

Eight ways to make a difference social media campaign - Newcastle

Date	Facebook	Linked In	Twitter	Instagram	Notes
<p>Week one Theme: Report announcement Wb 21 Sept</p>	<p>Please take a moment to read our latest report #eightwaystomakeadifference about children and young people's mental health services in Newcastle and Gateshead.</p> <p>Have you had similar experiences?</p> <p>#mentalhealth #childrenandyoungpeople</p> <p>Attach video summarising findings Video\Summary video.mp4</p>	<p>Look at our latest report #eightwaystomakeadifference, focusing on children and young people's mental health services in Newcastle and Gateshead www.tinyurl.com/eightwaystomakeadifference</p> <p>If you have had similar experiences, we'd love to hear from you.</p> <p>#mentalhealth #childrenandyoungpeople #NEfollowers</p> <p>Attach video summarising findings Video\Summary video.mp4</p>	<p>Out now: our latest report looking at children and young people's mental health services across Newcastle and Gateshead www.tinyurl.com/eightwaystomakeadifference</p> <p>#eightwaystomakeadifference #mentalhealth #childrenandyoungpeople #NEfollowers</p> <p>Attach video summarising findings Video\Summary video.mp4</p>		<p>Press release issued final Healthwatch Mental health survey_RW (2).docx</p> <p>Report sent to the remaining contacts listed in highlight report ..\..\..\..\Project Management\1. Children and young people's mental health\Project operating procedure documents\Aug 2020 CYPMH highlight report.docx</p> <p>Need to write external newsletter copy and work with Deborah to distribute.</p>

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<p>Week two Theme: SPA and Kooth Wb 28 Sept</p>	<p>Would you like to learn more about some mental health resources that are available for children and young people in Newcastle? Please take a moment to watch Rachel Wilkins, project manager at Healthwatch Newcastle, talk about these. #eightwaystomakeadifference #NewcastleGatesheadSPA #Kooth</p> <p>Attach video about SPA and Kooth Video\SPA and Kooth Newcastle.mp4</p>	<p>Watch our project manager, Rachel Wilkins, talk about some mental health resources available for children and young people in Newcastle #eightwaystomakeadifference #NewcastleGatesheadSPA #Kooth #NEfollowers</p> <p>Attach video about SPA and Kooth Video\SPA and Kooth Newcastle.mp4</p>	<p>Learn more today about these mental health resources available to some children and young people in Newcastle. #eightwaystomakeadifference #NewcastleGatesheadSPA #Kooth #NEfollowers</p> <p>Attach GIFs for SPA and Kooth GIFs\SPA.gif GIFs\Kooth.gif</p>	<p>Take a look at these mental health resources available to some children and young people in Newcastle. #eightwaystomakeadifference #mentalhealth #childrenandyoungpeople #NewcastleGatesheadSPA #Kooth #newcastle #NEfollowers</p> <p>Attach GIFs for SPA and Kooth GIFs\SPA.gif GIFs\Kooth.gif</p>	
<p>Week three Theme: SPA feedback Wb 5 Oct</p>	<p>Through #eightwaystomakeadifference, parents and carers told us that the Newcastle Gateshead Single Point of Access for Children and Young People's Mental Health Services was 'good', 'organised', and 'responsive' and that the staff were 'friendly', 'helpful', 'approachable', and that they did listen. Is this your experience?</p> <p>Well done Cumbria, Northumberland, Tyne and Wear NHS Foundation Trust #cntw #NewcastleGatesheadSPA</p>	<p>We'd like to congratulate CNTW's (mention) Newcastle Gateshead Single Point of Access for Children and Young People's Mental Health Services. As part of #eightwaystomakeadifference, we heard that this service was 'good', 'organised', and 'responsive' and that the staff were 'friendly', 'helpful', 'approachable', and that they did listen. #cntw #NewcastleGatesheadSPA #NEfollowers</p>			

