# **Self Care Forum Self-Care Award 2024**

# **Award Application Form and Eligibility**

***The Self Care Forum is inviting applications of good practise in self-care, personalised care, and social prescribing that have made a difference to individuals, groups, or organisations.***

**Who can apply?**

This invitation is open to everyone, whether you are an individual, a community champion, an employer, a surgery, council, library, school, college, business, or services organisation (public, private, or charitable). For a guide, see examples table below.

**£500 bursary**

The winner will receive a £500 bursary to spend on a self-care related initiative and the top entries will be included on the Self Care Forum website to share best self-care practise and excellence. The winners will be announced during the UK’s National Self-Care Week (18 – 24 November) as part of its launch and promotional activity.

Closing date for admissions: **31st July 2024.**

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| Examples of possible initiatives | If specific health-related conditions were targeted, they might include |
| * 2023’s Self-Care Week activities * Signposting to services * Protecting mental health and wellbeing * Promoting self-care to the shielded population * Self-care for the elderly or other specific groups * Self-care introduced by employers * Local authority population or community initiatives * Pharmacy initiatives * Surgery-led initiatives * Self-care education by schools, universities, or community groups such as Scouts, Guides etc * Empowering vulnerable groups | * Long-term conditions * Obesity * Diabetes * General health * Nutrition * Exercise * Mental Health * Self-treatable conditions/minor illness |

## Please use the form below to tell us about your self-care initiative.

If you are typing directly into the form, do not worry if the box extends beyond the page – it will continue onto the next one.

## Title and contact details.

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| Title of Initiative (please ensure this is a good description of your initiative in no more than 6 words)  Headucate UK – Mental Health Outreach Work |
| Name of Organisation and Region (please state context, ie general practice, community care etc)  Headucate UK - National |
| Name of person or team or individual being nominated  Headucate UK Charity (Registered Charity No: 1197217) |
| Contact name for entry  Rebecca Howard |
| Contact email for entry  info@headucate.org.uk |
| Timeframe and dates of initiative  September 2021 – Present |
| Date of submission  31/07/2024 |

## About your self-care initiative

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| Describe the problem you were facing and your objective(s) in tackling this. (200 words max)  Mental health and wellbeing affect so many people across the UK, including children and young people. It is thought that about 50% of lifelong mental illnesses are already established by age 14. Despite this, there is a lack of mental health and wellbeing education in schools.  Our overriding aim is to tackle mental health stigma and to help end mental health discrimination. We hope to achieve this by supporting university student-led initiatives across the UK. This includes the delivery of free mental health literacy workshops in schools, bringing together like-minded individuals to support their mental health awareness campaigns. |
| Outline your initiative, explain your planning and execution of the project. (200 words max)  Headucate UK is a newly founded national charity supporting mental health advocacy, outreach and awareness work of university students across the UK. With over 15 affiliated mental health awareness societies, each affiliate partakes in mental health fundraising activities, self-care and positivity events. We collaborate within the universities and local communities, delivering vital outreach work where we run mental health literacy workshops in schools to tackle common misconceptions, signpost and provide information whilst discussing self-care and wellbeing strategies.  Headucate also utilises social media to create informative posts on a variety of mental health and wellbeing topics and often highlight important awareness days such as ‘world wellbeing to raise awareness. Headucate has also led collaborative campaigns to bring together university student-led mental health initiatives including ‘Headucate the Nation’ post-it notes selfie campaigns, some of which have reached over 5,000 people worldwide!  Headucate supports student-led initiatives in many ways; supporting societies in obtaining subsidised mental health first aid training, designing a ‘National Mental Health Society Directory’ and spotlighting groups monthly on social media, providing virtual meetings to support and bring together likeminded students. |
| What were the challenges and how did you overcome these? (200 words max)  One of the first challenges was initially setting up the charity, including obtaining CIO status. Our founder and initial trustees had limited experience in charity work. However, we overcame these difficulties with thorough research and by seeking guidance from others with experience in the field.  There have been difficulties in raising awareness of Headucate UK and creating our directory of mental health societies. We utilised social media to build our brand which increased our followers and engagement on social media platforms have grown. We also reached out to all of the mental health societies across the UK at every university to advertise our services and get like-minded student-led groups involved with Headucate UK. We regularly review the groups at various universities across the UK, ensuring we can reach out to new societies that are formed.  Another obstacle has been securing funding. We have been tackling this by running social media campaigns and fundraisers, alongside seeking charitable grants and awards.  Due to the charity being run entirely by volunteers, we struggled with having enough people on the team. We have tackled this recently by recruiting a further 5 trustees to join our charity. |
| Did you collaborate with other local partners, if so, who were they?  We have collaborated with a variety of influencers and organisations on social media including @nutritank\_official, @arfid.dietician, The Benjamin Foundation and @thekidwithabag. |
| Would you describe your initiative as “innovative,” if yes please provide details. (100 words max)  Yes, Headucate UK is unequivocally innovative. Our focus on delivering mental health education by training university students to provide workshops and talks in schools is a unique concept. This not only improves mental health awareness among young people, but also empowers university students to become advocates and educators in the mental health field. In addition to our work in schools, we are passionate about using our social media platforms to further educate the public, effectively reaching out and engaging with a wider audience. |

