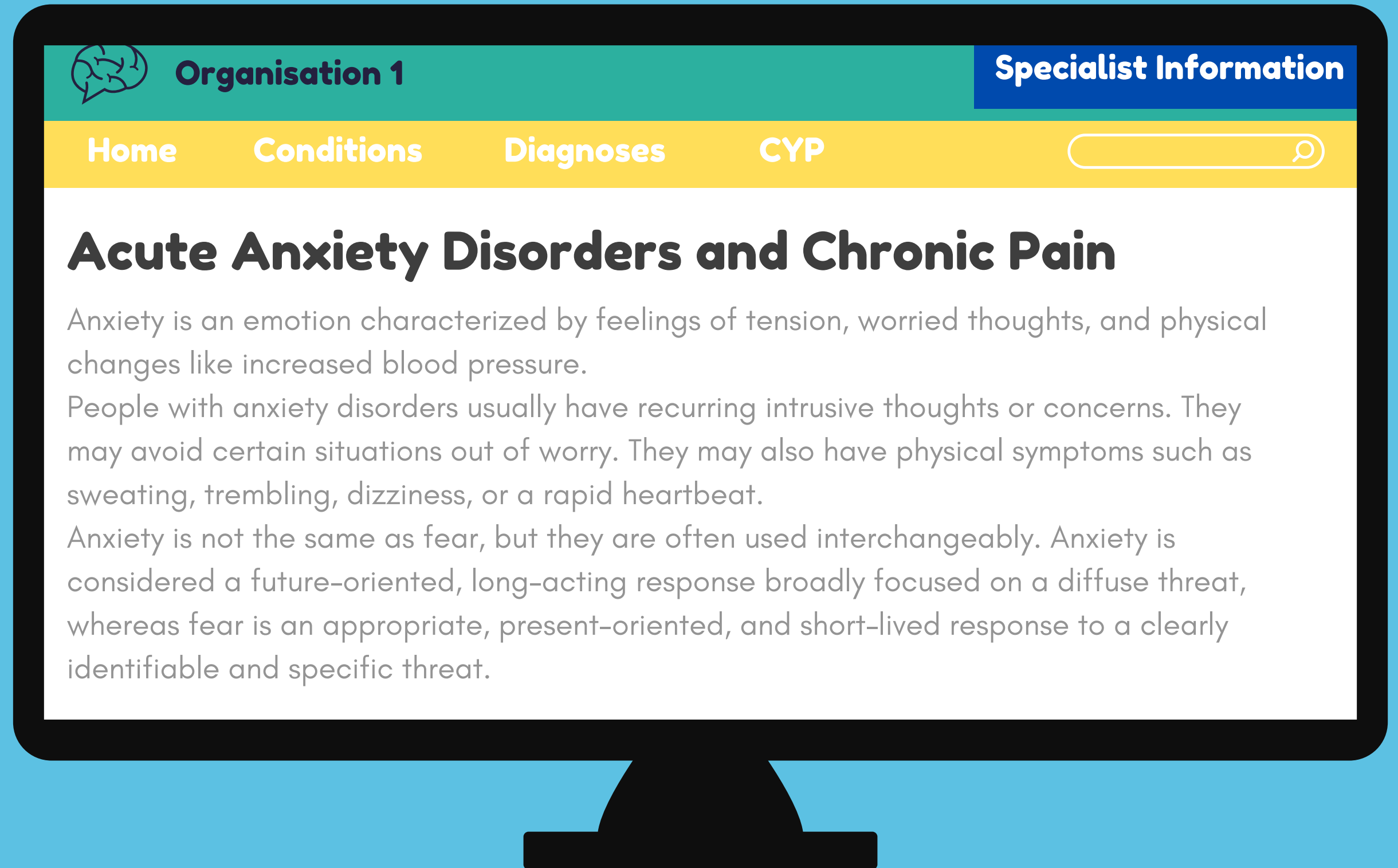


This case study includes two services (Organisation 1 and Organisation 2) that offer online mental health support to young people.

