



Prince's Trust

MENTAL HEALTH STRATEGY 2016-18

MENTAL HEALTH IS EVERYONE'S BUSINESS

In a world full of uncertainties, young people are facing extraordinary pressure and many feel they are not in control of their lives.

In recent years, we have identified an increased need for mental health support amongst the young people who turn to us for help. At the same time, our Prince's Trust Macquarie Youth Index has shone a light on the devastating impact that poor mental health can have on our young people's life chances. But there is cause for optimism and hope; we believe our support can make a positive difference.

This is why I am delighted to be The Trust's first specialist Mental Health Adviser. In developing and publishing this strategy, we are setting out our approach to embedding mental health support right across our work.

While The Prince's Trust is not a specialist mental health charity, we believe that mental health should not be a barrier to young people having the chance to succeed. The Trust promotes positive mental health and wellbeing through our proven education, personal development and employment programmes. As such, The Trust is committed to taking a leading approach to mental health that gives our staff, volunteers and delivery partners the confidence, willingness and ability to respond to young people's mental health needs to ensure they fulfil their potential.

Mental health support is a fundamental aspect of delivering employability and personal development programmes. So we will embed it in all Trust courses to help young people access the most appropriate support at the earliest opportunity.

We aim to lead by example, actively promoting good mental health and self-care throughout the organisation. In this way, we aim to give mental health the same importance as physical health - a 'parity of esteem'. We also believe we can play a positive role in helping to reduce the stigma associated with mental health and improve the conversations, language and interactions with and between young people.

I firmly believe that one of the most significant things we can do to help a young person improve their mental health is to support them into a decent job. That's what The Trust can – and does – achieve on a daily basis.

But we can't do this alone. That is why we are committed to working in partnership with government, employers and agencies – including mental health specialists – to give every young person the chance to succeed.

Chris Harris
Mental Health Adviser



INSPIRING YOUNG LIVES

PROGRAMMES:

We will:

- Ensure every young person accessing a Prince's Trust programme has the opportunity to talk about mental health and where they can get help
- Enhance the resources available to ensure effective signposting and to empower young people to access mental health self-help resources, online and offline
- Ensure relevant policies and procedures reflect best practice with regard to mental health
- Provide effective, externally recognised, approaches in the prevention and early intervention of mental health issues for young people

RESOURCES:

We will:

- Secure additional funds, through a clear fundraising proposition linked to our mental health work
- Build strategic partnerships with mental health organisations, campaigns and specialist services
- Work with partners to co-locate mental health related services at Prince's Trust Centres
- Develop online mental health support content

PEOPLE:

We will:

- Establish a National Mental Health Advisory Group to support the implementation of the strategy
- Empower staff to value the importance of self-care to promote positive mental health
- Support the People and Learning strategy to promote The Trust as a positive mental health workplace
- Recognise the importance of mental health training across The Trust, beginning at new joiners' induction

REPUTATION:

We will:

- Demonstrate, through evidence, the positive impact our work has on the mental health of young people
- Champion publicly our work and the role we play in the prevention of, and improvement of, mental health amongst young people
- Explore with young people creative and expressive ways to increase awareness of mental health and reduce mental health stigma
- Involve young people as consultants to ensure the strategy remains relevant to their needs



Prince's Trust



OUR YOUNG PEOPLE NEED AND DESERVE THE VERY BEST SUPPORT TO TACKLE THEIR MENTAL HEALTH CHALLENGES AND ACHIEVE THEIR FULL POTENTIAL.

**DAME MARTINA MILBURN DCVO CBE
CHIEF EXECUTIVE
THE PRINCE'S TRUST**

This Mental Health Strategy is aligned to The Prince's Trust Strategy for 2015-2018.

Our Mental Health Vision:
Mental health should not be a barrier to young people having the chance to succeed.

Our Mental Health Mission:

While The Prince's Trust is not a specialist mental health charity, we will strive to be an organisation that encourages the positive mental health of staff and the young people who access our programmes.