

HeadsUp Project

Marketing & Engagement Manager

Background paper April 2020

About Mind in Harrow

We are an independent charity affiliated to national Mind. Established in 1969, every year we help 7,500 adults disadvantaged by mental ill-health be it depression, anxiety, bi-polar disorder or complex dual diagnosis support needs – towards recovery and a more fulfilling life. We passionately believe no one should have to face a mental health problem alone and provide the highest quality culturally-appropriate services to challenge mental health stigma & ensure the views of those with lived experience are heard by decision makers. Our 12+ services include:-

Therapeutic Support - Every year 1500 people use our Talking Therapies Service and 6000 contact our unique Helpline/Info Service for crisis information & support.

Improved Well Being - Our trained volunteers befriend 20 of Harrow's most vulnerable experiencing mental ill health. Now in its 21st year, our flagship Stepping Stones educational/leisure courses supports 230pa. Our Mindkit Project engaged 3000 young people in 'strategies for mental health management' workshops

Peer Involvement - Our 600-strong Harrow User Group (HUG) is England's largest/most active service user/ peer-led group. In a recent survey 94% of HUG users said HUG significantly supports their mental health recovery.

BAME/Refugee Projects – Keeping pace with Harrow's changing population, we currently have 2 ethnic specific projects including our unique project - England's only Somali Advocacy Project

We currently employ a team of 30 full and part-time staff and over 100 volunteers supporting 2,500 users per annum. We have a mix of funding sources totalling £0.8M: NHS, local authority grants and contracts, personal budget purchases, grants from Lottery and charitable trusts, charity shop and community fundraising. We have achieved the top level 3 award for the Mind Quality Mark, our national quality assurance audit. Mind in Harrow offices are located close to the Metropolitan line Harrow-on-the-Hill tube station.

Our values

Mind in Harrow wants to make a long-term lasting difference through **hope**.

- **holistic**: We see the whole person, not just their symptoms.
- **outreach**: We innovate at the grassroots of our diverse local community.
- **people**: We create change together with people, not for them.
- **expertise**: We are a local charity with national mental health expertise.

The current management style is collaborative and consultative, with a strong emphasis on high quality service delivery and reflective practice, supported by regular supervision for all staff. We offer all staff flexible working, an individual training budget and occupational pension scheme.

HeadsUp Project 2018 - present day

The HeadsUp project has been grant funded by the City Bridge Trust for three years from January 2018 to December 2020. We are working towards this funding to be extended to align with the new Comic Relief grant for this post.

HeadsUp has been to-date an innovative three year project aimed at young people between the ages of 13 -25. Through the provision of wellbeing sessions, the project helps 1000+ young people increase their understanding, skills and approaches to support their mental wellbeing. It also helps build young people's resilience to manage the challenges of life.

HeadsUp is a consortium partnership made up of five organisations, each with an evidenced track record of supporting young people with mental health problems, have formed a pioneering consortium to provide culturally-appropriate and specialist mental health support (ADHD/ASD, self-harm, LGBT and refugee families) for young people resulting in their improved mental health. The organisations are:



HeadsUp Marketing & Engagement Manager Role

The HeadsUp partnership has been awarded a new grant from Comic Relief to expand the scope of the service 2020-2023 to outreach to young people and parents, overcoming to mental health stigma which can prevent them seeking help, and provide a specialist package of mental health support to families by working with target schools.

The HeadsUp Project consists of:

- HeadsUp Coordinator
- HeadsUp Marketing and Engagement Manager
- HeadsUp peer volunteers

The posholder in this new post funded by Comic Relief will have responsibility for marketing and engagement for the project across the borough, which will include:

- Developing a HeadsUp partnership service and marketing strategy to increase the profile of the service to build a referral relationships with key stakeholder organisations.
- Engage young people and parents to co-design marketing strategy and become Project Ambassadors.
- To promote four consortium partner organisations to offer seamless access for young people to specialist mental health support.
- To increase the profile via a range of media, including coordinating annual conference to engage all stakeholders.
- Monitoring and evaluation of marketing impact.
- Relationship building to work alongside Young Harrow Foundation to support systematic change in the relationship with schools.
- Build referral relationships to promote seamless access pathway for HeadsUp partnership.

Mind in Harrow notable successes in recent years

Some achievements of Mind in Harrow include:

- We are cited along with our Head for Work Project as a best practice case example in an ACAS report 2016 'Management of Mental Health at Work': <http://www.acas.org.uk/index.aspx?articleid=1900>
- We are leading a partnership consortium of 5 local charities to offer a new Support & Wellbeing Information Service for Harrow (SWiSH) to help over 15,000 residents, commissioned by Harrow Council.
- We are cited as a best practice case study in Dept of Health guidance for NHS commissioners about improving access for migrant communities to mental health services.
- Mind in Harrow was selected by Kensington Palace via national Mind for a visit by the Duke and Duchess of Cambridge to celebrate World Mental Health Day on 10 October 2015, because of our work with young people to promote mental wellbeing. Pictures of the visit below

