

Savanta: **YOUNG**MINDS

YoungMinds Movement for Change



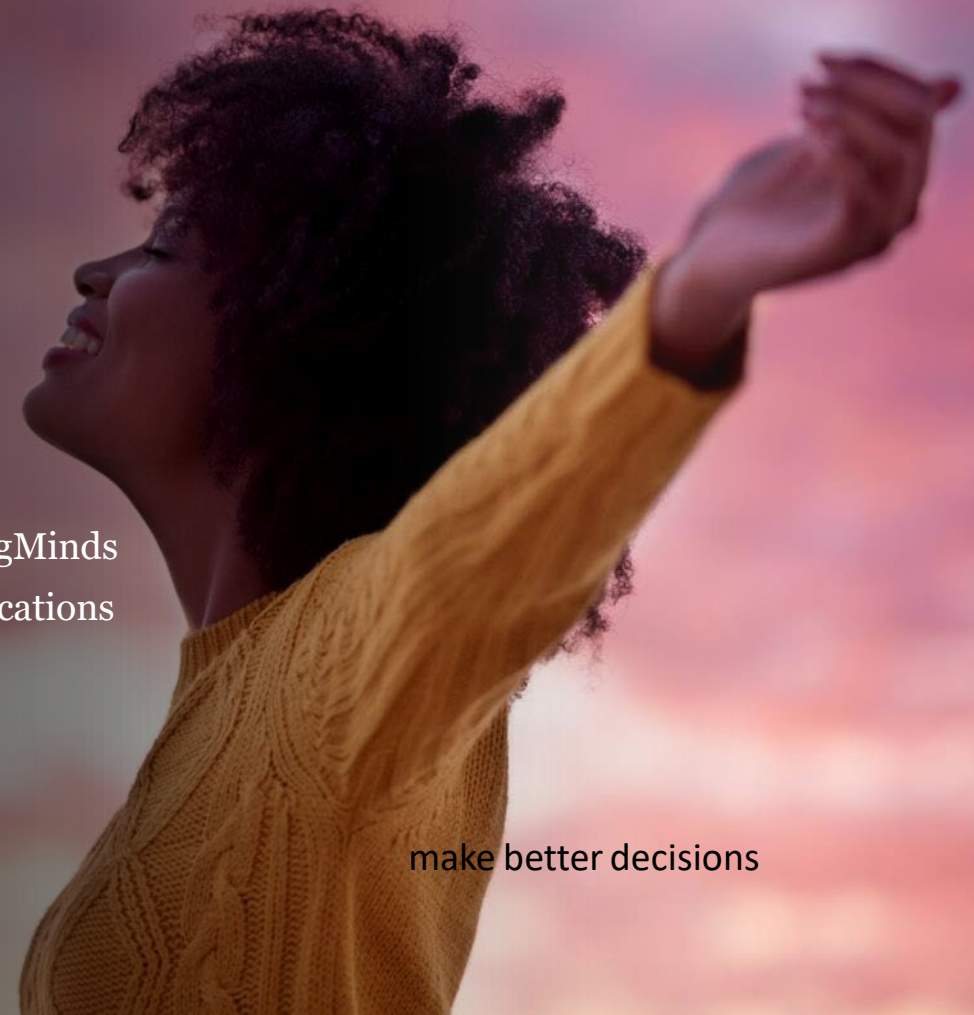
Joey Jones | Savanta
Senior Consultant



Tom Madders | YoungMinds
Director of Communications
and Campaigns

savanta.com

make better decisions



YoungMinds – Movement for Change

YoungMinds is:

- The **UK's leading** charity fighting for young people's mental health.
- On a mission to ensure all **young people get the mental health support they need, when needed, no matter what.**

Research objectives:

- Understand how young people see the world and how they would change it to **improve their mental health.**
- Unearth the **solutions** that would make a difference to their lives.
- Focus on those who are most **marginalised from the mental health conversation** and **centre them in the research design and outputs.**



YOUNGMINDS CORE OBJECTIVE FOR THIS RESEARCH...

To be a radical voice for
systemic political and societal
change regarding mental health
and create a blueprint for change
alongside young people.

Bringing the experiences of young people to life...

“Thank you very much for the opportunity to be involved, it was a great experience to see what others were saying and what they found important. It really got me thinking about what we can do as individuals to better support the society we want to live in.

“Having us youngsters say what we want to see is really refreshing - usually you just hear from politicians.



