

Mental Health Awareness Week Evaluation Report



Introduction

Hosted by the Mental Health Foundation, this year's Mental Health Awareness Week (MHAW) took place from Monday 18 to Sunday 24 May 2020.

Mental Health Awareness Week is the UK's national week to raise awareness of mental health and mental health problems and inspire action to promote the message of good mental health for all. Mental Health Awareness Week has been run by the Mental Health Foundation since 2001. This year, Mental Health Awareness Week took place as the country marked its tenth week of lockdown due to COVID-19. With increasing numbers of people reporting their mental health had declined since lockdown began, MHAW fell at a critical time.

This evaluation looks to cover all aspects of Wolverhampton's Mental Health Awareness Week activities, both its successes and challenges. It is hoped that the learning from this evaluation will provide an insight into the many acts of kindness that have flourished in our city during these unprecedented and challenging times. It will also provide an understanding of how to strengthen future campaigns for the benefit of a wider audience.

Background information

The theme chosen by the Mental Health Foundation for this year's MHA Week was **kindness**. The campaign aimed to celebrate kindness by shining a light on the ways that kindness has been thriving throughout lockdown, e.g. Captain Tom Moore fundraising for the NHS and mutual aid groups responding to local needs.

Kindness was chosen as the theme for this year's Mental Health Awareness Week "because of its singular ability to unlock our shared humanity. Kindness strengthens relationships, develops community and deepens solidarity. It is a cornerstone of our individual and collective mental health." Research also shows that that kindness is an antidote to isolation and creates a sense of belonging. It helps reduce stress, brings a fresh perspective and deepens friendships. Kindness can even improve feelings of confidence and optimism.¹

The Mental Health Foundation outlined two main goals for the campaign. The first was to celebrate the thousands of acts of kindness that are so important for our mental health. The second part of the campaign wanted to kickstart a discussion about what kindness legacy we want to leave as a society after lockdown.

¹ <https://www.mentalhealth.org.uk/campaigns/mental-health-awareness-week/kindness-matters-guide>

Local partnership approach and evaluation

The Public Mental Health Team sought to localise the campaign and work with partners to create a city-wide MHAW project. A project team was set up to jointly develop the plans for our local campaign in co-operation with key city partners.

The project team had representation from Public Health, Communications, Children's (all CWC), Safeguarding/WVSC, Wolves Foundation, Black Country Healthcare Foundation Trust and Healthwatch Wolverhampton. Meetings commenced three weeks before MHAW and took place bi-weekly until the campaign began.

Successes

- Partners were sighted of plans and contributed significantly to the development of the campaign
- Partners provided helpful challenge to ideas, leading to plans becoming more inclusive
- Good partnership working and positive relationships were developed within the project team
- Partners shared social media posts using our agreed local campaign statistics
- The project team met regularly via Microsoft Teams and agreed actions to progress plans
- The project team had representation from several key organisations within the city

Challenges

- The team met regularly virtually over Microsoft Teams. Sometimes there were issues with the internet connection which caused slight delays during meetings
- For future campaigns, more interactive events could take place in person or at venues across the city to encourage engagement

Outline of our campaign and activities during Mental Health Awareness Week

The following is a brief description of our campaign and associated activities for staff and partner organisations throughout MHAW 2020:

- A social media campaign during the first part of the week (Monday 18th – Thursday 21st May) asking residents to share any acts of kindness they've been involved with on Twitter using both the hashtags #KindnessMatters and #WVkindness
- A social media campaign during the second part of the week (Friday 22nd – Sunday 24th) asking residents to share their thoughts on what society they'd like to see after lockdown has ended using the same hashtags
- Three virtual activities arranged via Microsoft Teams for CWC staff (yoga, mindfulness and a family-friendly fitness session)
- Two City People articles produced
- Two articles in the Headteacher's Bulletins
- Workplace resources created for partners with tips about how to promote staff wellbeing. Resources were created for primary and secondary schools, colleges and the university, and a generic resource for partner organisations in any sector
- Engagement with the Council's Mental Health First Aiders, including a video created featuring eight MHFA's introducing themselves and letting staff know how staff can contact them if they need to talk to someone

The table below illustrates the project team's plan for MHA Week for communications timelines and activities for CWC staff:

