

# Annual review 2019

& impact report



The Charlie Waller Memorial Trust  
Depression – let's get talking



## Dynamic partnerships

We are very fortunate to have had the support this year of several companies and organisations who have become wonderful fundraisers and ambassadors for our cause. The energy and creativity they have poured into supporting the Trust has been quite remarkable and invaluable in helping us continue our work.

## Working together

**Mental health is everyone's business and we need to work together to keep it on the national agenda.**

Initiatives such as the NHS 'Every Mind Matters' campaign are helping make mental wellbeing a more natural part of our everyday conversations. This has always been at the heart of CWMT's vision and I welcome these developments wholeheartedly. We are working in collaboration with many different organisations to ensure that talking about mental health becomes the norm in our society, and that the right help is available for those who need it. Dealing with mental health issues should be as straightforward, and as free from stigma, as dealing with physical health problems.

Young people are key to this and, in the last two years, we have set up 'Charlie Waller Partnerships' with more than 50 universities and Further Education (FE) colleges, working with Universities UK and the Association of [FE] Colleges. Through these partnerships, we offer institutions the opportunity to review and build on their mental health support for students and

staff, providing specialist training and consultation. We are now extending the 'Charlie Waller Partnership' approach to schools, supporting them to take a holistic, long-term approach to mental wellbeing for pupils, staff and parents.

Transitions have been a focus this year – from school to college or university and into employment – as this can be a time when young people are more vulnerable to a mental health problem. We have been working in an integrated way across our key areas of charitable activity, for instance, supporting new graduates who are leaving university and entering the workplace for the first time.

As we increase the number of organisations and individuals we work with, we need to ensure our income keeps pace and our office systems are as efficient as they can be. To this end we are undertaking a major review of our digital technology, helping us continue our vital work in the most effective way possible.

Clare Stafford  
CEO

### Highlights so far

**4,043** Social Media and Teenagers guides sent out

**3,438** Depression Warning Signs posters distributed

**10,418** pupils, parents and teachers received our leaflets on an emotionally healthy approach to GCSEs

**428** GPs, practice nurses and other health professionals trained in depression and related topics

**636** talks and training sessions on mental health and wellbeing were delivered to **37,539** school pupils, parents and teachers...

...and to **1,362** university staff and students

There were **17,447** visitors to our e-learning site for university staff

**1,126** staff and managers in workplaces have received our talks or training

## Welcome

### Foreword

If we are to help young people look after their mental health, we need to understand them. We then need to communicate that understanding to those who work with them.

At CWMT, our understanding of young people, their vulnerabilities to mental health problems and the way to address those, has grown significantly over the years, through a variety of means.

We have focused, ever since the early days of the Trust, on recruiting trainers whose knowledge and experience enables them to offer tailored mental health training which meets the specific needs of those they train in schools, colleges, universities, workplaces and primary care settings. We have trainers with backgrounds in a wide range of professions, including education, psychology, social work, youth work, public health, psychotherapy and nursing. Most of our trainers continue to work in these roles whilst training for CWMT and so they are able to keep abreast of the latest developments in their areas and use these to inform their work with us.

As well as our trainers, we have been privileged over the years to be able to call on the advice of many experts who are pre-eminent in various fields relating to mental health. Our Trustees, Board Advisers, Patrons and associates include authorities on depression, perfectionism, adolescent psychology and childhood anxiety. We are currently working, for instance with Dr John Coleman, who is training our trainers to deliver a workshop to parents on the development of the teenage brain; and with Professor Cathy Creswell, who is conducting a large-scale research project with the aim of reducing anxiety problems in children.

It is also vital, of course, that we learn from young people themselves and, to that end, we set up our Young Advisers Group to ensure that the voice of young people enhances our understanding.

Armed with this wealth of understanding, we are then able to use it to inform the way we work with those who have direct contact with young people at school, at home and in other settings. Our aim is to help as many people as possible learn to spot the signs that a young person is struggling with their mental health; that can become simpler if, for instance, as a parent you are aware of the changes that take place in the brains of young people or, as



a teacher, that times of transition can increase their vulnerability to mental health issues.

Being able to spot the signs of mental health problems is, of course, only part of the story; having detected a possible issue, you need to be confident that help will be available to the young person you are working with. Our sister organisation, the Charlie Waller Institute, plays an important role in this, carrying out research and training practitioners in evidence-based psychological treatments.