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<p>Week four Theme: Support whilst on a waiting list</p> <p>Wb 12 Oct</p>	<p>“Left to deal with things alone.”</p> <p>This is what a parent or carer told us whilst they were waiting for their child’s mental health referral to go through. Do you feel the same?</p> <p>Parents and carers would like more support and information whilst waiting to access services.</p> <p>#eightwaystomakeadifference #mentalhealth #feelingalone</p> <p>Attach GIF for ‘feeling alone’ GIFs\Feeling alone.gif</p>		<p>“Left to deal with things alone.” - find out more about parents’ and carers’ views on accessing children and young people’s mental health services by reading</p> <p>#eightwaystomakeadifference #mentalhealth #feelingalone #NEfollowers</p> <p>Attach GIF for ‘feeling alone’ GIFs\Feeling alone.gif</p>	<p>“Left to deal with things alone.”</p> <p>Parents and carers would like more support and information whilst waiting to access mental health services for their child.</p> <p>#eightwaystomakeadifference #mentalhealth #childrenandyoungpeople #newcastle #gateshead #feelingalone #NEfollowers</p> <p>Attach GIF for ‘feeling alone’ GIFs\Feeling alone.gif</p>	

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<p>Week five Theme: Battling the system</p> <p>Wb 19 Oct</p>	<p>Listen to our project manager, Rachel Wilkins, talk about her experiences of interviewing parents and carers of children and young people who need mental health support #eightwaystomakeadifference #mentalhealth #battlingthesystem</p> <p>Attach 'video - battle' (still to be recorded) Video</p>	<p>Our project manager, Rachel Wilkins, has produced a video about her experiences of interviewing parents and carers of children and young people who need mental health support #eightwaystomakeadifference #mentalhealth #battlingthesystem #NEfollowers</p> <p>Attach 'video - battle' (still to be recorded) Video</p>		<p>Our report #eightwaystomakeadifference highlighted to us that it can be a battle to get mental health support from children and young people's mental health services.</p> <p>“From November 2017 until present it has taken two years and we are finally at the point of diagnosis and treatment, but this has felt like a battle.”</p> <p>#mentalhealth #childrenandyoungpeople #newcastle #gateshead #NEfollowers #battlingthesystem</p> <p>Attach GIF for 'Battling the system' GIFs\Battling the system.gif</p>	

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<p>Week six Theme: Waiting times Wb 26 Oct</p>	<p>Our report, #eightwaystomakeadifference highlighted long waiting times for children and young people's mental health services.</p> <p>"I did re-refer in May 2018 with increased carer stress and further deterioration in symptoms. We unfortunately didn't receive any input until September 2018."</p> <p>Have you experienced the same?</p> <p>#mentalhealth #childrenandyoungpeople #waitingtimes</p> <p>Attach GIF for 'Waiting times' GIFs\Waiting times.gif</p>		<p>"Lots of time battling, then lots of time waiting." - find out more about parents' and carers' views on accessing children and young people's mental health services by reading #eightwaystomakeadifference #mentalhealth #waitingtimes #NEfollowers</p> <p>Attach GIF for 'Waiting times' GIFs\Waiting times.gif</p>	<p>Parents and carers have told us that there can be long waiting times for children and young people's mental health services</p> <p>"I did re-refer in May 2018 with increased carer stress and further deterioration in symptoms. We unfortunately didn't receive any input until September 2018."</p> <p>#eightwaystomakeadifference #mentalhealth #childrenandyoungpeople #newcastle #gateshead #waitingtimes #NEfollowers</p> <p>Attach GIF for 'Waiting times' GIFs\Waiting times.gif</p>	