Date	Activity
Thurs 14th May	<ul style="list-style-type: none"> • Pre-campaign press release launched, and materials shared with key partners across the city, including CCG, BCFHT, RWT, Healthwatch, Wolves Foundation, Safeguarding Partnership, WVSC, University of Wolverhampton (UoW) • Materials will include a plan for the week for partners, including activities and resources they can promote to their own staff and networks
Monday 18th May	<ul style="list-style-type: none"> • First part of the campaign launches, asking people to share their acts of kindness • Comms Team to promote campaign across the city / partners • SEB, Tim Johnson and Ian Brookfield asked to kickstart campaign by posting on social media • Activity for CWC Staff: Mindful Monday, wellbeing 20-minute session led by Rachel Handley
Tues 19th May	<ul style="list-style-type: none"> • Acts of kindness with the hashtags #KindnessMatters #StaySafeBeKind are reposted by the Council
Weds 20th May	<ul style="list-style-type: none"> • Campaign to link with and promote National Thank A Teacher Day • Council continues to repost messages of kindness and starts to include them in its 'Hall of Kindness' • Activity for CWC Staff: invitation to join Virtual Choir Session via Teams
Thurs 21st May	<ul style="list-style-type: none"> • Any submissions or acts of kindness are reposted by the Council • Activity for CWC Staff: invitation to join virtual yoga and meditation session led by Gita Bhardwaj (CWC employee)
Fri 22nd May	<ul style="list-style-type: none"> • Second part of the campaign launches – asking people about what legacy of kindness would they like to see post-COVID-19. • Second PR includes reference to people's acts of kindness during the week to date. • Residents can continue to post on social media and use our online form to submit response
Sat 23rd May	<ul style="list-style-type: none"> • Council reposts messages and posts featuring kindness and what people would like to see as a kindness legacy post-COVID-19
Sun 24th May	<ul style="list-style-type: none"> • Campaign draws to a close. Council thanks residents for contributing via social media / Wolverhampton Today
W/C 25th May	<ul style="list-style-type: none"> • Acts of kindness are collated and displayed in a 'Hall of Kindness' on the council's Stay Safe, Be Kind website as a way of thanking the city

Social media campaign and communication activities

Wolverhampton adopted a local approach to the campaign with the ambition of encouraging residents and local organisations to engage with the campaign and share acts of kindness. The campaign was planned in partnership with CWC Communications Team and the project team.

Communication channels utilised for the campaign

The following communication channels were utilised: social media (Twitter, Facebook), pre-campaign press release, post campaign press release, websites, gov delivery emails (including Headteachers Bulletin), asking partners to share key information.

Social Media Campaign: Part One

For the first part of the week, our MHAW social media campaign encouraged residents to share acts of kindness on social media. This was the focus of the campaign for the week.

The campaign encouraged residents to share examples of how they have 'supported others' and how they have 'self-cared' by being kind to themselves during lockdown, using the hashtags **#KindnessMatters** and **#WVkindness**. We linked the campaign to our local Stay Safe, Be Kind campaign and webpages. People across the city were also able to share their acts of kindness via an [online form](#) if they did not have social media.

Positive stories were then reposted as 'Highlight Stories' on the Council's social media pages and will soon be developed into an online 'Hall of Kindness' where kind acts are recognised in an online gallery (after contacting the author of the post for more information and permission).

Cabinet Members, the Leader of the Council and SEB were emailed during the week before MHAW to ask them to promote the campaign on social media. Two Councillors were active during the campaign and shared their own sharing acts of kindness witnessed in Wolverhampton during lockdown.

Social Media Campaign: Part Two

During the second part of the week, we wanted to use Mental Health Awareness Week to kickstart a conversation about what kind of society people wanted to shape as the country emerges from the coronavirus lockdown. This is because we are presented with a once in a generation opportunity for a reset and rethink about our future and our communities. This includes changes people want to make to their own, and their families lives and the communities they live in, which will help improve their mental health and wellbeing.

Another press release was released on Friday 22nd May to celebrate the acts of kindness received during the first part of the week and to ask residents to think about how they would like to see the legacy of kindness continued in their community post-COVID-19. This could include individual or community pledges via social media and our online form.

Outcome of the campaign

The responses to the campaign were collated and shared at the end of the day on social media (including posts that have gone directly to school social media pages), with a selection of highlight posts reposted by the Council and included in a City People article. In the longer term, posts are currently being collated into a 'Hall of Kindness' to celebrate all of the acts of kindness around the city. This would be on a new page on the Council website under the Stay Safe, Be Kind banner. Proposed link can be found [here](#) (page still in development).

