

:: Peer Leadership  
Programme



# SAFESPACE4YOUTH

YOUTH COMMUNITY



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# MODULE 4: SafeSpace Promotion

By the end of this module, you will know how to...



Create and manage local campaigns to promote positive mental health



Lead social action projects among peers



Identify and showcase positive role models within your communities

# Unit 1: Positive Mental Health Campaigns



# Introduction

- ❑ In a world where mental health impacts so many lives, we believe in your power to make a difference. In this module, you will walk away with the knowledge and skills to create and manage local campaigns that promote positive mental health in your communities.
- ❑ Local campaigns are a unique platform for you to raise your voice, challenge stigma, and inspire others to prioritise mental well-being.
- ❑ By taking part in these initiatives, you become advocates for positive change while gaining valuable leadership and teamwork experience that can create a lasting impact.



# Promoting Positive Mental Health



- It is crucial for young people to recognise the significance of taking care of your mental well-being and supporting those around us.
- One powerful way to make a positive impact is by **creating and managing local campaigns** that promote positive mental health.
- Earlier in the programme, you learned about the importance of positive mental health, now **it is time to put that information to work!**

# Why Peer-Led?



- When facing challenges, most young people are inclined to seek support from their friends. They often **look to their peer group for guidance and are heavily influenced by their behaviour.**
- Peer education, which involves utilising **peer networks** to provide educational and skill-building materials, is an approach that promotes health and overall well-being.
- In recent times, peer-to-peer education for young people has gained popularity (Jigsaw, 2023). These programs can effectively foster positive mental well-being within peer groups (O'Reilly et al., (2016)).

# Some Examples

- There are several inspiring examples of peer-led mental health campaigns for young people that have made a significant impact in raising awareness, providing support, and promoting positive mental well-being.

*Can you name an example of a youth-led mental health organisation or campaign in your country?*

- One example is the Australian organisation ReachOut...

# REACHOUT

## Case Study: ReachOut



To learn more and see how their campaign works, scan this QR code or click [this link!](#)

- **ReachOut** provides a safe space for young people to freely express themselves, gain **deeper understanding** into their lives, connect with supportive individuals **without fear of judgment**, and **develop resilience** to overcome their challenges both presently and in the future.
- Created specifically for young people, ReachOut is an entirely online platform that **prioritises anonymity and confidentiality**, enabling youth to **connect with others on their own terms**. It offers a diverse range of support options, including **one-on-one peer support, moderated online communities**, valuable tips, personal stories, and helpful resources.
- ReachOut ensures that young people can engage with the platform in the manner and time that suits them best.



# Discussion Time!

1. How can peers contribute to creating a supportive and inclusive environment for discussing mental health among young people?
1. In what ways can peer-led resources help reduce the stigma surrounding mental health among young people?
1. Reflect on the benefits of peer support networks for young people's mental health. How can these networks provide a sense of belonging, validation, and empowerment?

# Creating Local Campaigns

- Creating a local campaign to promote positive mental health amongst young people can take several forms.
- Some campaigns remain **completely independent**, while other campaigns **join forces with a larger organisation** to reach a wider audience.
- Check if there is any guidance from national organisations about campaigning for mental health in your country. For example, Rethink Mental Illness have a guide that can be found [here](#).

# Ways to Independently Promote Positive Mental Health

- Organise workshops and seminars
- Establish peer support groups and online communities
- Social media campaigns
- Establish peer support networks
- Petitioning in the streets
- Create products or provide services to raise awareness



# Some Examples of Local Campaigns



**Jigsaw**

*Ireland*



**Young Minds**

*United Kingdom*



**Mental Health Friends Network**

*Poland*

# Team Ups?

- Sometimes the best way to raise awareness around your campaign is to partner with a larger organisation such as a local shop or café.
- This is beneficial to both your campaign and the organisation as it raises awareness for your cause while also increasing profit and the reputation of the organisation.
- One type of this collaboration is called **cause marketing**.



# Cause Marketing Campaigns

Cause marketing refers to a type of campaign in which a **for-profit company lends support to a cause that enhances society's well-being while also contributing to the profitability of its brand**. This means that it offers an incentive to large brands to support social causes.

There are three types of cause marketing:

1. **Cause promotions:** These are advocacy campaigns financed by the company, typically driven by self-interest. For instance, organic food companies collaborating with an anti-pesticide campaign is an example of cause promotions.
2. **Corporate social marketing:** This involves campaigns aimed at promoting behavioural changes that enhance public health, safety, or the environment.
3. **Cause-related marketing:** This occurs when a company pledges to make a charitable donation based on product sales to benefit customers. This usually involves partnering with a charitable campaign or organisation...



