



Clinical Commissioning Group

‘#PoemToAParentOrCarer film’ communication pack, Mental Health Awareness Week 2021

About this pack

NHS Frimley Clinical Commissioning Group (CCG) in partnership with charity *Aik Saath – Together As One* and film company *Resource Productions* have produced this pack to help you understand how you can leverage and promote the [‘#PoemToAParentOrCarer’ film](#) launching during Mental Health Awareness Week (10-16 May 2021) to inspire young people and their parents and carers to speak more openly about their mental health and to ask for help when they need it. The pack contains information about the background to the film, social media posts and top tips to promote it and contact details.

What is Mental Health Awareness Week?

[Mental Health Awareness Week](#), first initiated by The Mental Health Foundation in the UK in 2001, is observed in May every year, with the objective of raising awareness of mental health issues and mobilising efforts in support of mental health. The week provides an opportunity for everyone to speak openly about their mental health, and what more needs to be done to make positive wellbeing a reality for people. The Mental Health Foundation’s mission is to help people understand, protect, and sustain their mental health. Mental Health Awareness Week is an opportunity for people to talk about all aspects of mental health, with a focus on providing help and advice. We are using this week as an opportunity to launch the film but would encourage use and promotion to be an ongoing campaign aimed at parents and carers.

Background to the ‘#PoemToAParentOrCarer’ film

As part of our journey transforming local mental health services for young people, we have been listening intently to the views of young people in the local area who highlighted the need for a mental health awareness campaign aimed at parents and carers. Young people have consistently shared that parents and carers can help them to access the support they need but too often they can be a barrier to that support.

To that end, *NHS Frimley CCG* have been working in partnership with young people, local charity *Aik Saath – Together As One* and media company *Resource Productions* to use the arts to express messages that are important to young people and share their views to parents and carers in the local community.

Following a series of creative workshops and the East Berkshire ‘#PoemToAParentOrCarer’ poetry competition, the winning poem “It’s all just a façade” written by Abirami Sritharan (17) challenges parents and carers to check on their children’s mental wellbeing. This has now also been transformed into a short film by Katie Bonham, a young director who won the opportunity to make the film through another competitive process.

So during Mental Health Awareness Week we are launching the film and we need your help to help raise mental health awareness amongst parents and carers by ensuring as many as possible, view



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the film and reflect on what it means. We are also really keen to publicise the range of offers which exist to support parent and carers of a young person struggling with mental health issues as well as support services available for the young people themselves.

We encourage you to:

Share this as wide as possible, for everyone, everywhere.

Our top tips for sharing

Your organisation can play a really important role in supporting this campaign to reach parents and carers. Every organisation will approach this in a different way, but, whatever strategy you choose; there are a few things to think about and suggestions below:

- Share the film with your staff (many will be a parent/carer) and encourage them to share it with their personal and professionals' networks.
- Post the film on your organisation's social media to help spread its reach.
- Add the film to your organisation's website to share with as wide an audience as possible, using the text about this campaign to help you do it.
- Include the film in external communication, for example if you are an education setting then this might be via parent mail or newsletters, if you are a GP this could be via text.
- Consider opportunities to screen the film internally during Mental Health Awareness Week and at future events, for an education setting this could be a parent's evening.

Social Media Posts

Resource Productions will be leading the communications on social media, supported by *Frimley CCG* and *Aik Saath*. Our activity will be primarily on Twitter and Facebook, but feel free to post on other platforms too.

Please tag us:

Twitter: @ResourceProds @Frimley_CCG @AikSaath

Instagram: @resourceproductions@nhseastberkshireccg @AikSaath

LinkedIn: Resource Productions

Facebook: @resourceproductions @NHSFrimleyCCG @aiksaath

Hashtags: #PoemToAParentOrCarer #TimeToTalk #EndTheStigma
#MentalHealthAwarenessWeek #MHAW2021 #CYPmentalHealthEB

The following posts have few enough characters to be shared on Twitter – you would be welcome to expand on these posts for other social media platforms.



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Suggested Post One

Could your son or daughter be struggling with their mental health? Many young people feel they need to cover up how they feel when they need support. Let them know they have your support if they need it! Visit yesslough.org.uk/mental-health-and-wellbeing to find out more.

<film link>

Suggested Post Two

1 in 6 young people aged 5 to 16 will suffer from poor mental health – it can affect anyone, but many young people feel they need to pretend nothing is wrong. If you are a parent, normalise it and visit yesslough.org.uk/mental-health-and-wellbeing to find sources of support.

<film link>

Suggested Post Three

This film reflects the views of many young people, who feel unable to talk to parents/carers about their mental health. Could your son/daughter be struggling behind a façade? Talk to them about mental health and find support here: yesslough.org.uk/mental-health-and-wellbeing

<film link>

Suggested Post Four

17-year-old Abirami Sritharan's piece "It's all just a façade" challenges parents/carers to check on the mental health of their children. Watch her poem on the link below and if you think your son/daughter might need support, [visit yesslough.org.uk/mental-health-and-wellbeing](https://yesslough.org.uk/mental-health-and-wellbeing)

<film link>

Contact

For general enquiries, please contact Paul James, **Resource Productions**

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