

Schools & Communities Information Handbook

**BE
FREE**
CAMPAIGN



ABOUT THE BE FREE CAMPAIGN.

We are an innovative mental health charity all about giving people the tools they need to look after their mental health and support others. We are all about prevention and early intervention.

We are for young people, by young people

The Be Free Campaign delivers mental health provisions, counselling and community wellbeing initiatives whilst campaigning for change in our mental health infrastructure.



Danika Leahey
Director of Operations



Matthew Johnston
Outreach Volunteer Lead

THE TEAM



Trinity Brierley
Youth Mental Health Lead



Hannah McGovern
Campaigns & Marketing
Officer



Becca Tomlinson
Partnerships &
Engagement Officer

WHAT DO WE OFFER?

All workshops are delivered by our highly trained volunteers who are DBS checked and covered by public liability insurance. All information provided is regularly monitored by our team of psychiatrists to ensure it is in line with NHS and NICE guidelines. We prefer to deliver our workshops in person, however, we also can provide them via online video meetings.

MENTAL HEALTH SERVICES

MENTAL HEALTH CONDITIONS

REDUCING STIGMA

MENTAL WELLBEING



MISSION

We don't think it's just young people who need these tools, we train teachers and parents alike! We provide early intervention counselling to schools, where our team utilise cognitive behavioural techniques to improve young people's mental health.

OUR FLAGSHIP PROGRAMME



MENTAL HEALTH & WELLBEING WEEK ONE

In this workshop, we cover mental health, wellbeing definitions, our 7 ways to wellbeing, and strategies for improvement through activities.



ANXIETY AND DEPRESSION WEEK TWO

In this workshop, we'll delve into the signs, symptoms, and common conditions that arise when things aren't okay. We'll also explore self and peer observation in terms of monitoring mental health.



BODY IMAGE & SELF ESTEEM WEEK THREE

This workshop addresses media's unrealistic 'perfect' body image ideals and their detrimental impact on mental health. Through interactive activities, we debunk myths and enhance youth confidence.



SOCIAL MEDIA WEEK FOUR

In this workshop, we focus on goal setting and establishing routines. We also address online safety and healthy technology use, recognising the importance of supporting children in navigating social media.

We use activities to help frame the workshop by keeping the young people at the heart of the discussion.

ADDITIONAL PROGRAMMES

"Wonderful workshop that really engages well with children"



EXAM STRESS

Spotting the signs and knowing the difference between acute and chronic stress during the exam period and looking at ways we can tackle the latter.

TRANSITIONING TO THE NEXT STAGE

Navigating a life transition from either one educational setting to another (primary to secondary) or from education into a full time working environment, dependent on the age group. This foregrounds the Japanese concept of IKIGAI so that the young people can focus on multiple elements of themselves when looking after their mental health and wellbeing and take the skills on with them throughout different stages in life.

TESTIMONIALS

**BE
FREE**
CAMPAIGN



YOUR WORKSHOPS
COVER THE IMPORTANT
THINGS IN AN
ENGAGING, INFORMATIVE
AND EFFECTIVE
MANNER"



Bromsgrove School

"THIS IS THE FIRST TIME I'VE SEEN
CHILDREN INVOLVED IN THIS WAY.
I'VE NEVER SEEN ANYTHING LIKE
THIS BEFORE."

Parent of a Young Person



ENGAGING, WELL-RECEIVED
AND LOVED BY TEACHERS AND
STUDENTS"

Rugby School



FANTASTIC WORKSHOPS
WITH AN AMAZING TEAM
- THE KIDS LOVED IT! - WE
WANT MORE"

Positive Futures



"THIS PROGRAMME HAS GIVEN ME
THE CONFIDENCE TO TALK ABOUT MY
MENTAL HEALTH AND TAKE STEPS TO
IMPROVE IT"



Young Person aged 16-21

REALLY RELEVANT AND
AGE APPROPRIATE - YOU
CAN TELL THE STUDENTS
GOT SOMETHING OUT OF
THE SESSION"

IntoUniversity



We have been working with schools and integrating into their PSHE curriculums, delivering assemblies, delivering our mental health ambassador programme and working with teachers to enhance their understanding and ability to pick up on issues and know how to best support their students.

INTERESTED IN OUR PROGRAMME?



Our Youth Mental Health Lead will guide you through the process of implementing our mental health workshops for your organisation. Simply email **INFO@BEFREECAMPAIGN.ORG** or **trinity.brierley@befreecampaign.org** with the subject 'Outreach' alongside your organisation name!

**WE ARE MORE THAN A MENTAL
HEALTH CHARITY - WE ARE A
MOVEMENT FOR A BETTER FUTURE**

GETTING INVOLVED FURTHER

There are so many ways you can get involved with our charity even further and continue engaging young people with positive mental health and wellbeing.

From having the team come to give talks on careers and leadership from a young person's perspective to taking control of fundraising campaigns, we welcome all long-term partnerships and involvement!

CAREER AND LEADERSHIP TALKS

SCHOOL-LED FUNDRAISING

CAMPAIGN INVOLVEMENT

YOUTH BOARD PARTICIPATION



CHARITY OF THE YEAR

A Charity of the Year partnership with Be Free Campaign can involve much more than fundraising. From classic bake sales and sponsored events to school wellbeing weeks/days, we'll work closely with you to create a calendar of fun, impactful activities that empower students to take action for youth mental health.

CULTURE 'FREE TO BE ME' DAYS

REGULAR PROGRAMMES

DEDICATED EMPLOYEE SUPPORT

YOUTH BOARD PARTICIPATION



MULTI-YEAR PARTNERSHIP

Our programmes can be scheduled across multiple school years. By embedding our workshops and campaigns into your curriculum each year, we can work together to create a plan that supports your school's priorities and strengthens your whole school wellbeing approach.





Dr Shantanu Kundu

A MESSAGE FROM THE FOUNDER AND CEO

"Mental health is not merely something that emerges when challenges arise; instead, it is an integral part of our everyday existence. Much like the fluctuations in our physical well-being, our mental health experiences its own highs and lows.

Now, more than ever it is essential to nurture our mental well-being proactively, preventing the onset of mental health issues, and equipping us to navigate adversities.

In our swiftly evolving world, wherein the younger generation encounters new challenges, education stands as a transformative force.

The 'Be Free Campaign' works to achieve this aspiration through expert research and lived experience. Our aims encompass the propagation of positive mental health, the enhancement of mental well-being, and the facilitation of greater access to healthcare services.

Join us on our journey to create a culture shift for mental health."

**"PEOPLE HAVE THE POWER TO
CHANGE, THEY JUST NEED THE
TOOLS TO BE ABLE TO DO SO"**



THE
DIANA
AWARD



Prime Minister's Office
10 Downing Street

POINTS
OF LIGHT