Facebook

There were 28 posts on Facebook using our campaign hashtags, **#KindnessMatters** and **#WVkindness**. Eight posts were from Wolverhampton Today, which is run by the CWC Communications Team. There were also posts from Holy Rosary Primary School, Headstart, Good Shepherd, WVSC, Accord, Healthwatch and two Councillors, amongst others. A selection of posts is highlighted below:

 **Holy Rosary Catholic Primary Academy**
267 like this · Primary School

20 May · 🌐 · During Mental Health Awareness Week, the Council are actively encouraging families to share their experiences – and thanks – on social media using the hashtags **#kindnessmatters** and **#WVkindness**.

👍 2

 **Wolverhampton Safeguarding Together**
488 like this · Government organisation

20 May · 🌐 · ...out more at www.wolverhamptonsafeguarding.org.uk
#WVkindness #kindnessmatters

👍 1 2 shares

Videos See All

 **Emily's Acts of Kindness**
Emily talks us through some of the things she has...
Healthwatch Wolverhampton
21 May · 96 views

 **Mental Health Awareness Week 2020**
This week focuses on acts of kindness towards...
Healthwatch Wolverhampton
22 May · 120 views

 **Wolverhampton Today**
21 May at 12:02 · 🌐

Anthony and Callum, both pupils at Bilston Primary School, have created Mental Health Awareness Week posters showing what they believe kindness to be - great work! **#WVkindness #KindnessMatters**

 +2

👍❤️👍 75 6 comments 8 shares

 **Wolverhampton Today**
20 May at 11:00 · 🌐

The community group whose Mental Health Awareness Week kindness activities we're focussing on today is Excel Church - visit socsi.in/8sry5 to find out more!
#KindnessMatter #WVkindness



👍❤️👍 23 18 shares

LinkedIn

There were three posts on LinkedIn from Good Shepherd and WVSC celebrating kindness using the **#KindnessMatters** and **#WVkindness** hashtags:

Good Shepherd Services CIO 24 followers 6d • 🌐 [+ Follow](#) ⋮

The Brothers continue to play a key role in the work of the Good Shepherd, demonstrating that **#KindnessMatters** during **#MentalHealthAwarenessWeek**

The Little Brothers of the Good Shepherd have had a presence in Wolverhampton all the way back since starting out with a derelict cinema in Thornley Street back in 1972. **#WVKindness #GSMWolves**



Good Shepherd Services CIO 24 followers 1w • 🌐 [+ Follow](#) ⋮

Last year, our small team of staff and volunteers were able to help 1,081 people who accessed the Good Shepherd for food and other support. Thank you to everyone who helps us help others. **#KindnessMatters #W** ...see more



👍❤️ 5

WV SC WVSC - Wolverhampton Voluntary Sector Council 149 followers 1w • 🌐 [+ Follow](#) ⋮

It's been a tough few weeks! 😞 As part of Mental Health Awareness Week's theme of **#kindnessmatters** 🧠❤️ residents are being encouraged to share their acts of kindness, how they have supported others, or been kind to themselves via the Council's Stay Safe, Be Kind website: <https://bit.ly/2LGtP71> **#WVkindness**



Registered Charity
No. England 801130
Scotland SC 039714

Mental Health Foundation

MENTAL HEALTH AWARENESS WEEK 18-24 MAY 2020

#KindnessMatters

Twitter

There were 36 posts shared on Twitter using our local hashtags #KindnessMatters and #WVkindness. The tweets originated from 13 organisations in the city and seven individuals (including two councillors), giving a total of 20 different accounts posting during the campaign. A selection of posts is highlighted below:



Acts of Kindness submitted using the online form

To make the campaign as inclusive as possible, an online form was created. This meant that individuals or groups without social media could take part, without having to put down an email address or phone number if they didn't want to. There were 14 acts of kindness recognised using the online form. All submissions are shown below. The submissions have not been edited and are shown in their original form:

Respondent 1: Act of kindness showed by a Carer to the Carer Support Team

For one Wolverhampton resident, going food shopping with their mother who has dementia was becoming stressful during the coronavirus pandemic. Whilst queuing, their mother became confused as to why they couldn't just go straight into the supermarket.