## Consider the following points for each service:

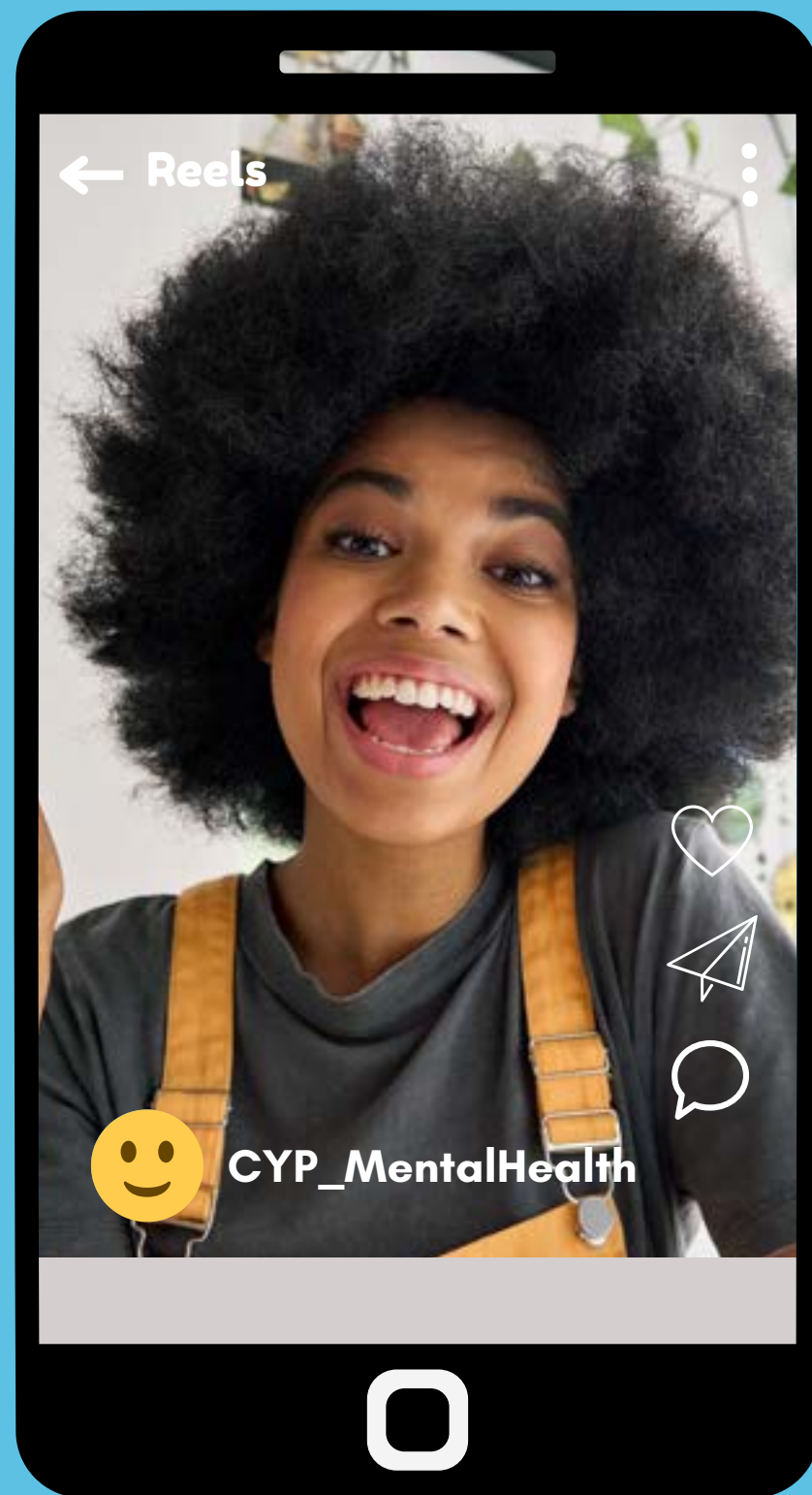
- Clarity and consistency
- Design and visuals
- Accessibility
- Engagement with CYP
- Signposting

