



SNCOOK™

Youth Engagement Journey

Sean Bookless – Young Scot



A co-designed campaign to bring useful mental health and wellbeing content to the platforms that young people use.

A photograph of a workshop table. In the foreground, there's a smartphone on a stand, a clear plastic bag with colorful paper scraps, and a person's hands writing on a piece of paper. The background shows more workshop materials and a person's hand holding a pen. A large red text box is overlaid in the center.

WORKSHOPS

Took insights such as music having a positive effect, distraction online helped, young people said they were more likely to look for information than support.

WORKSHOPS

‘It totally depends what the person is going through’

‘Googling symptoms is death’

‘Childline might trace your call’

9 ARTICLES:

Understanding Panic Attacks

Understanding Grief in 5 Stages

Sleeping Beauty: Top Tips on How to Sleep Better

Mindfulness Meditation

Easy Ways to Find Inner Peace

5 Things That Will Make Your Break Up Hurt So Much Less

9 Ways You Can Beat Exam Stress

9 Ways of Tackling Stress

8 Ways to Keep Your Anger in Check

Dealing with loss

Times of emotional crisis and upset often involve some kind of loss. For example, the loss of a loved one, or the end of a marriage or relationship.

Most people grieve when they lose something or someone important to them. Grieving can feel unbearable, but it's a necessary process.

How does grief make you feel?

The way grief affects you depends on many things, such as the nature of the loss, your upbringing, your beliefs or religion, your age, your relationships, and your physical and [mental health](#).

You can react in many ways to a loss. "But, ultimately, grief consists of several key emotions. Anxiety and helplessness often come first," explains clinical psychologist Linda Blair. Anger is also common, including feeling angry at someone who has died for "leaving you behind". This is a natural part of the grieving process, and you shouldn't feel guilty about that. "There's also sadness, which often comes later," says Blair.

Knowing that these emotions are common can help them seem more normal. It's very important to know that they will pass. Some people take a lot longer than others to recover. Some need help from a [counsellor, therapist](#) or their GP, but you will eventually adjust to your loss, and the intense feelings will subside.

Dealing with the emotions

"Grief always requires a period of adjustment," Blair says. "Give yourself time to adjust and recover. Be respectful of yourself and your grief. You might feel hopeless for a while, but be patient with yourself."

There's no instant fix. You might feel affected every day for about a year to 18 months after a major loss. After this time, the grief is less likely to be at the forefront of your mind.

There are practical things you can do to get through a time of crisis or loss:

- Express yourself. Talking is often a good way to soothe painful emotions. Talking to a friend, family member, health professional or counsellor can begin the healing process.
- Allow yourself to feel sad. It's a healthy part of the grieving process. Crying enables your body to release tension.
- Maintain a schedule. Psychologist Linda Blair recommends keeping "simple things in your routine. It reduces the panicky feelings. It's important that you see other people at least

Understanding Grief In 5 Stages

2 months ago by [Aye Mind](#)

Like Bored Panda on FB:

 Like 

Going through a loved one dying is difficult. Understanding the grieving process can help to make you feel better when you are going through it. When you grieve you go through these 5 stages, it may be all at once, it may take a long time or a short time.

If you love gifs and want to make your own, copy and paste this link: bit.ly/1Ua7RYI

More info: [nhs.uk](https://www.nhs.uk)

