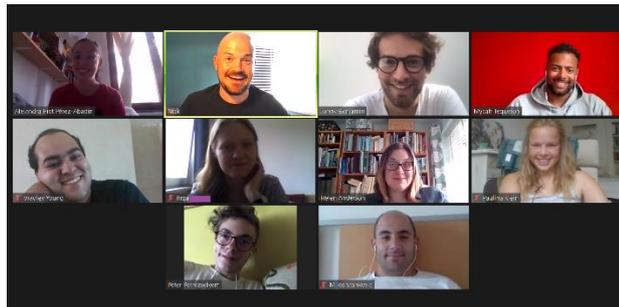




Working with and for **young people** across Europe to ensure **happy and healthy futures**

European Youth Mental Health Review 2020



2nd August 2020

1. Introduction

Euro Youth Mental Health was formally founded voluntarily just over 2½ years ago in 2017, by 2 passionate people, both with experience of mental health ill health and of working in the field of youth mental health professionally, Nick Morgan and Irina Buruiana. A lot has changed in that time, the organisation has gained many more volunteers who share the vision to “create a Europe that enables young people to access support and talk more openly about their mental and well-being. By encouraging collaboration across services, sharing of best-practice and ensuring that young people are empowered to have a voice in all that affects them in the promotion of mental health and preventing the impact of mental ill-health.”

The organisation has delivered a lot of promotion, created informal networks and delivered trainings, workshops and expert panellists with a variety of partners in this time, including Council of Europe, European Network for Independent Living, Obessu, European Youth Event and much much more.

As well as us changing, so has the world around us and in the current light of the Coronavirus pandemic it was felt by all involved that now was as good a time as any to re-assess our work and what the next stage of Euro Youth Mental Health’s work looks like.

a. Review introduction

The review questionnaire was sent out to all stakeholders of the organisation, young people, professionals, politicians and more. We had less of an uptake in filling in the survey than we hoped, but trust that those who did were those who had most at stake and believe in our work. We had insights from 18 different countries across the world, most of whom identified as a young person with a stake in our work (over 50%), closely followed by youth professionals, clinicians, and researchers.

Below is a very summary of what they had to say and what were some of the clear findings.

2. Core values, goals, what we can offer

For this brief report, the original ‘core values’ section has been combined with the ‘what can we offer’ section as they seemed to be sharing similar messages.

There were 2 clear ideas, that, we are happy to say match what our current mission statement dictates. These 2 ideas can be summed up with ‘Promotion’ & ‘Support’.

It seemed clear that promoting mental health to young people across Europe was incredibly important. This isn’t surprising, given the many conversations we’ve had with young people across



Figure 1. Goal & Mission questions summarised

Europe, we know that stigma on this issue is still at very different levels in different countries.

Support, again, something with signpost to with a lot of our work. Highlighting the great work across different youth organisations in individual countries, whilst also creating our Youth Helplines Europe, with Mental Health Europe, we also aim to create a 'general' mental health support map for young people across Europe soon.

So, when thinking about Mission Statement/Core values – we also think of the 'How', which leads to the 'What we can do' part of the survey. Some of these have already started to happen in the Core Values work, but direct activity, did link to more holistic and informal actions, such as Peer support for mental health campaigners/experts by experience, building a community and delivering training & webinars for young people.

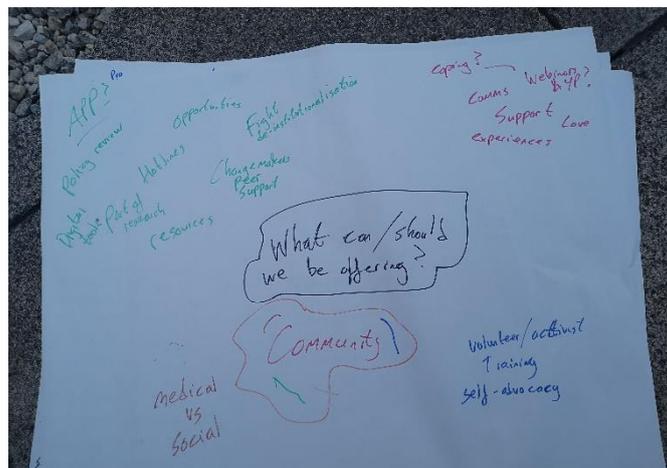


Figure 2. What can/should we be offering?

