

Worth My Wellbeing

Programme Outline

Worth My Wellbeing is an exciting cross sector partnership programme designed with young people from Salford to support their emotional health and wellbeing at key transitions in their lives. Through a programme of youth-led activities young people will develop skills to support themselves and each other and promote greater awareness around mental health. WMW will build a legacy of community-based Worth My Wellbeing Ambassadors representing the voice of young people to help shape future service delivery across Salford and ensure young people can access timely support at the earliest point in the mental health pathway.

Salford currently has a 33-week waiting list for young people seeking counselling support leaving a huge gap for those needing emotional support. Health professionals are seeing an increase in the number of young people presenting at A&E with self-harm and suicide related issues rooted within increasingly complex contributory societal factors. 85% of young people presenting to Adult Mental Health Services are accessing support for the first time. Despite the growing pressures young people told us there is limited support available to them to help look after their emotional health and wellbeing at key times in their lives.

The Partnership led by Rio Ferdinand Foundation brings together Odd Arts, Salford Youth Alliance, Reform Radio and 42nd Street. Each brings significant experience of working with young people whose life experience has negatively impacted on their emotional health and wellbeing for a variety of reasons. The partnership creates a strong and varied suite of interventions using sports, creative arts and media as conduits to address emotional health and wellbeing. Salford City Council will provide mental health first aid training and co-commissioning opportunities to our WMW Ambassadors.

Working collaboratively with over 45 young people we have consulted a wide range of stakeholders including Salford Mental Health Forum, BAME Mental Health Champions, Fight for Change Council (looked after children), and integrated services teams. We have also taken feedback from over 1700 young people transitioning from primary to second school and from all of this input we have developed a flexible programme using a four-stage cycle of change:



CHANGING THE CONVERSATION
ON OUR WELLBEING
TOGETHER

The Programme:

Our Worth My Wellbeing Ambassadors will form an expert group for the city representing the voice of young people. They will work with professionals and practitioners, quality assuring and co-commissioning services, redesigning Salford's City Council's mental health services directory for young people. They will advocate for young people and help instil confidence amongst their peers in knowing how and where to access timely support.

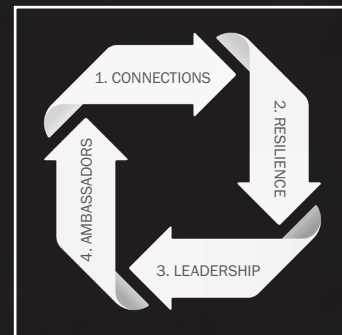
Our activities are focused on specific age groups and delivered within certain times support young people at critical stages when they are most vulnerable to poor emotional health and wellbeing due to difficult changes, transitions or challenges. Each year there will be three targeted cohorts:

- Young people who are transitioning from primary to secondary (age 11)
- Adolescents (YP aged 12 – 15)
- Young people leaving education and facing the world of work (aged 16+)

Over the three-year programme we will support over 600 young people across Salford's communities and build a legacy group of up to 120 WMW Ambassadors across the City. There will also be access to online support via digital platforms and social media campaigns with content developed by young people for young people through their social action projects.

Our ambition for Worth My Wellbeing is to develop youth-led community-based approaches addressing emotional health and wellbeing. We want to ensure young people feel connected, can understand emotional wellbeing, have a healthy peer support network and are more resilient to cope with adverse life experiences. Developing young people's skills for life and readiness for work is built into the programme, as a result young people feel more empowered to try new things and move into further training, employment and enterprise opportunities.

The programme includes a detailed external evaluation co-created with young people that will provide valuable learning for the sector. Ultimately, we hope to embed our programme as best practise within the Thrive model for mental health services being developed across Greater Manchester.



1. **Connections** - building relationships
2. **Resilience** - exploring triggers and coping strategies
3. **Leadership** - accredited youth-led social action
4. **Ambassadors** - shaping services through youth voice



Salford City Council

42ND STREET



REFORM RADIO