1. Denial



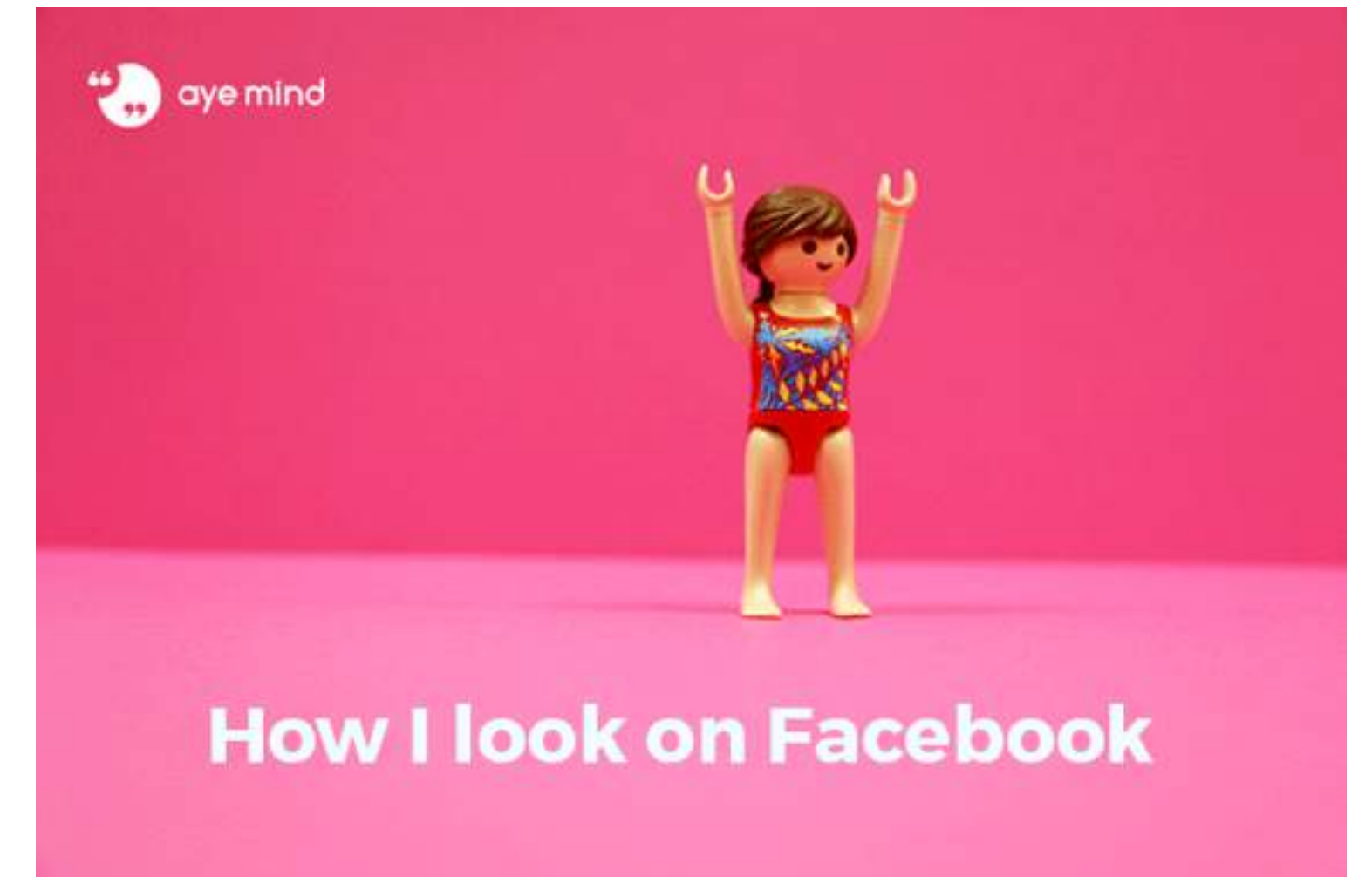
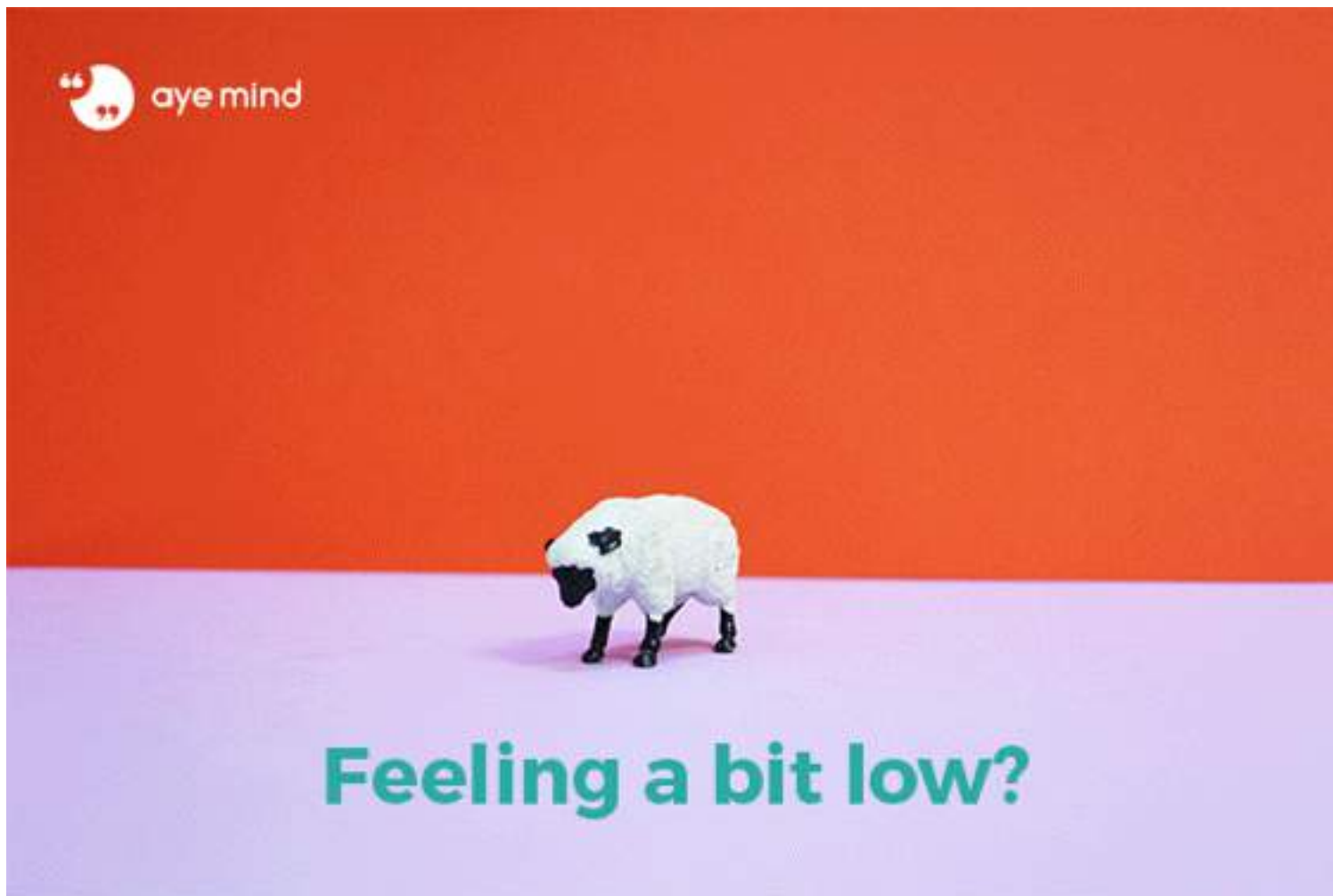
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 Like
 Share



