Eight ways to make a difference social media campaign - Newcastle

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

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

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

Date	Facebook	Linked In	Twitter	Instagram	Notes
Week five Theme: Battling the system Wb 19 Oct	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 Attach 'video - battle' (still to be recorded) <u>Video</u>	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 Attach 'video - battle' (still to be recorded) <u>Video</u>		Our report #eightwaystomakeadiffere nce highlighted to us that it can be a battle to get mental health support from children and young people's mental health services. "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." #mentalhealth #childrenandyoungpeople #newcastle #gateshead #NEfollowers #battlingthesystem Attach GIF for 'Battling the system' GIFs\Battling the system.gif	

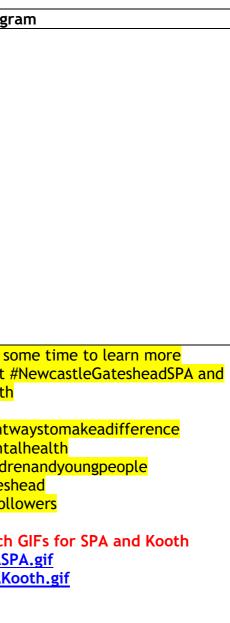
Date	Facebook	Linked In	Twitter	Instagram	Notes
Week six	Our report,		"Lots of time battling, then lots of	Parents and carers have	
Theme:	#eightwaystomakeadiffere		time waiting." - find out more about	told us that there can be	
Waiting	nce highlighted long		parents' and carers' views on	long waiting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

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

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

Eight ways to make a difference social media campaign - Gateshead

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



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

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Date	Facebook	Linked In	Twitter	Instagra
Week four	Parents or carers often		Parents and carers would like	Parents
Theme: Support	told us that they were		more support and information	more su
whilst on a waiting	"Left to deal with		whilst waiting to access mental	whilst w
list	things alone" whilst		health services for their child.	mental
	they were waiting for		Find out more by reading	their ch
Wb 12 Oct	their child's mental		#eightwaystomakeadifference	
	health referral to go		#mentalhealth	#eightw
	through. They would		#feelingalone	differen
	like more support and		#NEfollowers	#menta
	information whilst			#feeling
	waiting.		Attach GIF for 'feeling alone'	#NEfollo
			GIFs\Feeling alone.gif	
	Has this been your			Attach
	experience?			alone'
	#eightwaystomakea			
	difference			
	#mentalhealth			
	#feelingalone			
	Attach GIF for 'feeling			
	alone' GIFs\Feeling			
	alone.gif			

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nts and carers would like e support and information st waiting to access cal health services for child.

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ch GIF for 'feeling e' <u>GIFs\Feeling alone.gif</u>

Date	Facebook	Linked In	Twitter	Instagra
Week five	In this video, our project	Listen to our project manager, Rachel Wilkins,		Through
Theme: Battling	manager, Rachel Wilkins, talks	talk about her experiences of interviewing		and car
the system	about her experiences of	parents and carers of children and young		can be a
	interviewing parents and	people who need mental health support		health s
Wb 19 Oct	carers as part of her children	#eightwaystomakeadifference		and you
	and young people's project	#mentalhealth		health s
	#eightwaystomakeadifference	#childrenandyoungpeople #NEfollowers		said:
	#mentalhealth	#battlingthesystem		۴From ۱
	#childrenandyoungpeople			present
	#battlingthesystem			years ar
		Attach 'video - battle' (still to be recorded)		the poir
	Attach 'video - battle' (still	Video		treatme
	to be recorded) <u>Video</u>			like a b
				Read m
				<u>#eightw</u>
				#menta
				#childre
				#newca
				#gatesh
				#NEfollo
				#battlin
				Attach
				system
				system.

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ugh interviewing parents carers, we heard that it be a battle to get mental h support from children young people's mental h services. One parent

n November 2017 until ent it has taken two and we are finally at point of diagnosis and ment, but this has felt a battle."

more in our report twaystomakeadifference

talhealth drenandyoungpeople castle shead bllowers lingthesystem

th GIF for 'Battling the m' <u>GIFs\Battling the</u> <u>m.gif</u>

Date	Facebook	Linked In	Twitter	Instag
Week six	Our project looking at			Parent
Theme: Waiting	children and young			that th
times	people's mental health			waiting
	services highlighted			and yo
Wb 26 Oct	long waiting times.			health
	"I did re-refer in			"I did
	May 2018 with increased			May 20
	carer stress and further			carer s
	deterioration in			deterio
	symptoms. We			We un
	unfortunately didn't			receive
	receive any input until September 2018."			Septen
	September 2016.			#eight
	What have you			#ment
	experienced?			#childr
				#newc
	#eightwaystomakeadifference			#gates
	#mentalhealth			#waiti
	#waitingtimes			#NEfol
	Attach GIF for 'Waiting			Attach
	times' <u>GIFs\Waiting</u>			times'
	times.gif			
Week seven	Listen to our project manager,			
Theme: Access to	Rachel Wilkins, talk about how	Wilkins has created. She talks about how some		
support	some parents and carers feel	parents and carers sometimes feel		
	unsupported as they and their	unsupported as they and their children move		
Wb 2 Nov	children move through the	through the children and young people's		
	5	mental health system, from point of referral		
	children and young people's	through to assessment and diagnosis.		
	mental health system, from			
	point of referral through to	#eightwaystomakeadifference		
	assessment and diagnosis.	#feelingalone #NEfollowers		
	#mentalhealth			
	#childrenandyoungpeople	Attach 'Video - access to support' (still to be		
	#feelingalone	recorded) <u>Video\</u>		
	Attach 'Video - access to			
	support' (still to be			
	recorded)			
	<u>Video\</u>			

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ents and carers told us there can be long ing times for children young people's mental th services.

d re-refer in 2018 with increased r stress and further rioration in symptoms. unfortunately didn't ive any input until ember 2018."

htwaystomakeadifference ntalhealth Idrenandyoungpeople vcastle eshead itingtimes Followers

ch GIF for 'Waiting s' <u>GIFs\Waiting times.gif</u>

Date	Facebook	Linked In	Twitter	Instagram
Week eight Theme: information sharing Wb 9 Nov	We have 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 other associated agencies. Has that been your experience?			
	#mentalhealth #childrenandyoungpeople #informationsharing			
Week nine Theme: What next Wb 16 Nov	Over the past eight weeks you have been hearing about our project, <u>#eightwaystomakeadifference</u> Listen to our project manager, Rachel Wilkins, talk about what she hopes to happen next. Attach 'Video - close' (still to be recorded) <u>Video</u>	Listen to our project manager, Rachel Wilkins, talk about our project, <u>#eightwaystomakeadifference</u> , and what she hopes will happen next. Attach 'Video - close' (still to be recorded) <u>Video</u>		