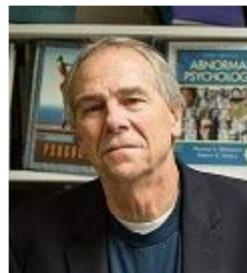
There is still much work for us to do, but it is heartening to know that we have the support, guidance and cooperation of such dedicated experts on which to call.

Finally, I would like to acknowledge and give my thanks to Tracey Gurr, our Communications Director, who edits the Annual Review and has been very much responsible for helping me with the drafting of this foreword.

Sir Mark Waller, Chairman

**“I am a huge fan of empirically supported treatments and an even bigger fan of the Charlie Waller Institute which grew out of the Charlie Waller Memorial Trust. No one has done more to turn a family tragedy to the benefit of others and I stand in awe of what they have done and what they are doing.”**

*Professor Steven Hollon, who became a CWMT Patron in 2019*



**“I’ll do all that I can to help the brilliant work of CWMT. It means so very much to me.”**

*Phoebe Waller-Bridge, writer and actress, who became a CWMT Patron in 2019*



## Welcome

**At the Charlie Waller Memorial Trust we take a very practical approach to helping people stay mentally well. We provide evidence-based training, and we encourage people, especially the young, to talk about depression and other mental health problems.**

**1,534** hours of training delivered across all programmes (average 2 hours per session)

### Our work

Teachers, doctors, employers, college and university staff: we give confidence to those in a position to spot when someone might be struggling with their mental health and help them get support. The sooner someone can be helped, the better, so early intervention is key to our approach. We have four main programmes of work:

#### Schools and families

Our trainers build relationships with schools, helping staff, pupils and parents learn how to look after their mental wellbeing.

#### Universities and further education (FE)

We build Charlie Waller Partnerships with universities and FE colleges, helping them identify what they do well in relation to student mental health and how they can improve.

#### Workplace

Breaking the stigma of mental health in the workplace is extremely important to us. We offer training to line managers, HR staff and employees.

#### Primary care

GPs and practice nurses are in a prime position to support people with mental health issues. Our training is practical, targeted and tailored to general practice.

Moving from one life stage to the next can make us more vulnerable to mental health problems, so we also focus on these transitions, for instance from school to college, university to the workplace.

### Our trainers

47 trainers deliver our programmes across the UK. They have backgrounds in education, psychotherapy, health, research and youth work amongst other fields; many of them have lived experience of mental health problems.

We have experts in depression, suicide prevention, eating disorders, anxiety, self-harm and other fields. Their experience and knowledge enables them to offer tailored training in mental health issues, rather than a ‘one size fits all’ approach.

### Our supporters

We couldn’t operate without the hundreds of people who give their time, money, energy and skills. Many of our supporters and volunteers have been with us since the Trust began 21 years ago, others have joined us just this year.

### Our impact

We are a small charity and have to think constantly about how we can deploy our modest resources intelligently and effectively. This review aims to demonstrate some of the ways in which we are doing this and to illustrate the benefits of our work to organisations and individuals.

**100%** of respondents said they would use the Charlie Waller Memorial Trust again (207 respondents)

**“I have been to Charlie Waller conferences and listened to their speakers and they are inspirational. The website and resources are amazing...So good to have somewhere to turn to for advice. Keep up the good work.”**  
*Longspee Academy, Poole*

**“We regularly access the CWMT website and are a member of the fabulous Book Club and find the wealth of knowledge provided here and via the trainers enhances the work we are able to do and builds on and further develops our skills.”**  
*The Three Saints Academy, St Helens*



*The pupils of Homefield Prep School took part in the CWMT Wellbeing Challenge with great enthusiasm!*

## What we do

### Schools and families

Following the success of our partnership approach with colleges and universities, we are now piloting Charlie Waller Partnerships with schools, helping them embed a whole school approach to mental health. This support lasts for about one academic year and uses a simple self-assessment tool to identify areas for improvement. The subsequent support can encompass training sessions for staff on supporting individual students; delivering mental health education; staff wellbeing sessions; parent information sessions; focused support on identifying resources for staff to use; and developing effective and workable policies.

We are expanding our evaluation processes to include a 6-12 month follow-up to capture our impact on schools over time.

### Transitions

Moving from school to college or university can create a perfect storm in a young person's life, with its combination of new academic pressure, moving away from home and the challenge of making new friends. For those already vulnerable to mental health problems, it can be a particularly dangerous time. We explored these transitions in 'Finding our own way', a report we published with the Centre for Mental Health. The report identifies key risks for young people and makes recommendations. These include the creation of a website curating resources to help alleviate young people's anxieties and providing 'extended transitions' with additional support for those who need it.