4







**‘It would be cool if you could
use your own GIFs on Facebook’**

Aymara and Lyra

‘No one sleeps very well in high school this went through stuff I didn’t know about like writing worries down’

Aymara and Lyra

‘The GIFs are from things we know, that guy is from the office, lots of people have them and that is really good to know, especially the bit about famous people having them’

Aymara and Lyra

DISSEMINATED CONTENT

Young Scot - Twitter, Facebook, Snapchat, Instagram

Aye Mind - Twitter, Bored Panda, Giphy

Adaptive Lab Wunderkammer - Twitter, Blog

Snook Blog - Newsletter, Twitter and Facebook

Client channels, including **Horizon** post.

Safer Internet Day

play your part,
#shareaheart

play your part,
#shareaheart

play your part,
#shareaheart

play your part,
#shareaheart

Be an up
Step up
is being
online!!

Comments on
H.I.P.

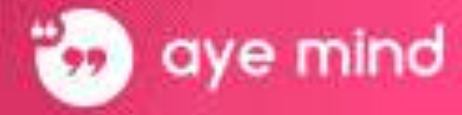
In order to
make internet a
better world, I will
volunteer

Let's all make
internet a better
place by saying
no to cyberbullying

Be an up
Step up
is being
online!!



Be you, you're amazing



**Connect with people
you can talk to**





Caitlin



 **Adaptive Lab**
@adaptivelab



Following

Well done to all our #GIF competition participants & especially our winners @ayemind99! bit.ly/1R5SWvJ



RETWEETS
5

LIKES
7



9:07 AM · 17 Feb 2016

European CHEST Fund

Aye Mind



aye mind

Aye Mind is on a mission to improve the mental health and wellbeing of young people.



INFORMATION

How To Spot If Someone Is Feeling Down



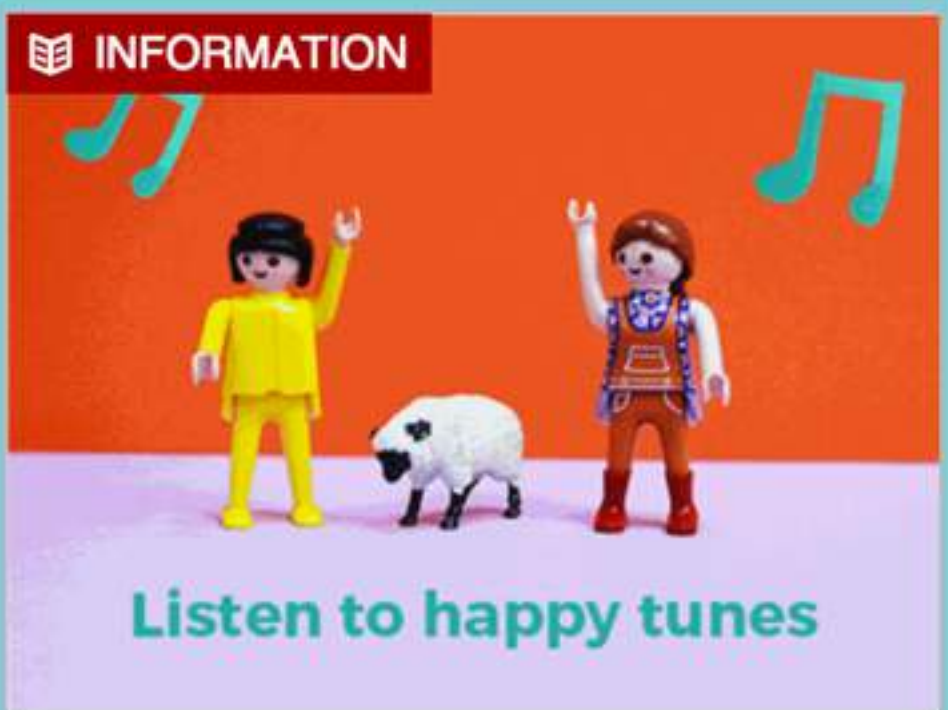
INFORMATION

Having Suicidal Thoughts?
Thinking about taking your life? Read our



ELSEWHERE

Mental Wellbeing Support Services



INFORMATION

3 Steps To Making A Feel Good Gif

#AyeMind Campaign Destination

- Dedicated landing page
- #AyeMind branded
- Unique URL – young.scot/aye-mind
- Curated content from Young Scot & partner info
- Launching make GIF campaign
- 500 page views during campaign



Create your message

#AyeMind How to Make a GIF Guide

497 page views of GIF guide during campaign period



3 Steps To Making A Feel Good Gif in Mind

It's difficult to know what to say when your friend is having a hard time, but it's always reassuring to know someone has your back and is willing to listen. Why not say it with your own feel good gif?

