

CAMPAIGN INTRODUCTION

Article 24 of the UN Convention on the Rights of the Child (CRC) states that all children have the right to the best health care possible, clean water to drink, healthy food and a clean and safe environment to live in. All adults and children should have information about how to stay safe and healthy. This is not just about children's physical health, it's about their mental health too.

We know that there is still a stigma when talking about mental health and that many people with mental illness experience discrimination every day. However, through this campaign we hope to help normalise the conversation about mental health so children feel safe to share their thoughts and feelings, know how to seek and access support and are encouraged to speak up and call for change.

The activities we've put together build on one another in a series that develops children's understanding. All the activities can be adapted for the children you are working with and the setting in which they are taking part – whether face to face or online. Children will learn that mental health is a continuum and that looking after it is important for us all.

We know that many schools and organisations already do lots of work on children and young people's mental health, so we hope OutRight can be really easily integrated with other activities you are doing.



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The learning activities that follow have been created to help children gain a better understanding of mental health and wellbeing, and how it relates to children's rights. The resources include a range of activities, covering:



- mindfulness and self-reflection;
- how to identify feelings and things that can affect our mental health and wellbeing;
- explanations of some of the language used when talking about mental health;
- how people thought about mental health in the past – a look at stigma and discrimination, and how we can challenge it;
- how children can help themselves, and ask for help when they're feeling worried or upset;
- what to do when they're worried about someone else in their lives.

WHAT TO DO IF YOU'RE CONCERNED ABOUT A CHILD IN YOUR SETTING

We think talking about thoughts, feelings, mental health and wellbeing is something everyone should feel safe to do.

It's possible that through this work, a child you're working with, might say or do something that gives you cause for concern. In that scenario it is important you follow your organisation's safeguarding policy and procedure.

You, and the children you work with, might find some of these organisations useful:

- **ChildLine** is a service provided by the NSPCC that includes a 24-hour helpline for children (under 18) on 0800 1111.
[childline.org.uk](https://www.childline.org.uk)
- **Place 2 Be** provides high quality mental health services in schools in England, Scotland and Wales. Find out more at:
[place2be.org.uk](https://www.place2be.org.uk)
- **Young Minds** is a UK-wide children and young people's mental health charity which advocates for every young person to get the mental health support they need, when they need it, no matter what.
[youngminds.org.uk](https://www.youngminds.org.uk)



CELEBRATING CHILDREN'S ACHIEVEMENTS

In spring 2022 we will send you a link to an online feedback form, so you can tell us how you and the children who took part in OutRight got on. Once we've received your feedback, we will send your setting a certificate of participation.

When you share your feedback, we'll also enter you in a draw to have a UNICEF UK colleague come to your setting to facilitate some campaign skills training!

We hope that, by learning with Paddington, children can discover that mental health is something that affects us all and that there are lots of simple – and even fun – ways to talk about how we're feeling.