# Organisation 1 - Branding and Design





# Organisation 1 - Posting Content

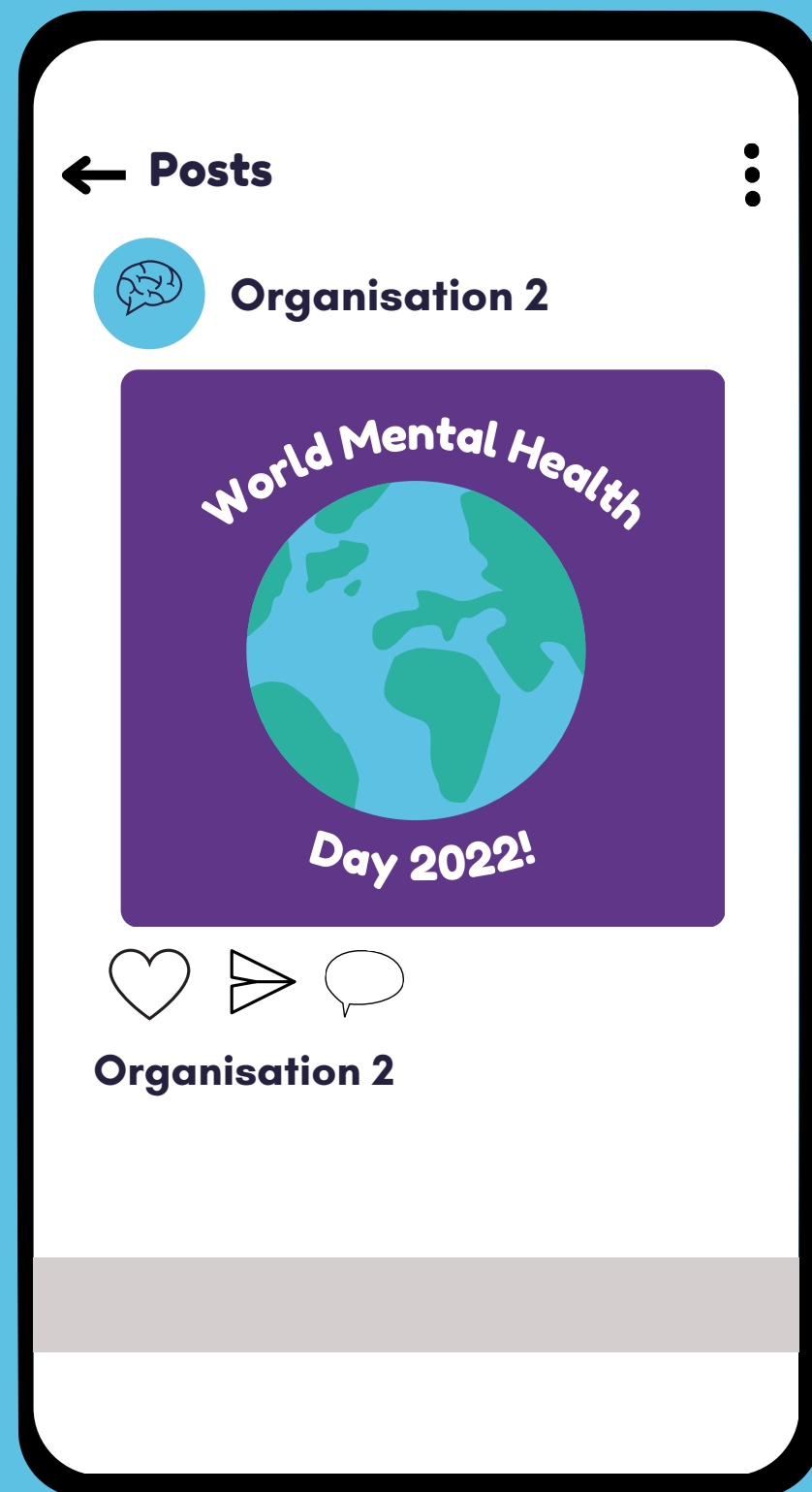


# Organisation 2 - Branding and Design





# Organisation 2 - Posting Content



# Summary for Part Two

- **WHAT** does digital engagement mean in this context?
- **WHERE** is digital engagement taking place?
- **WHEN/HOW** does engagement need to take place?
- **WHY** is engagement essential to support CYP mental health?







