



**School & Community Centre
Programme**

**BE
FREE
CAMPAIGN**



ABOUT THE BE FREE CAMPAIGN.

We are an innovative mental health charity all about giving people the tools they need to look after their mental health and support others. We are all about prevention and early intervention.

We are for young people, by young people

The Be Free Campaign delivers mental health provisions, counselling and community wellbeing initiatives whilst campaigning for change in our mental health infrastructure.

ACTIONS

We deliver mental health training, workshops and wellbeing activities to schools, community organisations and communities.

MISSION

We don't think it's just young people who need these tools, we train teachers and parents alike! We provide early intervention counselling to schools, where our team utilise cognitive behavioural techniques to improve young people's mental health.





Shantanu Kundu MSc FRSPH

A MESSAGE FROM THE FOUNDER

“Mental health is not merely something that emerges when challenges arise; instead, it is an integral part of our everyday existence. Much like the fluctuations in our physical well-being, our mental health experiences its own highs and lows.

Now, more than ever it is essential to nurture our mental well-being proactively, preventing the onset of mental health issues, and equipping us to navigate adversities. In our swiftly evolving world, wherein the younger generation encounters new challenges, education stands as a transformative force.

The 'Be Free Campaign' works to achieve this aspiration through expert research and lived experience. Our aims encompass the propagation of positive mental health, the enhancement of mental well-being, and the facilitation of greater access to healthcare services.

Join us on our journey to create a culture shift for mental health.”

**"PEOPLE HAVE THE POWER TO
CHANGE, THEY JUST NEED THE
TOOLS TO BE ABLE TO DO SO"**



THE
DIANA
AWARD



Prime Minister's Office
10 Downing Street

POINTS
OF LIGHT

WHAT DO WE OFFER?

All workshops are delivered by our highly trained volunteers who are DBS checked and covered by public liability insurance. All information provided is regularly monitored by our team of psychiatrists to ensure it is in line with NHS and NICE guidelines. We prefer to deliver our workshops in person, however, we also can provide them via online video meetings.

MENTAL HEALTH SERVICES

MENTAL HEALTH CONDITIONS

REDUCING STIGMA

MENTAL WELLBEING



MENTAL HEALTH CONDITIONS

With a focus on depression, anxiety, eating disorders and OCD

MENTAL HEALTH SERVICES

Services available and how to ask for help

MENTAL WELLBEING

Ways to enhance your mental health and physical vs mental wellbeing

REDUCING STIGMA

Myth-busting and what we can do reduce the stigma around mental health

Schools

Community Centres

Religious Organisations

Universities

We offer workshops to:

“GIVING PEOPLE THE TOOLS THEY NEED”



OUR FLAGSHIP PROGRAMME



MENTAL HEALTH & WELLBEING WEEK ONE

In this workshop, we cover mental health, wellbeing definitions, our 7 ways to wellbeing, and strategies for improvement through activities.



IT'S OKAY NOT TO BE OKAY WEEK TWO

In this workshop, we'll delve into the signs, symptoms, and common conditions that arise when things aren't okay. We'll also explore self and peer observation in terms of monitoring mental health



GOALS AND DIGITAL WELLNESS WEEK THREE

In this workshop, we focus on goal setting and establishing routines. We also address online safety and healthy technology use, recognising the importance of supporting children in navigating social media.



BODY IMAGE & SELF ESTEEM WEEK FOUR

This workshop addresses media's unrealistic 'perfect' body image ideals and their detrimental impact on mental health. Through interactive activities, we debunk myths and enhance youth confidence.

We use activities to help frame the workshop by keeping the young people at the heart of the discussion.

SCHOOLS

"Wonderful workshop that really engages well with children"

All of our school workshops are **adapted depending on the age group they are delivered to**. Workshops for younger children contain less detail, heavy information and statistics. Instead they focus more on fun, educational activities. Workshops for older children discuss mental health issues in more depth, the pathology and science behind them and cover more sensitive topics. Before delivering workshops to a school, we will work closely with staff and take every step to ensure you are comfortable with the information we will provide. We can tailor our workshop to your needs, with our further, more specific workshops covering:

TRANSITIONING TO THE NEXT STAGE OF EDUCATION

EXAM STRESS

CONSENT, RELATIONSHIPS AND BODY IMAGE

Over **1,700** young people received mental health education

Over **250k** people reached through our media campaigns

15 young people received 8-week CBT therapy

100 teachers trained on mental health

Our supporters



TESTIMONIALS

**BE
FREE**
CAMPAIGN



**YOUR WORKSHOPS
COVER THE IMPORTANT
THINGS IN AN
ENGAGING, INFORMATIVE
AND EFFECTIVE
MANNER"**



Bromsgrove School

**FANTASTIC WORKSHOPS
WITH AN AMAZING TEAM
- THE KIDS LOVED IT! - WE
WANT MORE"**



Positive Futures

**ENGAGING,
WELL-RECEIVED AND
LOVED BY TEACHERS AND
STUDENTS"**



Rugby School

**REALLY RELEVANT AND
AGE APPROPRIATE - YOU
CAN TELL THE STUDENTS
GOT SOMETHING OUT OF
THE SESSION"**



IntoUniversity

We have been working with schools and integrating into their PSHE curriculums, delivering assemblies, delivering our mental health ambassador programme and working with teachers to enhance their understanding and ability to pick up on issues and know how to best support their students.

INTERESTED IN OUR PROGRAMME?



Our Outreach Co-Directors Holly and Matthew will guide you through the process of implementing our mental health workshops for your organisation. Simply email **INFO@BEFREECAMPAIGN.ORG** with the subject 'Outreach' alongside your organisation name!

**WE ARE MORE THAN A MENTAL
HEALTH CHARITY - WE ARE A
MOVEMENT FOR A BETTER FUTURE**