### GCSE and other guides

Exam time can be challenging for young people. In 2019 we promoted our guides on an emotionally healthy approach to GCSEs through a targeted social media campaign. These three guides – one for teachers, one for parents and one for pupils – give helpful advice on maintaining wellbeing during the exam season. This year we produced similar guides for Scottish Highers.



### Wellbeing Challenge

Building on last year's inaugural Wellbeing Challenge, over 40 schools and youth organisations joined in this year, using the NHS 'Five Steps to Mental Wellbeing': connect, be active, keep learning, give to others, be mindful. We asked schools to post photos of their activities on social

media and chose 10 winning schools, each of which received a library of wellbeing books.

### Working with parents

We have extended our work with parents and carers as we often hear that parents feel very alone when trying to help a child with a mental health problem. Wendy Minhinett, our Parent Lead, has been supporting 17 areas around the country to set up parents' groups using the 'Rollercoaster Support Group' model. The first Rollercoaster project was set up in the North East of England to offer parent-to-parent and professional support on issues including depression, anxiety and self-harm.

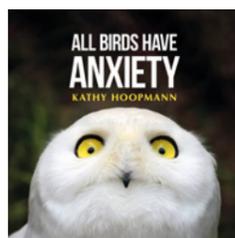
We have also produced a leaflet, targeted at GP surgeries, that offers parents and carers guidance on how best to support their child and where to find further advice and help. This complements our growing range of specialist guides which also include one on perfectionism and one on social media and teenagers.



### Book club

Our Mental Health Book Club gives teachers and others who work with children and young people the opportunity to use books in a creative and supportive way. We raise funds to ensure that we can continue to send the books free of charge.

**"Thank you so much for this book. It arrived yesterday and couldn't have been more timely. I have a year 6 girl suffering with acute anxiety, really struggling to be in school. We have just read it together and really identified with it. I know we have a long way to go but this book is perfect."**



### Looking ahead

We will increase our work with primary schools, helping younger children learn how to look after their mental health and aim to reach more special and alternative provision schools.



## Colleges and universities

With over 50 Charlie Waller Partnerships now operating in colleges and universities, we are helping ensure that students and staff across the UK have the training, policies and resources they need to address mental wellbeing. Our focus is on giving institutions the tools they need to embed a culture of wellbeing that is sustainable for the future.

### Further education

Colleges of further education (FE) serve many disadvantaged young people and this year we have increased the number of FE colleges with which we have partnerships. We were pleased to be awarded the contract to work with three colleges in Scotland – City of Glasgow College, Glasgow Clyde College and Kelvin College – using our Charlie Waller Partnership model.

We are working closely with the Association of [FE] Colleges, which has given us funding to work with 11 colleges in the Greater Manchester area. Richard Caulfield, the Association of Colleges' Area Director in the North West, said, "I've been delighted by the enthusiasm shown by colleges in Manchester for the Charlie Waller Partnership work. They have enjoyed working with [CWMT trainer] Kirsten Amis, who they say really understands the college context as well as having mental health expertise."

We have also launched our e-learning package for FE staff, designed to give non-specialist staff the skills, knowledge and confidence to offer a first line of support to students who may have mental health issues.

### Students Against Depression

studentsagainstdepression.org continues to be an important source of information and self-help for students, based on sound evidence and reviewed by clinicians.

STUDENTS AGAINST DEPRESSION .ORG

### Getting into university

New research commissioned by CWMT and Birmingham City University (BCU) shows high levels of stress amongst students throughout the month of their A-Level results. Together we published guidance for students who might be struggling, including advice on university clearing. Professor

### Looking ahead

We will develop more Charlie Waller Partnerships across higher and further education.



Clare Mackie, Deputy Vice-Chancellor at BCU, said: "We partnered with the Charlie Waller Memorial Trust because we wanted to do something to support the many students who will be feeling concerned or overwhelmed at this time. And the support we are offering is backed up by the work they do with young people every day."

### Postgraduate wellbeing at Queen Mary University London

Postgraduate researchers can face particular challenges, including feelings of isolation, time pressure, and balancing family, paid work and research.

CWMT Consultant Mental Health Trainer Penelope Aspinall created workshops and resources for QMUL staff to deliver to large groups of postgraduate researchers, and a workshop tailored for supervisors.

The aim of the student workshops was to help them identify any mental health issues and develop emotional resilience and coping mechanisms; Penelope trained QMUL staff to deliver these sessions. The supervisor workshops helped staff recognise signs of common mental health problems, when students may be at risk, and how to intervene, as well as helping them think about their own mental health.