## Impact, outcomes, and evidence

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| Who was the initiative directed at and what were the benefits to the targeted group or individuals? (200 words max)  Headucate UK’s work is primarily directed at young people, supporting university students running mental health societies across the UK and by running Headucate workshops targeting school students. By focusing on these age groups, we aim to address mental health issues early and create a supportive environment for discussing and managing mental health.  For school students, our peer-led workshops provide accessible mental health education, helping to provide information about mental health issues and tackle the stigma surrounding them. Early intervention is important, as it is thought that 50% of lifelong mental illnesses are already established by age 14. Our workshops are interactive and engaging. They encourage students to openly ask questions about mental health and seek help when needed.  University students benefit from both receiving and delivering the education. Those trained to lead workshops gain valuable skills in public speaking, leadership, and mental health literacy. These skills can enhance their personal and professional development. Meanwhile, those attending workshops at university benefit from receiving support and education from individuals close to their age. |
| Please quantify the impact of your initiative. (e.g. cost improvement, numbers of people helped, time saved)  Initially done in-person with year groups at schools or smaller select groups, the expansion of the use of online spaces means that our sessions can bring in hundreds of people from all over the country, and beyond. One such session during the Covid-19 pandemic saw 400 join us for a mental health awareness session, with lots of helpful resources and tips given to those asking questions in our chat. Annual reach to students alone goes into the thousands every year.  Our branches will work with any school to deliver workshops and fight mental health stigma and misconceptions, but often work alongside partners to target schools with lacking resource available to pursue a mental health session privately. The cost of delivering a similar session through a private agency may cost a school anywhere upwards of £300 (1hr) or £600 (2hrs). This number represents our understanding of some of the cheaper options available to schools for in-person sessions from similar providers to ourselves.  In addition to this, early prevention and understanding of mental health has far ranging benefits for the individual and society as a whole. A successful session which bolsters peer support and decreases the chance of a mental health intervention being needed at a later point in adulthood might reflect actual fiscal savings of £830 per person to the public sector, with the social value of such an outcome being valued higher at around £5,208 in broader economic benefit. The same mental health interventions for a child are just £230, owing to early intervention. (Greater Manchester CBA Unit Cost Database, 2022). This means that even we are too late to fully prevent the development of a condition, i.e if a child presents a mental health illness at current time of the session, by making the child and teacher more aware and able to seek out help this represents a potential £600 fiscal saving to public services in the long term.  We also know that increased early prevention peer support models, particularly those used in classrooms, have a key role in determining outcomes in relation to self-harm (Nawaz et al, 2023). This presents more cost savings to the public sector, from the call out of an ambulance (£334), the attendance at A & E (£297), and further attendance at hospital (£1,192 per full day). Added to the costs above to accommodate post-treatment, in one year alone these fiscal costs to the public sector may represent £2,800 per person for just one self-harm hospital instance (Greater Manchester CBA Unit Cost Database, 2022).   What can never be quantified however is the feelings and trauma of the individual involved, as well as their family and friends, who are likely to place a greater, if not priceless, value on such an outcome being avoided completely and being able to live a complete and happy life. |
| Do you have formal or anecdotal evidence of success? (e.g. qualitative, quantitative, informal feedback?)  We receive consistent positive feedback on the quality of our workshops and our branches are well known to the schools they work with, with schools repeatedly requesting that our branches return to complete workshops with them, time and time again. |