# Diversity



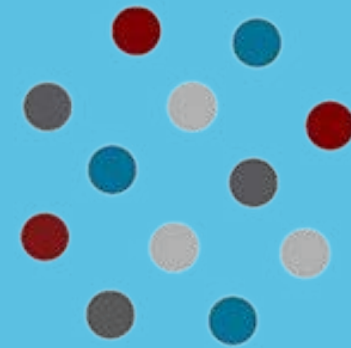
# Diversity & Inclusion

Inclusion is where people's differences are valued and used to enable everyone to thrive. Diversity is about recognising difference.

**(CIPD) Equity is the quality of being fair and equal.**



# Diversity & Inclusion



## DI·VER·SI·TY

All the ways in which people differ.



## EQ·UI·TY

Fair treatment, access, opportunity, and advancement for all people.



## IN·CLU·SION

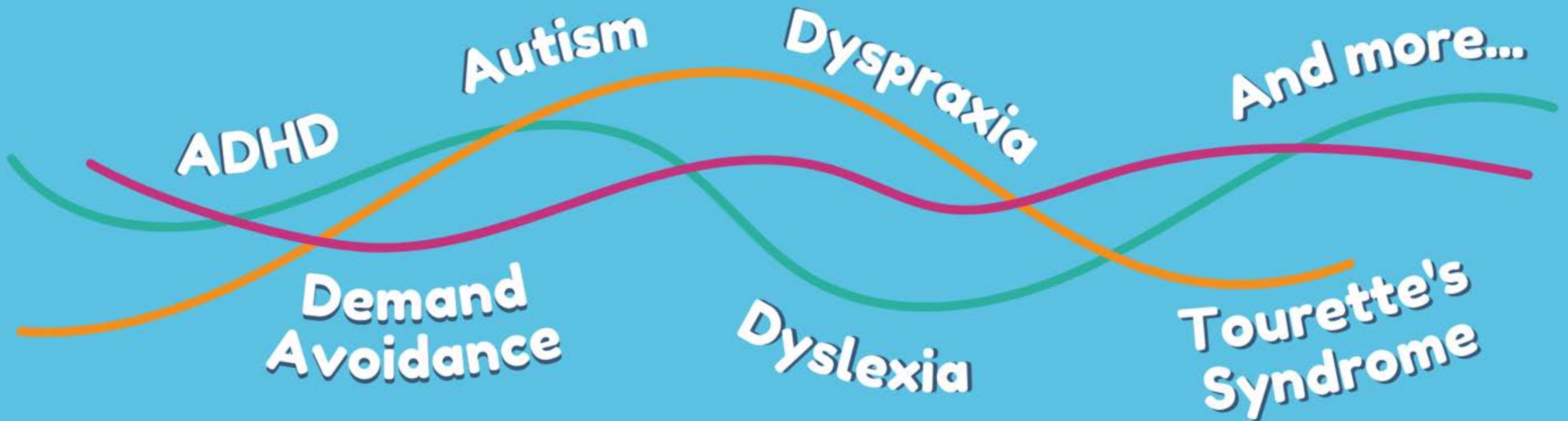
A variety of people have power, a voice and decision-making authority.

# Diversity and Inclusion also includes...





# Diversity and Inclusion also includes...



## NEURODIVERSITY IS A SPECTRUM



# Diversity and Inclusion also includes...



## EFFECTS OF RACISM: iREPORT.IE TESTIMONIES



“ I was very shaken afterwards as it was daytime and so close to my house. I stopped going to the shops near me and now do my shopping in the city centre instead. It left me feeling very vulnerable and unwanted and a bit dirty. The stuff he said was really vile.



