Young Scot is the national youth information and citizenship charity for 11-26-year-olds in Scotland
#AyeFeel Campaign
Overview

+ #AyeFeel aims to develop content focussing on general wellbeing and mental health to reinforce the fact that it is normal and expected to feel anxious and worried during the COVID-19 pandemic, using young.scot and social media channels.

+ Create an online hub where young people can:
  ◎ access information about mental health and wellbeing, & find signposting to support.
  ◎ hear from experts in the field of mental health and emotional wellbeing
  ◎ access youth focused information content, co-design and co-created by and for young people.

+ Work links to recommendations in the Youth Commission for Mental Health
Research

Lockdown Lowdown

- Scottish Youth Parliament, YouthLink Scotland & Young Scot
- 2,421 responses from young people across Scotland
- 39% advised moderately or extremely concerned about their mental wellbeing
- 46% advised they were moderately or extremely concerned about someone else’s mental wellbeing
- 40% of young people answered ‘no’ when asked if they knew where to access support for mental health and wellbeing.
- Lockdown Lowdown 2 results published later this year.
Research

+ Young Minds research (Summer 2020)
  ◇ 80% of young people agreed coronavirus pandemic had made their mental health worse.

+ Princes Trust (May 2020)
  ◇ 43% of young people say their anxiety levels have increased due to the pandemic
  ◇ 47% of young people feel they aren’t in control of their lives.

+ GirlGuiding (May 2020)
  ◇ 24% of girls aged 11-14 and 51% of girls aged 15–18 report that coronavirus and lockdown have had negative impact on their mental health
Social Media

- TikTok
- Instagram
  - Stories
  - Reels
  - IGTV
- Facebook
- Snapchat
- YouTube
Let us see your cool face coverings!

Self-isolation

If you have been asked to self-isolate this means you must stay in your accommodation. You cannot go to work, to local hospitals or go to the shops or take public transport. You cannot leave your room or meet any other household members indoors.

You should contact your university’s student support service as soon as you can to get the information and support you need. Your university may also have a specific service (e.g. COVID-19) support service you can contact.

If you have separate rooms/bathrooms in your hall of residence, you should stick to these in terms of shared spaces, your university will inform you whether you can share bathrooms/kitchens or if they will provide separate or specific food delivery.

Worried about someone

If you don’t know a person well and can’t get in touch with them in real life you could try reporting it - lots of websites have tools that let you flag concerning content if you’re worried someone is going to take their own life or harm themselves.

On TikTok select the arrow then Report. On Facebook select the three dots and then Report. On Instagram select the three dots and then Report. On Twitter select the arrow then Report. On YouTube select the three dots and the Report.

Once you select these you will get options to flag suicide and self-harm.
YS Health Panel

We are working with #YSHealth Panel to support the development of #AyeFeel including content planning and social media campaign approach/ideas.

25 Young people
The Process
#AyeFeel
Like Talking
#AyeFeel Like Talking...

+ Body Image - YWCA Scotland
+ Childline – NSPCC Scotland
+ Eating Disorders – BEAT
+ Sleep – Sleep Scotland
+ Back To School
+ Results Day – Skills Development Scotland / My World of Work
Mindfulness Mondays
Mindfulness Mondays

+ Isolation
+ Winter months
+ Mental health
+ Mindfulness
+ Motivation
+ Structure to week

Join us every Monday from November to January for our new series, encouraging you to make time for mindfulness in your week to support your mental health and emotional well-being.

#AyeFeel
Beginners Yoga
Session 1 with Rachel Ellen Yoga

Young Scot YouTube
Key Learning

- Keep things fun and light-hearted
- Involve young people
- Don’t expect people to come to you – ‘Be Social’
- Be Creative
- Don’t get caught up in numbers
Next Steps

+ #AyeFeel Like Talking Series 2
+ Blogs by young people
+ Support young peoples mental health and wellbeing
+ Mindfulness Mondays
+ Social media
We Need You

Get in touch edwardf@young.scot
Thank You