3. External Communications (public facing)

Needless to say, that external communications and how we present ourselves is incredibly important. Not only does it drive more potential for 'business' (getting some money to do more work), but most importantly dictates who and how we reach young people with our resources, news, ideas and signposting. This has, admittedly always been done quite randomly, but recently has had some focus thanks to wonderful volunteers Nives & Emmy.

Below are summaries of each section as it was broken down. One thing to note, is we are finally looking to deliver a 'membership' offer, that will help us broaden our network of youth experts by experience (yebe's), as well as gain a network of amazing professionals to collaborate with. From a strategic point of view, this will also enable us to create more formal links for funding applications and mean we can formally register with European Youth Foundation as a 'Non – Government Organisation' (NGO).

a. General External Communications

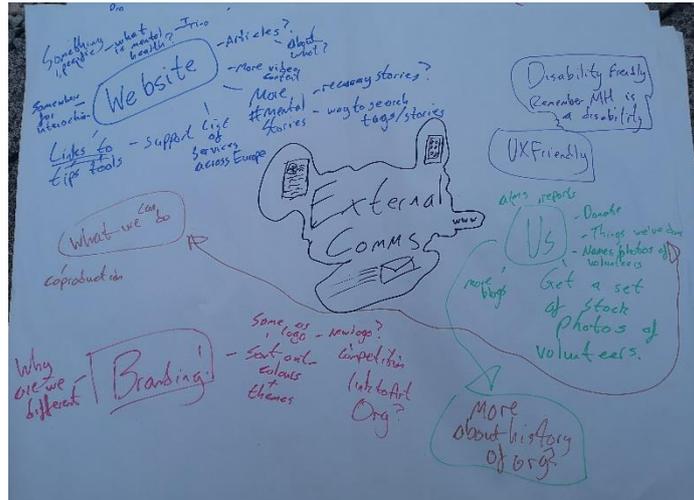


Figure 3. External Communications

b. Social Media

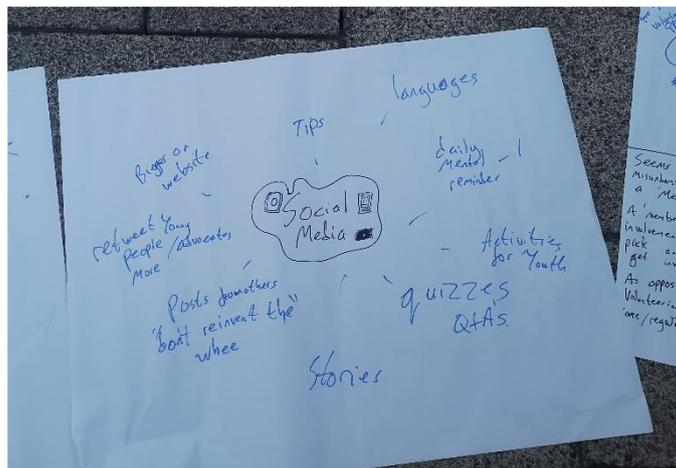


Figure 4. Social Media

c. Membership

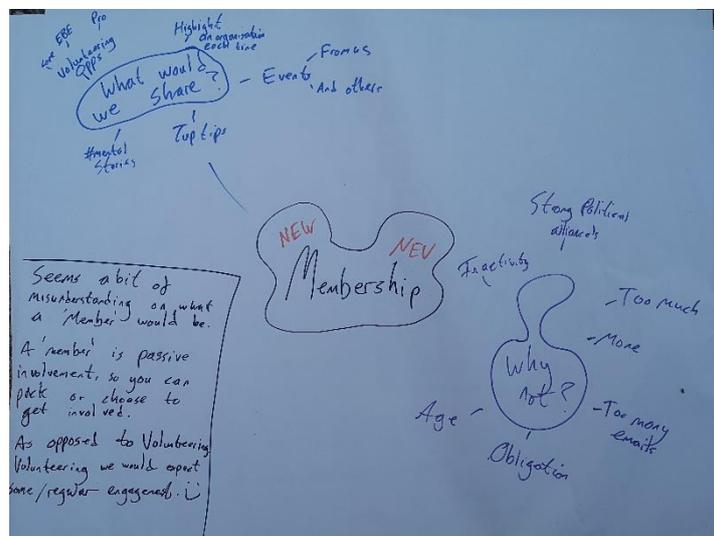


Figure 5. Membership

4. Funding

As everyone knows, we are an organisation run entirely by passionate volunteers from across Europe. We occasionally get very small specific payments for some work that goes straight into the EYMH Accounts to pay for the regular outgoings (website, administration, tax, registration of accounts).