# Case Study: Lidl & Jigsaw



- Since 2018, **Lidl Ireland** has been partnered with Irish youth mental health charity **Jigsaw**.
- Throughout this cause marketing campaign, Lidl and Jigsaw have started several initiatives both within Lidl and other organisations aimed at **promoting good mental health practices amongst young people**:
  - **OneGoodManager** – aimed at Lidl employees
  - **OneGoodClub** – a partnership with Ladies GAA to promote good mental health amongst young women
  - **OneGoodSchool** – supports the mental health and wellbeing of young people in schools
  - **OneGoodAdult** – teaches adults the importance of talking to young people about mental health
- Every year on October 10<sup>th</sup> (World Mental Health Day), Lidl donates a dedicated amount from every sale of designated products to Jigsaw to help support their organisation.



10c from every sale is donated to Jigsaw

ONE  
GOOD  
ADULT.

ONE™  
GOOD  
MANAGER

ONE™  
GOOD  
SCHOOL

ONE™  
GOOD  
CLUB

# Discussion Time!

1. How can cause marketing initiatives be leveraged to raise awareness and support for positive mental health among young people in the community?
2. In what ways can cause marketing campaigns collaborate with mental health organisations and local youth groups to create impactful initiatives that address the specific needs and challenges faced by young people?
3. How can cause marketing campaigns help reduce the stigma surrounding mental health issues among young people?



# Get Empowered!

## How to Create a Campaign for Positive Mindsets

To create a successful campaign, it is important to identify a specific focus area related to mental health that resonates with young people. Below are the steps outlined by Mental Health Ireland for running a campaign about positive mental health:



# Activity #1 – My Turn!

- Split into groups of 4-5!
- You now have **one hour** to brainstorm and plan your own local campaign for promoting positive mental health among young people in your community!
- Here are some prompts to help you generate ideas:

Who is your target audience?

Where is your target audience based?

Is it an online community or an in-person community?

How will you raise awareness for your campaign?

What's the core idea of your campaign?



# Unit 2: Leading Social Change

# Social Action Projects

- A social action project is an initiative or endeavor undertaken by individuals or groups to bring about positive change in society.
- It involves addressing a specific social issue, such as **poverty, inequality, environmental sustainability, education, or health**, with the goal of creating a tangible impact and improving the well-being of individuals or communities.



# What Forms Do Social Action Projects Come In?

**Awareness Campaigns**

**Community Service**

**Advocacy and Policy Change**

**Fundraising and Resource Mobilisation**

**Capacity Building**

**Social Entrepreneurship**

**Research and Data Collection**

**Collaboration and Partnerships**

Social action projects are often initiated and led by individuals or groups who are passionate about driving change and making a difference. These projects empower people to take an active role in their communities, address social injustices, and contribute to a more equitable and inclusive society.

# How To Create a Social Action Project

1. Identify community issues
2. Research the issue
3. Identify the stakeholders affected by the issue
4. Assemble a team to tackle the issue
5. Explore solutions and write an action plan
6. Take action!



Scan here to find  
a great social  
action guide!

# Case Study: Side by Side

- Side-by-Side is an **online peer support community** where young people can talk about their mental health and connect with others who understand what they are going through.
- The community is available 24/7 and is a **safe space** to share experiences and listen to others.
- Watch the **video to learn more...**

*You can learn more about the Side-By-Side project [here!](#)*



# Discussion Time!

1. What are some effective strategies young people can employ to initiate and lead social action projects that promote positive mental health in their local community?
2. How can young leaders ensure inclusivity and representation in their social action projects related to mental health promotion?
3. What are the key considerations and challenges when planning and executing social action projects focused on mental health as a young person?



# Leading My Own Change!

- Leading social action projects as a young person can be a transformative experience that empowers individuals to make a positive impact on their communities. To effectively lead such projects, several skills are necessary.
- Young leaders must have the ability to inspire and motivate others, articulate a vision, and guide the team towards their goals.
- **Effective communication skills**, including **active listening**, **clear expression**, and **persuasive abilities**, enable young leaders to engage with diverse stakeholders and build partnerships for their projects.