Upon contacting the Carers Support Team, the Carer was connected to a local shopkeeper and it was agreed a list could be telephoned through and at a time arranged they would bring shopping out, place it in the boot and exchange payment. This was all done without them needing to leave the car or queue for shopping. The Shopkeeper was happy to help the community where possible.

The Carer said, "It will be so much easier this way and I can take mom with me, as she cannot be left alone. Thank you for your help, I would never have thought to ring the local shop. This will help me and my mom so much."

Respondent 2

My mom has been making numerous masks for people in her street as well as masks and complete scrubs for old colleagues and other NHS staff at Russell's Hall and New Cross Hospital.



Respondent 3

I have been baking every week for my family. This allows me to keep my little brother occupied and the smell of baking always makes us happy. I hope to share my baking with friends and neighbours when social distancing regulations start to be relaxed.

Respondent 4

Over the past few weeks, I, like many others, have been volunteering as food parcel delivery drivers. Others are packing and making up the food parcels. Many of us did not know each other before, but now when we see other or pass by, we share a common understanding and commitment about doing the best we all can for people in the community. Those people waving their thanks through the window makes it all worthwhile.

Respondent 5

I would like to nominate my boss, Louise, for being kind and compassionate with me through a recent bereavement. I could speak freely with her about how I was feeling, and she would send me supportive messages or funny pictures that would make me smile and laugh, even though I was feeling very low and under stress. Thank you, Louise.

Respondent 6: Act of kindness witnessed by the Carer Support Team

An elderly Polish woman was connected to the Community Support Team because she was unable get a slot for shopping. The woman required Polish food so I telephoned her local Polish shop who said if she called, they would do her shopping over the phone and deliver. The woman was able to drive but due to health needs is unable to stand up for any period of time. Eventually she drove to the shop and the shop owner put her food delivery in the boot. This happens weekly now.

The woman was really pleased to be able to have some of her favourite foods and pleased to be able to speak to other Polish people on the phone. Also, driving to the shop and seeing the shop keeper was really important as she now knows who she is speaking to on the phone and can 'put a face to the voice.'

Respondent 7

During my daily walk, I bumped into a lady who stopped to say hello. However, she continued to tell me just how depressed and lonely she was feeling during lockdown. She lives alone in a flat and is struggling with her own company. She was angry as she saw people fishing without social distancing and was worried about there being a second wave! I was able to listen and offer containment and she could see that I was interested in her as I acknowledged her feelings. This allowed her to process her emotions and she soon began to smile and told me she would be going home feeling more positive. She thanked me for stopping (abiding with the social distancing). I too felt good that I was able to lift someone's spirits!

Respondent 8

Thanking my colleagues Cllr Zee Russell and Cllr Sandra Samuels for always going out there to help deliver food parcels for the most vulnerable in our community.

Respondent 9

Helping my brother in his garden while keeping to the 2 metres.

Respondent 10

I have been kind to myself in the last few weeks by making guilty rocky roads for me and my parents - this makes them happy as well as myself, not worrying about the calories just enjoying something fun during this sad time.

Respondent 11

Quarantine started while I was staying at a friend's house, her mom took me under her wing, gave me a place to stay and fed me until it was safe to go home.

Respondent 12



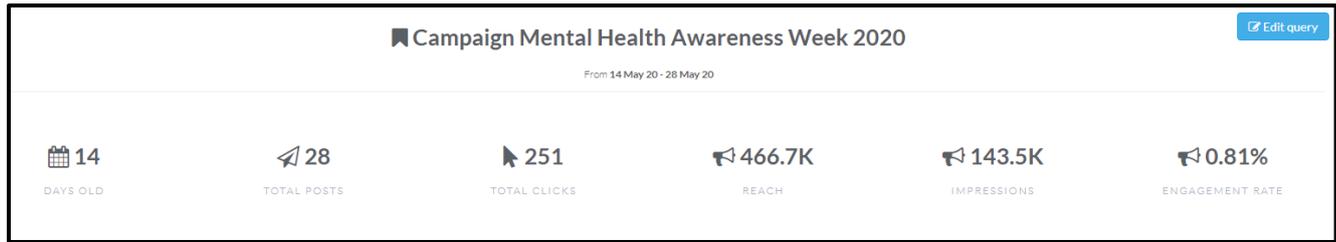
Respondent 13

I pledge to always be responsible, helpful, kind, think as a team, respect each other and listen.