There are several things that we are looking to do going forward to help support us to get some ongoing funding, with the dream to be able to have paid staff

working for the organisation. We are currently registered in the UK, which of course now renders us exempt from some funding streams in Europe. Going forward we are looking to register as a charity in the UK, which will enable us to have a more open and public facing fundraising stream. We will also be registering in an EU country, to have a base inside the European Union as well as outside and thus open us up to other funding streams going forward.

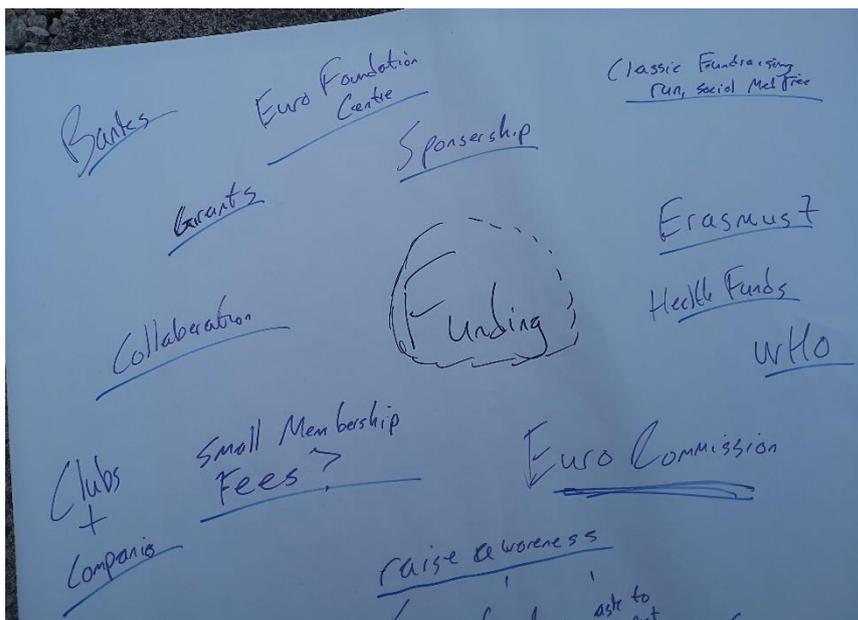


Figure 6. Funding

5. Internal communication for volunteers



Figure 7. Volunteering

One of the most important areas of our work, because without this, nothing would happen. This is one of the main areas that needed a big shake up, as it had, self admittedly, gotten quite confusing as to the various roles, different methods of communication and general volunteering.

One of the most difficult things for this organisation has been retaining volunteers and keeping people engaged, due to the international and remote nature. There is no 'office'

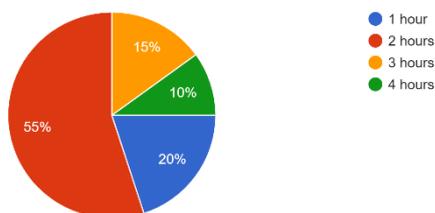
to go to, no face to face meetings and so communication amongst us needs to be even more clear.