What we do



Onboard Youth Researchers



Qualitative phase

3 day online community

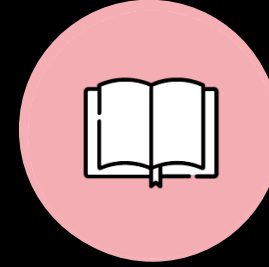
3 x 1 hour focus groups

Analysis sessions &
workshops



Quantitative phase

8 minute survey



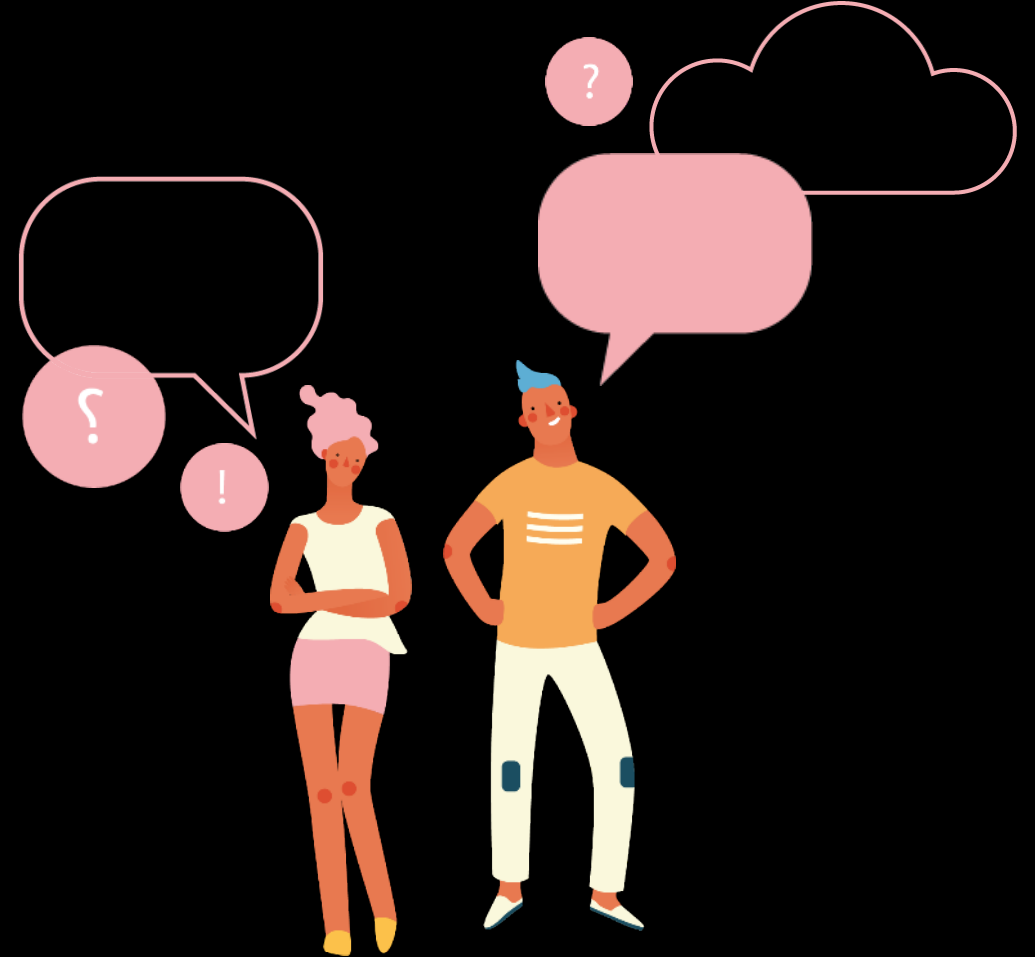
Final report

Onboarding Youth Researchers

Recruited 4 YoungMinds activists who were willing to help out with the research process.

Organised a bespoke onboarding session exploring:

- How surveys and online communities are designed and run
- How sampling and participant recruitment is achieved
- How to analyse responses



Onboarding Youth Researchers

WHAT WENT WELL

Questions were **designed by young people** who **understood some of the barriers to discussing mental health**, enabling young people to open up safely

WHAT WE COULD HAVE IMPROVED ON

Providing an **opportunity to practice moderation in a live online community environment**



Qualitative phase



3 day online community

Exploring young peoples' lives

3 days to brainstorm ideas

64 participants, from four categories:

- 16 YoungMinds Engaged
- 16 Mental Health Engaged
- 16 Mental Health Non-Identifiers
- 16 Mental Health Adjacent

11 moderators



3 x 1 hour focus groups

Reflection on the community

Discussions on the most impactful ideas and issues

3 x 1 hour groups

Qualitative phase

WHAT WENT WELL

Potentially **triggering conversations** - the **support given by YoungMinds** staff was really valuable for youth researchers

WHAT WE COULD HAVE IMPROVED ON

Greater internal support for the YouthSight team – better **training and support** for dealing with potentially **triggering responses**



Quantitative phase

- 26 question, 8 minute survey
- YoungMinds responsible for distributing and promoting the survey through a variety of channels, including **Dr Alex George!**
- We were aiming for 10,000 completes – the final number of completes was **14,215 young people**
- The results were compiled into a **final report**



Quantitative phase

WHAT WENT WELL

The survey was completed by a **large number of young people** – over 14,000

WHAT WE COULD HAVE IMPROVED ON

- Not putting words in young people's mouths – they had to **make that leap**
- **Black and other racialised groups underrepresented** in the survey
- **Greater diversity** in the team



This gave us *lots* of data

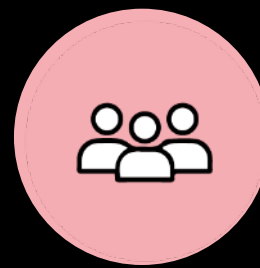
Some of the key findings...



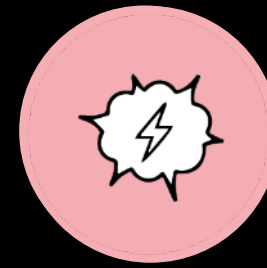
Influence of
communities



Discrimination



Influence of
friends



Governmental
failure

Our key recommendation

Help young people make the connection between the pressures they feel and the root societal causes

YOUNGMINDS

Making use of the findings

How we've been using what we've learned

- Provide evidence to reinvigorate our campaigning
- Our policy focus is broadening to reflect structural and societal issues
- The youth programmes we run have been updated to better reflect those issues

What we're doing next

- Publishing a major report
- Launching a data visualisation platform
- Initiating a brand refresh
- Launching new programmes



Savanta:

Savanta is the full-service global market research and data insight company that helps businesses make better decisions.

London

60 Great Portland Street
London
W1W 7RT
UK

New York

666 Third Ave
7th Floor
New York NY 10017
USA

Amsterdam

Weteringschans 165
1017 XD
Amsterdam
Netherlands

better.decisions@savanta.com

+44 (0) 20 7632 3434