Respondent 14

Helped year 11s with last minute revision for their exams!

Evaluation of social media campaign and online form: successes and challenges



The above table highlights the campaign statistics for CWC's MHAW 2020 campaign. There were 28 total posts, with 251 people clicking through to the article to the campaign. The campaign had a reach of 466,700 – this means the number of unique people who had viewed the council's posts about Mental Health Awareness Week. The campaign also left 143,500 impressions, meaning it was delivered to an individual's social media feed, sometimes more than once. The engagement rate of 0.81% is average for social media campaigns. An engagement rate of above 1% is good, whereas an engagement rate of less than 0.5% would mean that messages would need to be realigned to attract more audience members.²

Successes

- There was an encouraging level of overall engagement with the first part of our social media campaign, as evidenced by the reach of the posts (over 450,000) and the engagement rate
- Partners across the city were very engaged with the campaign. Several organisations either reposted the Council's content or posted their own messages of kindness using our campaign hashtags, encouraging residents to also share their own messages.
- The Council's Facebook posts about kindness by school pupils were the most popular, with over 200 likes and 25 comments.
- The Comms Team personalised the campaign poster to link it to our local Stay Safe, Be Kind information page to guide viewers to helpful information and support
- The form was a more successful tool for encouraging residents to share their acts of kindness than individuals sharing directly on social media.
- The form received submissions from a varied audience: Wolverhampton residents, CWC employees, Wolverhampton Youth Council members, members of the public and two councillors.

Challenges

- It was unclear how many people would engage with the campaign, particularly with anecdotal evidence of individuals feeling 'bombarded' with news during lockdown.
- The second part of the social media campaign didn't quite catch on; only one form response discussed what they hoped for the future after lockdown.
- There were no social media posts about a wider discussion about life after lockdown. With so much other news about the lockdown both in the UK and around the world, the second part of the campaign lost amongst other content.
- More could have been done to highlight the acts of kindness received via the form during MHAW
- Apart from two Councillors and two CWC staff members, no individuals posted on social media about their own acts of kindness
- More high-level support would have been beneficial to kickstart the campaign, including social media posts from SEB or Cabinet Members at the start of the week

Recommendations

- Future campaigns should solely focus on one campaign or one ask from the public.
- The form was a success and should be utilised as a method of capturing information in the future.
- Early engagement with partners with MHAW should be repeated with future campaigns.

² <https://www.webmarketingpros.com/understanding-your-engagement-rate/>

- The phrase 'acts of kindness' is a little unclear. Future campaigns should seek to use clear language to encourage the public to engage with the campaign.
- Localised content on social media gained higher engagement and interaction rates, e.g. content from local schools. More localised social media content should be encouraged and reposted more often in future campaigns.
- Engage with key senior members of staff at an earlier stage to ask to repost key messages or content on their own social media pages.

Evaluation of Virtual Events for CWC Staff for Mental Health Awareness Week

Several activities were organised for staff during MHA week via Microsoft Teams. These included:

- a wellbeing session led by Rachel Handley
- an invitation to join the weekly CWC choir session
- a yoga session led by Gita Bhardwaj (a CWC employee).
- A 30-minute family friendly workout led by WV fitness instructor Victoria Morgan (this Teams invite was also open to non-CWC organisations).

Successes

- Great staff turnout, with over 100 staff attending the sessions put on specifically for MHAW (yoga, wellbeing and fitness).
- Over 60 people attended Rachel's wellbeing session using mindfulness techniques. There was particularly positive feedback for this session with many staff noting that it had made them feel calmer and happier in themselves.
- The WV Active Session was family friendly (the instructor's eight-year-old daughter took part!) and the yoga session lasted 45-minutes.
- Non-CWC staff could join the WV Active fitness session and the link was shared with partners.
- The sessions were very easy to arrange virtually via Microsoft Teams.