Even before this review, it seemed very clear that they needed to be different roles and with each one, a different way (potentially) of communication in order to get things done, share our work, collaborate with partners and generally be the best we can be. Going forward this will be broken down into 3 areas, but with slightly different levels of responsibility and involvement:

a. **Core work volunteers**

Being completely transparent for this, for the last year, it has been Nick who has been running most of the organisations work, admin, finance, fundraising, social media, training, project chasing and more. With this in mind, it has been made abundantly clear that there are many people

Core working - we are planning to agree a time and a day each month that we go online together and do some admin volunteering (like a virtual of...reasonable amount of time for this work per month?)
20 responses



already involved who want to help Nick and so the creation of Core volunteer roles will be made to cover various core areas of the work. There will be an individual volunteer who will lead on each area, but also with a team of other core volunteers to work with.

Figure 8. Core Working

For this to work effectively clear remote volunteering

guidelines will be created and tools agreed to work together. These were explored in the review, only by people who are have, are currently, or want to in the future, volunteer with us a will be further analysed internally amongst this group. It is worth noting that people are keen to come together a few hours each month to 'volunteer' in a virtual style office space. New email address' will be made with the eymh.org domain that leads of departments will oversee and use to collaborate with other EYMH volunteers. There will also be the possible use of a combination of Trello, Slack, Asana, or other project management and communication tools to create a space of community and volunteering amongst this group.

b. **Freelance / trainers / researcher volunteers**

It has been well recognised over time, that many of us cross over between 'experts by experience' and 'professionals' in our own right, which is why we want to offer them as 2 separate volunteer positions. Those wanting to be part of our 'Freelance volunteer' pool, will be offered to work on projects as and when they come in. These offers could also consist of paid opportunities, which is why this role will require volunteers to submit a CV for EYMH to hold and use when deciding if people are appropriate for different projects/work that comes in.

Again, communication of opportunities and then during live projects are vital for this to work. This will be discussed more internally, but as it stands most people seem to feel that keeping this all on an emailing experience would work best for 'short notice' opportunities AND 'monthly opportunities' newsletter.

c. **Experts by experience / campaigners**

Youth expert by experience / campaigners' roles will vary. It is looking likely that this specific group of volunteers will be aimed at under 30s, but that's not to say that freelance or core volunteers older than this also identify as experts by experience as well. In the review, emails were

again coming up on top as a way of offering out opportunities for our core YEBE's, but these will also be offered out to member organisations if time frames of the work fits.

Wanting to create a community feel with this group, we are also going to be exploring what platform to have a continuing remote engagement on such as a private Facebook group, where opportunities will also be added. Trello or other platforms of this sort will also be explored.

6. Future contact

We have explored the idea of different types of regular meetings and had our first ever 'all volunteer' meeting in June, with another coming in August. Looking at the findings, people are keen that we do video engagements of various kinds going forward, whether this is through Instagram live, Zoom meetings etc is to be considered. These look likely to be on a 2 monthly basis but is to be more analysed internally.

The idea of this is to compliment the community 'feel' of volunteers we want to get as well. We want there to be space, not just for our volunteering lives, but to keep in touch and share day to day everyday life. Again, Facebook group seems like a good way to go for this, but not everyone has Facebook, which is why Slack has been used for this in the past.



Figure 9. Nick analysing at the house

7. Key Suggestions

These are some of the clear changes that will be made going forward, to be completed and up and running by end of 2020.

- Splitting up of different volunteer roles.
- Creation of lead volunteers to cover specific areas of work, with specific teams as it stands.
- Turn Euro Youth Mental Health from a Community Interest Company to a Charity in the UK (this will mean trustees, which we can work on together internally).
- Review of volunteers involved and others to have more young people having more control.
- Checking of language on website and other communications to ensure it follows current guidance from Mental Health Europe.
- Create and market a free (for now) membership offer.
- Have monthly meetings of everyone for now until all other offers have been created.
- Create a fundraising strategy.

8. Final Thoughts

This is a very exciting time for us as an organisation and I (Nick), am both excited and anxious about the future. Excited because of the enthusiasm that people seem to have to want to help make this a reality. Anxious about not living up to the expectation that people may have. Remember we all have day jobs and



Figure 10. Nick analysing

we can only do so much as volunteers. We wish we could get funding to get a few people to do things full-time, but currently not the case.

Thank to everyone that took part and is keen to get involved more. We look forward supporting everyone come out of the current situation mentally healthy and the bright future we can build from it.