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<p>Week seven Theme: Access to support</p> <p>Wb 2 Nov</p>	<p>As part of #eightwaystomakeadifference we heard that parents and carers feel unsupported as they and their children move through the children and young people's mental health system, from point of referral through to assessment and diagnosis.</p> <p>Listen to our project manager, Rachel Wilkins, talk about what she heard, and about some of the support services that are out there.</p> <p>#mentalhealth #childrenandyoungpeople #feelingalone</p> <p>Attach 'Video - access to support' (still to be recorded) Video\</p>	<p>We heard that parents and carers sometimes feel unsupported as they and their children move through the children and young people's mental health system, from point of referral through to assessment and diagnosis.</p> <p>Watch the video our project manager, Rachel Wilkins has created. She talks about what she heard, and about some of the support services that are out there.</p> <p>#eightwaystomakeadifference #mentalhealth #feelingalone #NEfollowers</p> <p>Attach 'Video - access to support' (still to be recorded) Video\</p>			
<p>Week eight Theme: information sharing</p> <p>Wb 9 Nov</p>	<p>As part of #eightwaystomakeadifference we heard that families often have to tell their story again and again as they work their way through children and young people's mental health services and any other associated agencies.</p> <p>Has that been your experience?</p> <p>#mentalhealth #childrenandyoungpeople #informationsharing</p>				

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<p>Week nine Theme: What next</p> <p>Wb 16 Nov</p>	<p>Over the past eight weeks we have been posting about our work #eightwaystomakeadifference</p> <p>Listen to our project manager, Rachel Wilkins, talk about the recommendations from the work and what she hopes to happen next.</p> <p>Attach 'Video - close' (still to be recorded) Video</p>	<p>Listen to our project manager, Rachel Wilkins, talk about our project, #eightwaystomakeadifference, the recommendations from the work, and what she hopes will happen next.</p> <p>Attach 'Video - close' (still to be recorded) Video</p>			

Eight ways to make a difference social media campaign - Gateshead

Date	Facebook	Linked In	Twitter	Instagram
<p>Week one Theme: Report announcement</p> <p>Wb 21 Sept</p>	<p>One of our latest reports, #eightwaystomakeadifference, looks at people's experiences of using children and young people's mental health services in Gateshead and Newcastle.</p> <p>Have your experiences been the same?</p> <p>#mentalhealth #childrenandyoungpeople</p> <p>Attach video summarising findings Video\Summary video.mp4</p>	<p>Our latest report, #eightwaystomakeadifference, focuses on children and young people's mental health services in Gateshead and Newcastle www.tinyurl.com/eightwaystomakeadifference</p> <p>Take some time to read the report. If you've had similar experiences, it would be great to hear from you.</p> <p>#mentalhealth #childrenandyoungpeople #NEfollowers</p> <p>Attach video summarising findings Video\Summary video.mp4</p>	<p>Learn more about peoples' experiences of children and young people's mental health services across Gateshead and Newcastle by reading our latest report https://tinyurl.com/eightwaysgateshead #eightwaystomakeadifference #mentalhealth #childrenandyoungpeople #NEfollowers</p> <p>Attach video summarising findings Video\Summary video.mp4</p>	
<p>Week two Theme: SPA and Kooth</p> <p>Wb 28 Sept</p>	<p>Please take a moment to watch a video we recorded in May 2020. Rachel Wilkins, project manager at Healthwatch Newcastle, talks about some mental health resources that are available for children and young people in Gateshead?</p> <p>#eightwaystomakeadifference #NewcastleGatesheadSPA #Kooth</p> <p>Attach video about SPA and Kooth Video\SPA and Kooth Newcastle.mp4</p>	<p>Would you like to learn more about some mental health resources available for children and young people in Gateshead? Our project manager, Rachel Wilkins, talks about these in this video #eightwaystomakeadifference #NewcastleGatesheadSPA #Kooth #NEfollowers</p> <p>Attach video about SPA and Kooth Video\SPA and Kooth Newcastle.mp4</p>	<p>Take some time to find out more about these mental health resources available to some children and young people in Gateshead.</p> <p>#eightwaystomakeadifference #NewcastleGatesheadSPA #Kooth #NEfollowers</p> <p>Attach GIFs for SPA and Kooth GIFs\SPA.gif GIFs\Kooth.gif</p>	<p>Take some time to learn more about #NewcastleGatesheadSPA and #Kooth</p> <p>#eightwaystomakeadifference #mentalhealth #childrenandyoungpeople #gateshead #NEfollowers</p> <p>Attach GIFs for SPA and Kooth GIFs\SPA.gif GIFs\Kooth.gif</p>