“ I have headaches, lack of sleep, I feel sick, I am worried about my mental health, I feel isolated and helpless.



“ My son does not want to go to school and he does not feel safe and becomes silent. He refuses to talk any more, he is depressed and stressed and always says it is better to die than go to school.



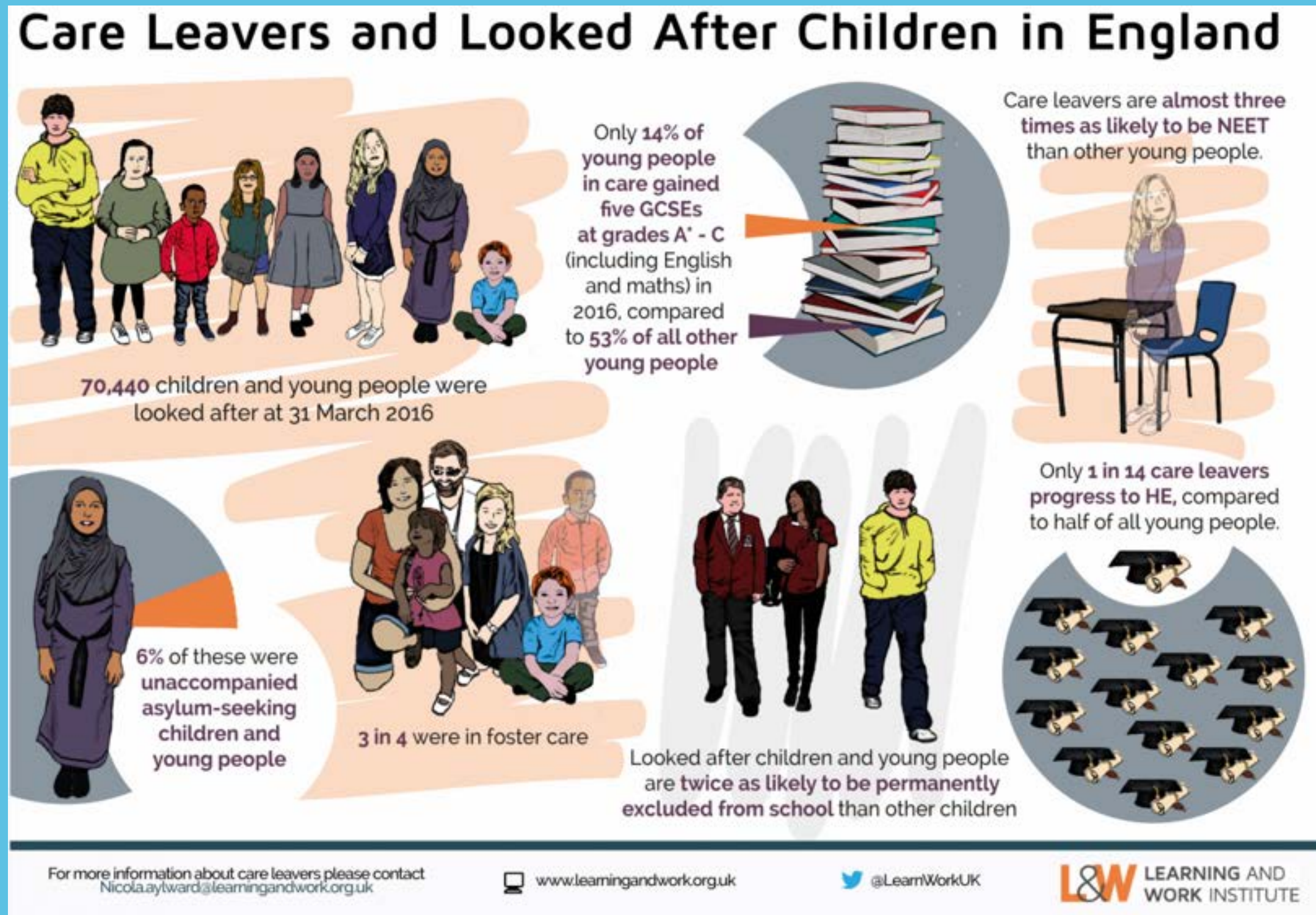
[www.inar.ie](http://www.inar.ie)

