

2013-14 Annual Report



mind your head

Welcome

It's been a busy year at Mind Your Head. You will see that we have delivered various education initiatives as well as projects, campaigns and events that help us promote mental health positively throughout Shetland.

The stigma of mental ill health is very much out there—we have to keep on working hard at improving understanding to tackle that. We focus a lot of our resources on education with young people as well as working collaboratively with both local and national partners to deliver work such as our Real Life Stories project and Suicide Prevention Awareness.

During my first year as Chair I have often heard the community raise concerns with regard to availability of mental health support services. I am delighted that we are now progressing our own plans to develop a new mental health support service for young people and adults.

It is crucial we launch the right service and we will be launching a community survey to gather public opinion on how we should progress these important plans in April 2014. Once that has been completed we will then work hard at using the evidence gathered to develop the service, with the intention that we will be able to launch in 2015.

We said goodbye to Jenny Teale in September and I would like to extend my thanks for her hard work during her time here. We welcomed Chris Wright to the staff team in December and I look forward to working closely with him on men's mental health related work in particular.

I would like to thank my fellow board members and all of our volunteers for their commitment, enthusiasm and work over the last twelve months.

Finally, I am overwhelmed by the support that the Shetland community and local businesses continue to show our charity. The number of people I saw at our annual fun run, the people who have stopped to talk to us when we are doing awareness raising work and the generosity shown in financial donations is truly tremendous.

My heartfelt thanks to you all.

Allan Wishart
Chair, Mind Your Head

Highlights

Awareness raising & promoting mental health positively

- We were again delighted to have over 600 participants at our annual fun run, which was sponsored by Westside Pine
- Co-promoted 'Let's talk about suicide prevention' and worked alongside local partners in developing the local rural suicide prevention action plan
- Launched our Real Life Stories project, which had stories shared in schools, online and through the local media
- Made a short film entitled 'Why mental health matters' to be launched at the 2014 Fun Run
- Organised, alongside BBC Radio Shetland, a 'Speakeasy' on local support service needs
- Collaborated with Northern Focus Parkour and Shetland Strongman
- Worked on a new design for our website, alongside NB Communications, which includes more information on mental health and wellbeing. Will be launched at the 2014 Fun Run
- Organised focus groups to undertake market research to inform our men's mental health campaign to be launched in August 2014
- Delivered awareness raising workshops on self harm & internet safety/cyberbullying.

Education

- Delivered a pilot 'Mindors' initiative in Brae High School designed to encourage young people to tackle stigma and discrimination
- Hosted a Young People and Mental Health Focus Day, the findings from which are directly influencing the development of our proposed young person's support service.

Other

- Held the first meeting of a new mental health 3rd sector forum to facilitate planning & sharing of knowledge in relation to local mental health support service needs
- Had presence on mental health partnership and mental health forum
- Engaged in the review of NHS mental health services
- Delivered Respect Me Anti-Bullying training to teaching staff and children's residential staff
- Staff were trained to deliver safeTALK suicide alertness training
- Secured funding to undertake specific improvements for patients at visitors at Brodies Ward in Cornhill Hospital.

The year in statistics

- Responded to **74** signposting support requests, which included **1** ASSIST intervention
- Delivered **36** awareness raising events which were attended by **1,519** people
- Shared mental health and wellbeing information online with over **25,000** people through our website and social media
- Supported and worked with **69** volunteers
- Received nearly **£17,000** of donations
- Raised **£16,000** through fundraising activities
- Secured over **£9,000** of external funding

Who we are

Board:

Allan Wishart, Chair
Shona Manson, Vice chair
Beth Robertson, Treasurer
Clare Pearson, Secretary
Nicola Halcrow
Eleanor Robertson
Wilma Stewart
Michael Stout
Peter Jack
Darren Blance (from Oct 2013)

Advisors:

Karen Smith, NHS/Choose Life
Wendy Borril, SIC
Diane Taylor

Staff:

Jacqui Clark, Team Leader
Jenny Teale, Project Worker (to Sept 2013)
Chris Wright, Project Worker (from Dec 2013)



www.mindyourhead.org.uk
Charity No: SC038381