Challenges

- There were several ICT issues with the yoga session due to poor internet connection and a lack of knowledge about how to use Microsoft Teams Live
- Only 8 people undertook the WV Active Fitness Session, perhaps this session could have been adapted or advertised differently to encourage more people to join in

Recommendations

- With high numbers of staff giving positive feedback about the wellbeing session, the Council should consider more virtual wellbeing and mindfulness events for staff during lockdown as beneficial for staff mental wellbeing
- If running Microsoft Teams Live events in the future, further training by ICT should be undertaken beforehand to ensure smooth-running of events

Evaluation of engagement with CWC's Mental Health First Aiders

The Council has many trained Mental Health First Aiders. During Mental Health Awareness Week, the PH Mental Health Team and Human Resources (HR) wanted to make the role of the MHFA's more visible within the Council and to other staff. Mental Health First Aiders were emailed and asked to record a short video to introduce themselves and to publicise their support offer. Eight MHFA's responded and a short video was created by the Communications Team and shared with staff. The video can be found [here](#). The contact details of all of the MHFA's and the video are now available on the Council's Learning Hub (internal intranet).

Successes

- Eight MHFAs responded very quickly to a request to create a short introductory video. Within 3 days the video was available to share with staff
- The videos were able to put a 'face to the name' and allow staff to get to know the MHFAs and who to speak to if they wanted to talk to someone

Challenges

- The Organisational Development Team originally accidentally uploaded the MHFA's contact details to a public-facing page. This was swiftly spotted and removed.

Recommendations

- It is recommended that the MHFAs are contacted to gain an understanding of whether they have been contacted by staff more or less since the videos were published
- More engagement is needed with the MHFAs. This is currently being undertaken in partnership with the OD Team and Public Health.

Resources for partners

A separate plan was created for our partner organisations to share with their own colleagues, including MH resources and activities for the week.

Resources were created for the following partners:

- Primary schools (shared with all primary schools in the city)
- Secondary schools (shared with all secondary schools in the city)
- Colleges and the university (shared with key colleges and contacts at Wolverhampton University)
- Generic partner resource (this was forwarded to the CCG, BCHFT, Healthwatch, WVSC and Wolverhampton Safeguarding Together Board)

Successes

- Resources were created for primary and secondary schools by the Wolverhampton Headstart team and the CWC PSHE Advisory Teacher. For the past three years Headstart had organised Mental Health Awareness Week locally for schools and young, but this year worked in partnership with Public Health to enable the campaign to have a wider reach across the population of the city
- The partner resources received positive feedback from the project team and were identified as 'very helpful' by both WVSC and BCHFT
- The templates were simple to produce and made sure the campaign considered the needs of different partners and organisations in the city
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Challenges

- Resources could have been shared more widely and earlier to maximise impact
- It would have been useful to understand the impact of whether partners found the resources useful during MHAW

Recommendations

- Although slightly time-consuming, the resources received good feedback and emphasised that our MHAW plans were city-wide and inclusive of other organisations. It is recommended that similar materials could be made for future campaigns to provide additional information and resources for partners.

Other relevant activities during Mental Health Awareness Week

Two emails were sent to staff from the Head of Human Resources. One email was intended for managers and one for other employees. Both emails contained information about looking after your mental health during lockdown, important mental health support contact details and information about the Council's Mental Health First Aiders. The email for managers emphasised the need to hold regular 'non-work related' check-ins with employees to look after their mental wellbeing. The PMH Team supported the development of the content for these emails.

Conclusions

Wolverhampton's Mental Health Awareness Campaign was a success in terms of a virtual, project-led social media campaign in terms of its reach and the posts received. The campaign was organised and executed within three weeks of its kick-off meeting and the project team worked well together.

In relation to our goal of encouraging the City's residents and organisations to share positive acts of kindness, the campaign did not achieve its full potential. Only around 15 individuals in the city shared their own experiences of kind acts, either via the form or on social media. It was always going to be difficult to produce an exciting social media campaign with a lot of engagement during the lockdown, however, organisations throughout the city promoted the campaign, utilised our hashtags and shared their own messages of kindness frequently. Several key points can be learned from the campaign:

- Key messages should be simplified and the 'call to action' needs to be clearer
- There should be one focus for the week, rather than splitting the campaign into two activities
- Localised posts receive more engagement. People are more likely to scroll past a generic post.
- An online form is an easy way to make campaigns more inclusive for people without social media
- Partnership working is extremely valuable, and in this case led to a city-wide campaign
- Campaigns and project meetings work well on Microsoft Teams and mean that more partners are able to attend due to not needing to travel across the city

The learning from this project has provided an understanding of how to strengthen future campaigns for the benefit of a wider audience. However, there are many positives to take from the project in terms of the success of the partner resources, virtual activities for staff and the constructive relationships developed with partners.