



# mind your head



We have continued to grow and develop over the last year, which has been our busiest to date. It was exciting to see so many initiatives launched and work delivered in all areas of Shetland. We are starting to see that we are making a difference but there is still more for us to do.



Through our work we have learned a lot and as a result of that we are planning changes to what we do. We recently agreed a new organisational promise which details our plans for the next three years. These include the introduction of a support service in 2014, a focus on men's mental health, local community based training on various aspects of mental health and wellbeing as well as continued efforts in awareness raising and tackling the stigma of mental health throughout the community.



I would like to extend my thanks to our board who have shown commitment and a shared passion for our cause. I would also like to thank our advisors, Karen Smith and Diane Taylor, for their assistance and invaluable support. On behalf of the board I would like to thank our staff team, Jenny Teale and Jacqui Clark., for their dedication and hard work.

Finally, our work would simply not be possible without the generous continued support of the Shetland community. Thank you to everyone who has helped us, in any way, over the last year.

**Shona Manson**  
Chair, Mind Your Head



### *Roadshow & education*

Over the last year we focussed a lot of our resources into education. This is because we believe that educating and informing our young people will have real long lasting benefits. Our Roadshow project delivered a total of 64 sessions to over 1500 young people on various topics including cyberbullying, self-harm, stigma, mental health and wellbeing as well as mental health in general. We created and distributed an educational resource pack to all secondary departments, which included lesson plans, information on specific areas of mental health and wellbeing as well as accompanying resources such as leaflets, DVD's, website links, etc.

During our time in schools and youth clubs we also undertook research on stigma as well as wider issues relating to mental health and wellbeing. We were not surprised to learn that self-harm and cyberbullying were two major topics for young people and we are committed to following up on that along with other findings in the near future. Our thanks to Shetland Islands Council Youth Service for their invaluable partnership support on this work with young people. We must also thank See Me and the Shetland Carers Link Group for the financial support toward the project costs.

### *Internet/social media*

Our website provides information on mental health as well as advice on how to improve and maintain health and wellbeing. We also handle many direct requests for advice on where and how to get help. These requests come in through our website, over the phone or via our social network platforms. All of our online resources are there to assist us with that as well as helping us post regular news and mental health awareness information. We regularly have an average of 500 views for our online posts.

### *Promise*

We launched our Promise, which is a commitment made by an organisation, club or group to publicly show their support for Mind Your Head. Local Promise signers are given a 'How to keep your Promise guide' which details how signers can work with us to tackle stigma and promote mental health positively. This could include helping us with campaigns, assisting at events such as our annual fun run or organising fundraising activities. The Promise was launched in June 2012 alongside the Shetland Football Association with all ten of their teams signing. In October 2012, six more groups signed and they were Northern Focus Parkour, Moving on employment project, Zetland Motorcycle Club, The Shetland Ladies Netball Association, The Shetland Rugby Club, and the Shetland Ladies Hockey Association. We extend our thanks to those teams and community groups who have signed and show continued support for our work in the community.

### *New information leaflet for young people*

A new information leaflet, promoting ways in which young people can improve and look after their mental health and wellbeing was launched in September 2012. The leaflet was distributed to secondary aged pupils and included facts about mental health as well as support information. Our thanks to the local carers link fund for financial support towards the cost of producing this leaflet.

### *See Me Pledges*

We were delighted to continue working closely with See Me and to assist in encouraging a further eleven local businesses to sign the See Me Pledge in February 2013.

### *Suicide Prevention Awareness Week*

We again joined forces with Northern Focus Parkour for what is now an annual Cat Crawl, organised to coincide with Suicide Prevention Awareness Week. The Cat Crawl event is a physically demanding one, which the team train hard for. Their team work and ethos demonstrates their commitment to promoting mental health and wellbeing positively. Alongside Choose Life, we also delivered several awareness raising stalls at various venues during the week.

### *Fundraising activities*

Our annual Fun Run had a record 653 participants. As the sun shone over the Boddam Park, the whole place had a fantastic vibrant atmosphere. This event continues to be a focal point for our summer programme and the support we receive from participants and volunteers on the day is very much appreciated. What is important for Mind Your Head is that it remains as a family day out with an important opportunity for people to think about what mental health and wellbeing means to them. Thank you to all who baked, made sandwiches, helped in the kitchen, volunteered to help with the fun run and of course took part in the event itself. We would also like to thank Injury Shetland for their sponsorship.