REPORT RACISM: [www.iReport.ie](http://www.iReport.ie)

MORE INFORMATION: [bit.ly/racism\\_mental\\_health](https://bit.ly/racism_mental_health)



# Diversity and Inclusion also includes...



# Diversity and Inclusion also includes...





**VIDEO: Dr Celia Lesquerre  
shares valuable insights  
Diversity and Inclusion, linked  
to trauma-informed practice**



**Celia**

Please [CLICK HERE](#) to  
watch the full video

# Principles of Trauma-Informed Care

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Creating areas that are calm and comfortable; ensuring physical and emotional safety

## Choice

Providing an individual with options regarding their care or the way they work

## Empowerment

Noticing and building on capabilities

Providing clear and consistent communication

## Trust

Maximising opportunities for collaboration; making decisions together

## Collaboration



# Examples from e-wellbeing

The screenshot shows the e-wellbeing website interface. At the top left is the logo for e-wellbeing, powered by the YMCA DownsLink Group. A navigation menu includes links for About, Volunteers, Feelings, Schools, SH Resources, Stories, Speak to someone, and Help Now. Below the navigation is a banner with a purple button for 'Aged 25+? Click here', a central text message: 'To make a referral to West Sussex SPOA, [click here](#). And to receive support from other services, please [click here](#).', and a green 'Quick Exit' button with an external link icon. The main content area features three topic cards:

- Coronavirus**: A card with a background image of a woman on a phone. Text includes 'Find out more by clicking here', 'Coronavirus what is it?', and a description: 'Information and resources about the current Covid-19 or coronavirus pandemic.' A 'VIEW' button is at the bottom.
- Anxiety**: A card with a background image of two young men. Text includes 'Anxiety what is it?', 'Find out more by clicking here', and a description: 'We all feel anxious from time to time, but what is anxiety? Click here to find out what anxiety is and how you can manage it.' A 'VIEW' button is at the bottom.
- Low Mood**: A card with a background image of a young woman. Text includes 'Find out more by clicking here', 'Low Mood what is it?', and a description: 'Are you feeling low in mood? How can you tell? Find out more information and how to help yourself.' A 'VIEW' button is at the bottom.



# Examples from e-wellbeing



## Mental Health

### Learn more about Neurodiversity!

Check out e-wellbeing's Neurodiversity module and watch video highlights from the e-wellbeing Youth Podcast with 17-year old Louisha.

#### Neurodiversity & Mental Health

What is Neurodiversity?

Getting a diagnosis

Louisha's self-care tips



## International Students

### Advice and support for young asylum seekers

Find practical information and tips for supporting young refugees and asylum seekers who have moved to the UK (Google Translate available).

Supporting young asylum seekers

Health and wellbeing guide

Grounding technique for anxiety

Video: Supporting young refugees



## Schools & Organisations

### LGBTQ+ resources and information for schools

Learn more about supporting the mental wellbeing of young people who identify as LGBTQ+ with these helpful resources.

ESCC Trans Inclusion Toolkit

BHCC Trans Inclusion Toolkit

Positive Identities School Pack

Gender Variant & Trans Support



# CYP Video – Diversity and Inclusion



[Please CLICK HERE to watch the full video](#)

