



AoC Mental Health & Wellbeing Charter

We are delighted that your college is signing up to the AoC Mental Health & Wellbeing Charter created in consultation with AoC's Mental Health Policy Group.

To help you promote your college's participation and commitment to good mental health and wellbeing, we have put together some draft messaging and graphics for you to use. Do feel free to use them if you'd like - or edit or create your own. We don't mind.

If you have any questions about the Charter, please email AoC's National Lead for Mental Health, Richard Caulfield, Richard.Caulfield@aoe.co.uk or phone 01257 279 791

Charter

We officially launched the Charter on Wednesday 15 May 2019 as part of the Love Our Colleges [Week of Activity](#) and Mental Health Awareness Week.

Every single day colleges across England provide a world class education and transform the lives of millions of people. This includes providing support for both staff and student wellbeing at the right time, in the right place. This charter gives colleges the chance to publicly state their commitment to the mental health agenda.

We have provided electronic copies of the Charter with space for you to put your college logo, as well as a poster for you to print and put up for your college community to see. All the design files are available via dropbox [here](#).

Potential ideas for publicising when you sign:

- Take a photo of your principal/CEO signing the charter
- Take a photo of the charter or poster being put up in the college
- Tweet using the below messages with the graphics created
- A short video (10-15sec) why your college has signed up to the Charter

Template messaging for social media

We have put together some tweets which you are welcome to use.

We are committed to every student and staff member's mental health and wellbeing. That's why we've signed up to @AoC_info's Mental Health & Wellbeing Charter. #LoveOurColleges

We recognise that we have a responsibility to proactively support students and staff. That's why we've signed up to @AoC_info's Mental Health & Wellbeing Charter. #LoveOurColleges

75% of adults with mental health problems experience their first symptoms by the age of 24. Colleges play a key role in prevention and support, that's why we've signed up to @AoC_info's Mental Health & Wellbeing Charter #LoveOurColleges

75% of adults with mental health problems experience their first symptoms by the age of 24. That is why we are committed to supporting the mental health and wellbeing of our students and staff & have signed @AoC_info's Mental Health & Wellbeing Charter. #LoveOurColleges

1 in 5 young people aged 16-24 experience a common mental illness such as anxiety or depression at any one time. We are committed to supporting the mental health and wellbeing of our students and staff. #LoveOurColleges

Graphics

We have created some graphics which we'd be very happy for you to use - you can find them [here](#).

Draft local press release

[insert college logo]

[insert college media contact name]

Tel: [insert phone no]

Email: [insert email address]

**NEWS RELEASE **

[Name of college] makes commitment to support students and staff with their mental health and wellbeing

[Name of college] has reaffirmed their commitment to staff and students by signing up to a brand new national mental health and wellbeing

charter - created by the Association of Colleges in conjunction with mental health experts.

The 11-point document includes commitments to:

- Promoting equality of opportunity and challenging mental health stigma
- Providing appropriate mental health training for staff
- Providing targeted individual mental health support where appropriate

Colleges across England teach and train 2.2 million people each year - including 685,000 young people. Every year, 1 in 10 young people experience a mental health problem and 1 in 5 young people aged 16-24 experience a common mental illness such as anxiety or depression at any one time. Add to these facts, 75% of adults with a diagnosable mental health problem experience their first symptoms before the age of 24 means [COLLEGE NAME] plays a vital role in supporting the mental health and wellbeing of its [xx] students and [xx] staff.

[Principal's name], Principal at [college name], said: [insert quote]:

Richard Caulfield, Mental Health lead at the Association of Colleges, said: "Every single day colleges like [COLLEGE NAME] provide a world class education and transform the lives of millions of people. This includes providing support for both staff and student wellbeing at the right time, in the right place. This charter gives colleges the chance to publicly state their commitment to the mental health agenda."

[Extra quotes also available below]

END OF RELEASE

About Love Our Colleges: The 'Love Our Colleges' campaign is a partnership between Association of Colleges (AoC), National Union of Students (NUS), Association of College and School Leaders (ASCL), University and Colleges Union (UCU), Unison, GMB, TUC and National Education Union (NEU).

The AoC Mental Health Charter in full:

The mental health charter encourages colleges to commit to:

- Ensuring that wellbeing and mental health work is led by a senior manager supported by a member of staff with particular responsibility for mental health
- Having a wellbeing and mental health policy accompanied by a clear implementation action plan which is monitored regularly and reviewed annually.
- Creating an open and inclusive college ethos which includes respect for those with mental ill health.
- Promoting equality of opportunity and challenging mental health stigma through curriculum teaching and also by promoting wellbeing through tutorial programmes

- Encouraging and collecting student views on mental health and wellbeing by working with the Students Union and other student representative bodies
- Providing appropriate mental health training for staff
- Ensuring a consistent and positive approach to staff wellbeing
- Providing targeted individual mental health support where appropriate or alternatively signposting to external support services
- Providing relevant information to parents and carers
- Establishing effective links with local health system and voluntary sector mental health providers
- Promoting the benefit that physical activity and sport has on mental well being

Quotes

Luciana Berger MP says:

“We know that young people in our country are facing a mental health crisis. We also know that our teaching workforce is experiencing endemic levels of stress and mental ill health.

The measures set out in this charter will help promote early intervention for those struggling with their mental health. We know that a supportive environment and being able to stay in meaningful education, training or work is one thing that can promote recovery.

Additionally, adopting a proactive attitude to mental health awareness can help to prevent a short period of mental ill health developing into a mental health condition or longer-term illness. Prevention is of vital importance if we are to end the mental health crisis our young people are currently facing.

I would encourage colleges across the country to sign up to the charter and send their students and staff a clear message that if they are struggling with their mental health, support is available.”

Norman Lamb MP:

I strongly welcome this brilliant and important initiative. Students experience a range of mental health issues and it is vital that they receive proper and timely support. Heartfelt thanks to all those involved in this initiative.

Clare Stafford, CEO of the Charlie Waller Memorial Trust:

“We passionately believe that mental health support of the highest standard should be available to all young people and college staff. The launch of the Charter further enhances the Association of College’s long-standing commitment to this. As a charity, the Charlie Waller Memorial

Trust is delighted to be working in collaboration with AoC and fully endorses the principles and intentions of this important new Charter”

The Education Support Partnership said:

Education Support Partnership fully endorses the commitments outlined in the Mental Health Charter and look forward to working closely with AoC and the wider FE sector to raise the standards of wellbeing and mental health provision for the entire workforce.