Penelope said: "A lot of mental health work tends to focus on undergraduates so targeting postgraduates and their specific needs has been a really interesting and useful exercise."

Dr Fryni Panayidou, Researcher Development Adviser (PGR) at QMUL said: "Postgraduate research students face particular pressures so we were keen to develop this new initiative with CWMT to support and promote student wellbeing. This initiative is part of a larger project at Queen Mary that aims to support the mental health and wellbeing of postgraduate researchers and is co-funded by the Office for Students and Research England Catalyst Fund. The fact that we now have a wealth of training resources on mental health and wellbeing means we can carry on providing this training without incurring additional costs."



## What we do

### Workplace

We support employers and line managers to build a workplace culture that promotes good mental health.

### Specialist guides

We are working with a number of professions whose members can be especially vulnerable to mental health problems, including those in health, and in the construction and entertainment industries. Those working in the healthcare professions, in particular, need to know how to look after their own mental wellbeing. In collaboration with the Society of Medicine we have published two guides – one specifically for occupational health practitioners and one for health professionals in general. They are both free to download from the CWMT website.



### Graduate survey

During Summer 2019 we carried out a survey amongst employers and recent graduates, to inform the creation of two new resources: one for graduates with information and tips on staying mentally well as they move from university into work; and one for employers to help them support the wellbeing of graduates in their organisations.

### Partnership with Said Business School

We are providing mental health training and resources for MBA students at the Said Business School, University of Oxford. We have piloted this and are now embedding it into the course.

We have been providing training for Workspace, a company providing tailored offices across London. So far we have trained 19 of their line managers and their feedback has been very positive:

**“The practical tips were great but just having the workshop was important (knowing Workspace takes it seriously). Great trainer. Very useful. Training was excellent.”**

**“Very well presented and interactive. Really informative and useful. [CWMT trainer] Gemma was very knowledgeable and accommodated everyone’s views and opinions.”**

### Looking ahead

We will produce two resources to support the mental health of graduates, and a resource for students of farming and other land-based professions.



**“There remain many business leaders who talk but don’t walk, launching wellbeing initiatives in a blaze of glory but then continuing to behave in a way which undermines the efforts of those to whom they then delegate the task of making it reality. Leadership on wellbeing must come from the top.”**

*Nigel Jones, Co-founder and Advisory Group Chair of the City Mental Health Alliance*

### Primary care

GPs and practice nurses are often the first port of call for someone with a mental health issue. We provide practical, focused training and resources.

### Videos for GPs

Busy GPs need information and training that is clear, evidence-based, and straightforward to put into practice and deliver. We have produced two new videos. In the first, leading expert Prof Hamish McAllister-Williams offers practical, clinical advice for GPs on prescribing antidepressants and how to optimise the use of antidepressants in primary care. In the second, Dr Maryanne Freer outlines practical ways for GPs to decide, in a short consultation, if a young person may have mental health problems, and offers some simple management options and self-help resources.



### Practice nurse project

Practice nurses are often patients' first point of contact at GP surgeries. Each year CWMT funds a project, through our Ted Fort grant, which aims to increase practice nurses' ability to support people with mental health problems. The standard of the last round of applications was so high that we supported two projects, one on improving care in a GP practice for young people who need mental health support; the other aiming to equip university students with self-management skills in relation to their mental health.

### Training for practice nurses

Our Practice Nurse Educator, Dr Sheila Hardy, provides training for practice nurses on a wide range of topics, including mental health awareness; physical health in mental illness; and postnatal depression. Feedback from Sheila's sessions is extremely positive:

**“Really interesting – I could have stayed all night listening to you.”**

**“Great session, very stimulating. We’ll all be on your website tonight!”**

### Looking ahead

We will be exploring further ways to reach GPs with digital resources.



## The Charlie Waller Institute

The CWI team at the University of Reading have continued their programme of teaching, training and research. Director Professor Shirley Reynolds, stepped down from her role in the Autumn and a new director will be appointed in due course.

Since it was established in 2007, under the direction of Professor Roz Shafran, a CWMT Trustee, the Institute has achieved a great deal in undertaking research, training clinicians and developing innovative, evidence-based psychological treatments.