# Inclusion in Brighton and Hove

**Services offered support for a broad age range (11-25)**

**There was a good 'gender split' and it wasn't discriminatory**

**\*Notes on diversity and inclusion were mixed across areas, and across services within areas**

**Diversity and inclusion were either good or nothing at all; services need to bridge this gap.**



# Inclusion in East Sussex

**\*Notes on diversity and inclusion were mixed across areas, and across services within areas**

**More information was targeted at young people's needs.**

**"There wasn't much information for the 18-25 age group."**



# Inclusion in West Sussex

**\*Notes on diversity and inclusion were mixed across areas, and across services within areas**



**There wasn't enough diversity on websites. There needs to be better representation on mental health platforms.**



# Digital Review Key Feedback: Inclusion

**Consider the accessibility of content with regards to reading age, language, and other methods of presenting information.**

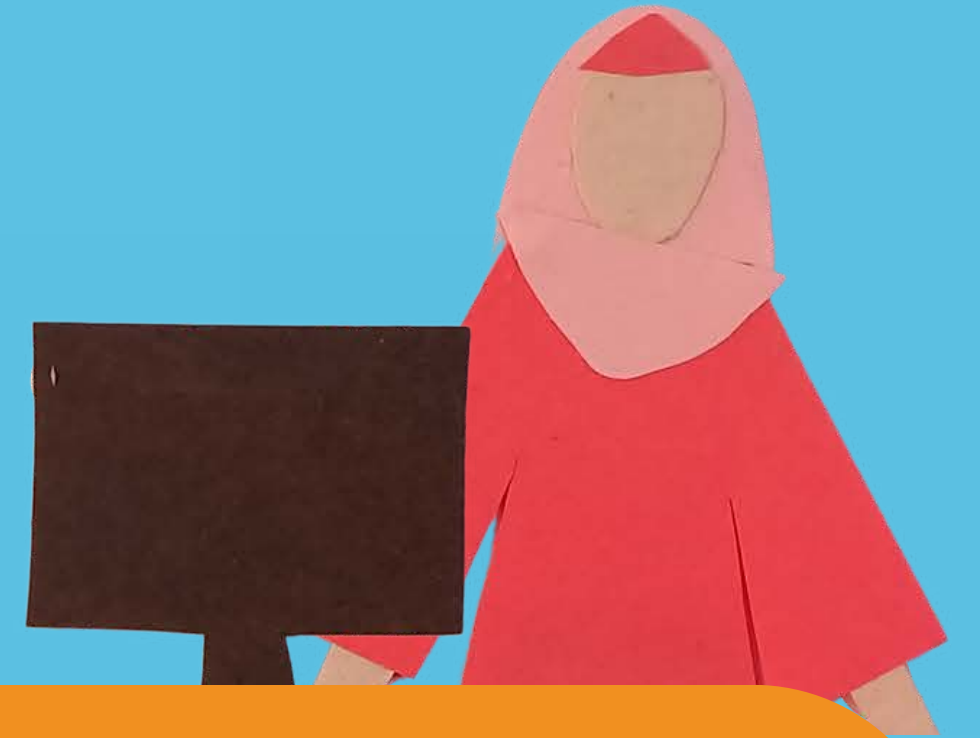
**There needs to be more diversity, including gender specific resources for boys, LGBTQ+ and non-binary young people.**

**Digital Poverty and a lack of awareness are barriers to accessing online services.**

# Digital Review Key Feedback: Inclusion



**Due to my disability, online has been amazing! And it makes it a lot easier to open up. But I think both options are needed.**



**I didn't have to travel to and from the sessions - making it much easier to factor into my day and conserve energy (which is beneficial as I live with a chronic illness).**



# Microaggression video



[Please CLICK HERE to watch the full video](#)

# Summary for Part Three

- **WHAT** does diversity and inclusion mean in this context?
- **WHERE** is diversity and inclusion taking place?
- **WHEN/HOW** does diversity and inclusion need to take place?
- **WHY** is diversity and inclusion essential to support CYP mental health?





# Summary of Training

- Overview of e-wellbeing
- CYP Digital Mental Health Review
- Trauma-informed Practice
- Communicating digitally with CYP
- Reflection

# THANK YOU

[www.e-wellbeing.co.uk](http://www.e-wellbeing.co.uk)

Kent Surrey Sussex  
Academic Health Science  
Network

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