# Important Leadership Skills

- Critical thinking and problem-solving skills
- Collaboration and teamwork skills
- Communication skills
- Resilience skills
- Social media and digital tools skills

# Building Your Leadership Skills

1. Identify your strengths and weaknesses
2. Practice self-awareness
3. Put yourself into a learning mindset
4. Build your deep listening skills
5. Practice conflict management through scenarios
6. Reframe the way you think

*Read [this helpful article](#) to learn more!*



# Digital Skills

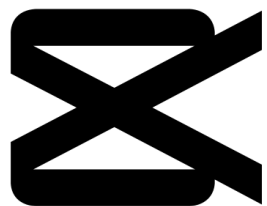
It is also important to build other skills such as digital skills, and your social media skills.

Social media is a powerful tool that can be utilised to raise large amounts of awareness for your campaign. It also allows you to amplify important role models and voices in your community.

Building your digital skills will allow you to create spaces where young people can connect with each other and build an active network of peers for young people to access.



# Helpful Tools and Techniques



Here are some useful tools that you can use to create images, videos, posts, and flyers for your campaign. Tools such as **CapCut** and **TikTok** can be used to create short and fun video content, **Instagram** has a great built-in photo editor and can be used to post videos and pictures, while **Canva** is a fantastic free tool that can be used to create flyers, infographics, logos and much more!

# Activity #2: Boost Your Skills

- Split back into your groups!
- For the next hour you are going to learn how to use Canva to create some social media posts for the campaign you created earlier!
- You need to make a:
  - Logo
  - Poster

Scan this to go  
to Canva  
Design School!



# Unit 3: Role Models



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# Role Models

- The impact of success stories cannot be understated. Many people find inspiration in the success of others, especially in relation to difficult mental health issues.
- This is why it is important to provide peers that can serve as positive role models for young people who may be struggling with negative mental health.
- To learn more about the impact of good role models on mental health, [read this article!](#)





# What Makes Someone a Positive Role Model?

- A positive role model for mental health possesses a few key qualities such as:



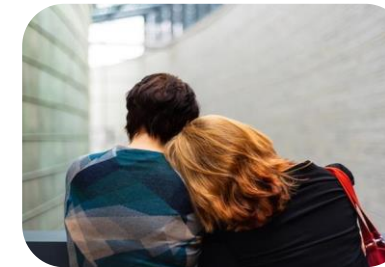
Knowledge and Understanding



Self-Care and Healthy Coping Strategies



Authenticity and Openness



Empathy and Non-Judgmental Attitude



Advocacy and Reducing Stigma



Support and Encouragement



Setting Healthy Boundaries



# Positive Role Models

- Showcasing local champions and triumphs within the safe space can serve as inspiration to others.
- Aligning with role models who share similar values can provide motivation and support for personal growth.
- When choosing a role model, it is important to identify someone close who brings peace and can provide support during both high and low phases.

# Research Time!

*Split into pairs!*

- For the next 20 minutes, take some time to research a person or organisation that you believe is a positive role model when it comes to mental health.
- Once the time is up, you will present to the rest of the group why you think this person/organisation is such a positive role model to young people



# Case Study: James Kavanagh



- One example of a positive role model when it comes to mental health for young people is Irish social media personality James Kavanagh.
- James has spoken openly about his struggle with debilitating anxiety disorder. James has spoken openly about his struggles with agoraphobia and constant panic attacks.
- He has worked to diminish the stigma surrounding the use of anti-depressants and seeking help for mental health issues.



You can find  
his Instagram  
here!

@JAMESALANKAVANAGH

Does this advocate match your target audience and how?

Does this advocate's outlooks and viewpoints match your campaigns and what are they?

How will this advocate help to raise awareness for your campaign?

# Activity #3: Choose Your Campaigner

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- Now again, split back into your groups.
- For the next hour you are going to research youth advocates that you think would be best suited for your campaign from the previous activities.
- From this list choose **ONE** advocate and answer the following questions:



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# Key Takeaways

1. Peer-led organisations and campaigns can have a large influence on the promotion of positive mental health amongst young people.
1. Setting up your own social action project can help you to promote positive mental health in your community by providing a safe space for young people needing help.
1. Using role models in campaigns can inspire the success of others in relation to difficult mental health issues.



Thank you!



# Further Resources

- YoungMinds (UK Charity): <https://www.youngminds.org.uk/>
- Jigsaw (Irish Charity): <https://www.jigsaw.ie/>
- ReachOut (Australian Charity): <https://au.reachout.com/>
- Side-By-Side (UK Charity): <https://sidebyside.mind.org.uk/>



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