## Learning and sustainability

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| What was the cost of this initiative in time, money, and other resources? Please be as specific as you can  We rely solely on volunteers for their time and the assistance of partner groups such as universities who provide assistance to individual branches. The charity as a whole is largely cost-neutral, meaning that we operate as volunteers to deliver as much as we can for no cost. |
| Were there any learnings from the initiative, if so what were they? (200 words max)  We have learnt many important things through our work at Headucate UK, particularly how critical student-led mental health education is for young people. University students running our engaging and interactive workshops creates a more relatable experience, which we believe helps to break down the barriers when discussing mental health issues.  We have also learnt that addressing mental health issues at an early age is important due to over 50% of lifelong mental health being established as young as 14 years old.  We hope that our education made a positive impact on children and young people due to the increased awareness, and knowledge of when, where and how to seek help when students need it.  Headucate has also shown how empowering delivering workshops can be for university students involved in the initiative. The students involved not only gain experience and skills for their own personal and professional development. They are also empowered to be a part of the community of mental health advocates and educators. |
| Are you continuing to implement the initiative, please give details. (200 words max)  Yes, Headucate UK are continuing to work with university societies and Headucate branches across the UK. We will continue to support them and Headucate branches’ mental health awareness workshops.  We also have many exciting plans for the near future. We recently had 5 new trustees join our charity, which will help us continue to grow and increase the amount of knowledge and experience in our trustee board. We are also making plans on how we can use our finances to support our affiliates. For example, we are hoping to fund mental health first aid courses for several students across the university groups. |

## And, finally…

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| How easy will it be to replicate your initiative and do you have top tips to share? (max 200 words)  Headucate UK can provide the guidance, support, and resources to set up another branch at different universities across the UK. This could include support setting up the society, creating a mental health workshop presentation and guidance on practical aspects such as how to contact local schools in the area to book the workshops.  We have shared many tips with our affiliates and Headucate branches. This has included a document on recruitment and retention of members for societies. The tips included ensuring accessible materials, social media posts and events, advertising to potential members the benefits of joining the society such as gaining certificates as a record for any training undertaken and collecting feedback from current members. |
| Did you use any of the Self Care Forum’s resources? If so, please specify.  Unfortunately, we were only recently made aware of the Self Care Forum. However, now we know of the resources we look forward to sharing them to our affiliates and Headucate branches. |
| Please provide the social media addresses of all those who were involved in the initiative.  Facebook: Headucate UK  Instagram and X: @Headucate UK |
| Why do you think this initiative deserves to win the award? (Max 100 words)  Headucate UK has a unique concept. The charity facilitates such important mental health education to school and university students, as well as the general population. Self-care is such an important part of the education we provide, as how to care for your mental health and wellbeing is something that has only recently been discussed. The charities’ work is vital in improving mental health awareness and breaking down the stigma that still unfortunately exists and is therefore highly deserving of the award. |
| Do you have an image, materials or weblinks to supplement your application? Please supply no more than 2 images which may also be used to promote your application if successful. Ensure images are square (ie height and width dimensions are the same).  A word cloud of a brain  Description automatically generated  Website: <https://headucate.wixsite.com/national>  Facebook: Headucate UK  Instagram: @HeaducateUK  X: @HeaducateUK |
| Your application may be chosen to be uploaded to the “best practise” page of the Self Care Forum website to share self-care excellence so that others might use the learnings in your application. We will also include your email address so that people may get in touch with you. If you would prefer that your application and/or email address was NOT chosen, then please make it clear in the box provided below. |
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Thank you for taking the time to apply for the Self-Care Awards. We look forward to receiving your application. Please email your completed form to: [selfcare@selfcareforum.org](mailto:selfcare@selfcareforum.org)

**About the Self Care Forum**

The Self Care Forum supports organisations in helping their communities and service users better understand how to self-care. It is the leading independent provider of best practice around self-care and the ‘go-to’ place for top quality resources, current opinion, and self-care interventions in the UK.It is a charity and aims to improve public health by promoting self-care at national policy level. It creates free resources including self-care fact sheets, runs the UK-wide National Self-Care Week, and supports robust research evidence.

For more information about the Self Care Forum please go to the website. [www.selfcareforum.org](http://www.selfcareforum.org). Please find and follow us on LinkedIn, X and FB.