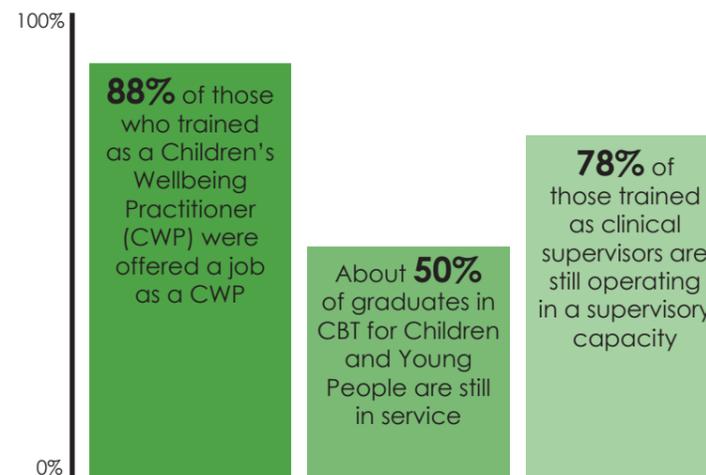


### Training mental health professionals

The Charlie Waller Institute has:



After training at CWI...



### Workshops

In addition to these training courses, CWI has run 180 workshops for professionals and students on a huge range of subjects related to mental health, such as self-harm, obsessive compulsive disorder and adapting CBT for people with autism.



## Thank you to our supporters



Earlier this year Angus Richardson and Ollie Weighill cycled an incredible 12,000 kilometres along the Northern Silk Road from Beijing to Istanbul.

Battling ferocious desert winds and temperatures ranging from -15 to +45 degrees Celsius, the pair rode through ten countries including China, Mongolia, Russia, Kazakhstan, Uzbekistan and Tajikistan. They said that parts of the journey provided both a physical and mental challenge unlike anything they

had ever experienced: "Our trip has helped us reaffirm some simple but important actions we can take to improve our mental health, for example exercising daily, being in nature and being appreciative of the small things...we both feel immensely proud to be raising money for such a worthy cause."

Our enormous thanks to Angus and Ollie for talking on this extraordinary challenge to support CWMT.

## What we raise and how we spend it

In 2019 CWMT has worked in partnership with more schools, colleges, universities, workplaces and other organisations than ever before, educating thousands of people in how to look after their mental health, now and into the future.

The charts on the right show how funds were raised in 2018 and our charitable expenditure in that year. Our income comes from fundraising, grants and donations and we are very grateful for the generous support of many organisations and individuals. If you would like to support us, please get in touch using the contact details below.

### What our donors' money buys:

**£2** pays for a pack of our literature on mental wellbeing to be sent to a school or university

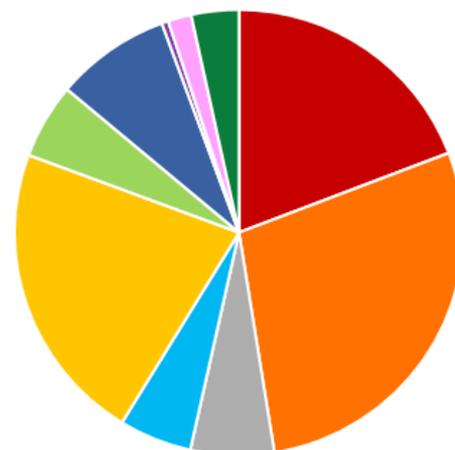
**£32** pays for 200 copies of 'Wellbeing action plan' our resource for young people

**£200** pays for a wellbeing library of books for a school

**£500** pays for a day's mental health awareness training at a school

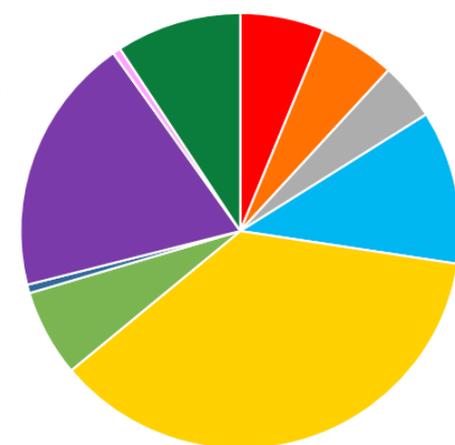
### Income

- Our fundraising events
- People raising funds for us
- Donations and gifts
- Donations from corporations
- Grants from charitable trusts
- Health Education England project: training school support staff
- Income from training
- Income from materials
- Income from investments
- Gift aid



### Charitable expenditure

- Materials and publications
- Sponsorship of CWI (committed in a prior year)
- Training GPs and nurses
- Support for students (including SAD website)
- Talks to schools and training for teachers
- Training in the workplace
- Grants to institutions
- Project management
- Governance
- Health Education England project: training school support staff



### Contact us

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