Step 1: Create your message.



Think of a friend who's going through a hard time at some point, is there something you could say to them to help?

Choose a topic

It could be bullying, exams, depression, relationships, trouble with online trolls... whatever your friend needs some support with.

You could even have a look at our [mind section](#) for some ideas.

European CHEST Fund

Aye Mind



This activity is no longer active and you may not be able to complete it.

ACTIVITY

MAKE A GIF FOR AYE MIND



COMPLETE THIS ACTIVITY ONLINE

Aye Mind is on a mission to improve the mental health and wellbeing of young people.

It's difficult to know what to say when your friend is having a hard time, but it's always reassuring to know someone has your back and is willing to listen. Why not say it with your own feel good gif?

Read our handy article on gif-making and then upload your creation using the form below. Once we receive your gif we'll send you a points code for 250 points!

READY TO GET STARTED?

Log in / Sign up

MORE STUFF TO DO



COMPLETE: Commonwealth Quiz

Complete online now



COMPLETE: Food Education Survey

Complete online now 30 April 2016

This is Young Scot Rewards.

Here's how it works:

DO STUFF

Nothing comes for free, right?

Doing activities will be fun and will earn you points.



GET REWARDS

You earned it, take it.

Spend your points on any of our awesome rewards.

#AyeMind – Reward Activity

- **140 submissions**
 - 80 complete
 - 65 partial
- 350 Young Scot Reward points per submission
- Total of 36,250 potential points available!

Pinned Tweet



Aye Mind @ayemind99 · Feb 18

Want to make your very own #AyeMind gif? You can now with this @youngscot post bit.ly/1Ua7RYI



#AyeMind GIF Campaign

Twitter Activity

Total Tweets Sent	29
Impressions	62,512
Engagements	649
Retweets	149
Likes	89
URL Clicks	161
Hashtag Clicks	8
Media Views	590
Media Clicks	38



Young Scot

17 February · 🌐

Know someone who's been feeling a bit down? Why not cheer them up by creating a feel-good GIF?



3 Steps To Making A Feel Good Gif | Young Scot

Want to cheer up a friend? Or learn how to make a gif? Why not read our guide on how to make a feel good gif.

YOUNG.SCOT

1,652 people reached

Boost Post

👍 Like 💬 Comment ➦ Share



👍 Stuart At Youth1st, North Lanarkshire Youth Work and 3 others

3 shares



Write a comment...



#AyeMind GIF Campaign

Facebook Activity

Total Likes/Reactions	5
Total Comments	0
Total Shares	3
Total People Reached	1,652

#AyeMind GIF Campaign Instagram Activity



#AyeMind GIF Campaign

Snapchat Activity

Snapchat - How to Make a GIF

Total Views	1,372
Average Views Per Snap	197
Screenshots	0

#AyeMind GIF Campaign Submissions – 140 GIFs



Our Favourite AyeMind Gifs in Mind

We loved all of your AyeMind gif submissions you sent us. Here are some of our favourites:

1) know you're not alone



2) that change is good



3) That a positive attitude can help



<http://young.scot/information/mind/our-favourite-ayemind-gifs/>

European CHEST Fund

Aye Mind

#AyeMind – Engagement

Snook and 2 others liked



Zoe Murray @murrayztweets - Feb 13

Glad this exists! #AyeMind "...improve the mental health and wellbeing of young people."

Young Scot @YoungScot

Looking for some useful info on mental health issues and ways to improve your wellbeing? Check our #AyeMind page > young.scot/aye-mind

1 retweet 4 likes



Young Scot @YoungScot - Mar 9

It's normal to worry now and then, but sometimes it can get out of control. Learn more about anxiety here > bit.ly/1MNCeBS #AyeMind

5 retweets 1 like

Thank you.