Date	Facebook	Linked In	Twitter	Instagram
<p>Week three Theme: SPA feedback</p> <p>Wb 5 Oct</p>	<p>Good, organised, and responsive.</p> <p>Friendly, helpful, and approachable.</p> <p>These were the words parents and carers used when talking about the Newcastle Gateshead Single Point of Access for Children and Young People's Mental Health Services.</p> <p>Is this your experience?</p> <p>Well done Cumbria, Northumberland, Tyne and Wear NHS Foundation Trust</p> <p>#eightwaystomakeadifference #cntw #NewcastleGatesheadSPA #mentalhealth</p>	<p>As part of #eightwaystomakeadifference, we heard that the Newcastle Gateshead Single Point of Access for Children and Young People's Mental Health Services was 'good', 'organised', and 'responsive' and that the staff were 'friendly', 'helpful', 'approachable', and that they did listen.</p> <p>Congratulations to #NewcastleGatesheadSPA</p> <p>#cntw #mentalhealth #NEfollowers</p>		

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<p>Week four Theme: Support whilst on a waiting list</p> <p>Wb 12 Oct</p>	<p>Parents or carers often told us that they were “Left to deal with things alone” whilst they were waiting for their child’s mental health referral to go through. They would like more support and information whilst waiting.</p> <p>Has this been your experience?</p> <p>#eightwaystomakea difference #mentalhealth #feelingalone</p> <p>Attach GIF for ‘feeling alone’ GIFs\Feeling alone.gif</p>		<p>Parents and carers would like more support and information whilst waiting to access mental health services for their child. Find out more by reading</p> <p>#eightwaystomakeadifference #mentalhealth #feelingalone #NEfollowers</p> <p>Attach GIF for ‘feeling alone’ GIFs\Feeling alone.gif</p>	<p>Parents and carers would like more support and information whilst waiting to access mental health services for their child.</p> <p>#eightwaystomakea difference #mentalhealth #feelingalone #NEfollowers</p> <p>Attach GIF for ‘feeling alone’ GIFs\Feeling alone.gif</p>

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<p>Week five Theme: Battling the system</p> <p>Wb 19 Oct</p>	<p>In this video, our project manager, Rachel Wilkins, talks about her experiences of interviewing parents and carers as part of her children and young people's project #eightwaystomakeadifference</p> <p>#mentalhealth #childrenandyoungpeople #battlingthesystem</p> <p>Attach 'video - battle' (still to be recorded) Video</p>	<p>Listen to our project manager, Rachel Wilkins, talk about her experiences of interviewing parents and carers of children and young people who need mental health support #eightwaystomakeadifference #mentalhealth #childrenandyoungpeople #NEfollowers #battlingthesystem</p> <p>Attach 'video - battle' (still to be recorded) Video</p>		<p>Through interviewing parents and carers, we heard that it can be a battle to get mental health support from children and young people's mental health services. One parent said:</p> <p>“From November 2017 until present it has taken two years and we are finally at the point of diagnosis and treatment, but this has felt like a battle.”</p> <p>Read more in our report #eightwaystomakeadifference</p> <p>#mentalhealth #childrenandyoungpeople #newcastle #gateshead #NEfollowers #battlingthesystem</p> <p>Attach GIF for 'Battling the system' GIFs\Battling the system.gif</p>

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<p>Week nine Theme: What next</p> <p>Wb 16 Nov</p>	<p>Over the past eight weeks you have been hearing about our project, #eightwaystomakeadifference</p> <p>Listen to our project manager, Rachel Wilkins, talk about what she hopes to happen next.</p> <p>Attach 'Video - close' (still to be recorded) Video</p>	<p>Listen to our project manager, Rachel Wilkins, talk about our project, #eightwaystomakeadifference, and what she hopes will happen next.</p> <p>Attach 'Video - close' (still to be recorded) Video</p>		