

#REACHOUT - THE REACH ENGAGEMENT PROGRAMME

| Title | Description | Date | Target Audience | Reach | Feedback and Testimonials |
|--|--|---|--|---|--|
| Mental Health Awareness assemblies / materials | | Aim: to raise awareness of mental health and mental health research among young people; reduce stigma surrounding mental health; promote well-being among young people | | | |
| Assemblies / workshops | Assemblies and workshops developed for secondary school students, focusing on an introduction to mental health awareness and managing exam stress. | Since 2017 | Inner-city schools and young people, particularly from disadvantaged and marginalised groups | Over 8,000 students | 67% saying the activities helped improved their understanding and awareness of mental health and that 65% finding the sessions engaging and interesting. There were also significant changes pre-post workshops, including around a 50% increase in understanding of when to ask for help and support in relation to mental health issues and around 30% increase in confidence in asking for help and talking about mental health. "I have had several members of staff go out of their way to come and tell me how much their students have been enjoying and engaging with the sessions. I am so pleased with the amount of positive feedback from staff, so thank you." Teacher |
| Mental Health materials for PSHE lessons | Devised a series of mental health awareness workshops to be delivered by teachers in PSHE lessons. Includes PowerPoint slides and lesson plans for sessions on anxiety, depression, self-harm, body image, nutrition, boundaries and empowerment, and challenging stigma. | Since 2017 | Inner-city schools and young people, particularly from disadvantaged and marginalised groups | Over 2,000 students | "What grabbed our attention was that it was all about identifying factors that could lead to students and young people having current or future mental health problems, and what factors could help them be resilient toward that. It is trying to understand what can help them succeed in future life and not to develop any further or greater mental health or emotional wellbeing issues." Teacher |
| Educational programmes and materials / career talks | | Aim: To inspire and raise opportunities for disadvantaged local young people, and to train the next generation in research methods | | | |
| Young Persons Advisory Group | In designing and planning REACH, we set up a young people's advisory group with the support of the McPin Foundation – a charity specifically focused on user involvement in research. The group is comprised of 11 members aged 14-25 years. Since its creation, the group have provided input on procedures for consent, for ensuring confidentiality and for managing and responding to risks, drafts of our information sheets and consent/assent forms, drafts of our questionnaires, interviews, tasks, and study logo. | 2016 to 2020 | Young people | 11 members | n/a |
| Research Methods training | The development and delivery, in collaboration with the Health Inequalities Research Network (HERON), of an 8-week course for sixth form pupils on research methods (RISE), which we have further distilled into a two-hour introductory session to research | 2016 to 2018 | Inner-city schools and young people, particularly from disadvantaged and marginalised groups | 4 RISE sessions delivered to 2 schools. | Over 65% of students would recommend RISE to their friends. 69% of students said RISE had influenced their future educational and career plans. All students felt the course content was at the right level (not too difficult/easy). Nearly all the students said the course had inspired them to understand more about their own community's health, and for some, to take action to tackle a social problem related to health. "You were all amazing. The presenters were really friendly. It was very interesting" Young Person "Interaction was really good and the session was useful in providing information." Young Person "Thanks again for yesterday, it was such a well-pitched session and really engaged students. It's also great for them to hear and see academics so passionate about their field of research." Teacher "The experience of working with approachable and patient academics at King's College London demonstrated to them that academic environments are not an alien place in which these students cannot become a part of." Teacher |
| In person Work Experience Placements | Hosted 1 or 2 week-long work-experience placements for local secondary school students from participating schools. These placements included a variety of activities, such as assisting with data collection preparation, writing for the study website and newsletter, and providing feedback on engagement materials. | 2017 to 2019 | Inner-city schools and young people, particularly from disadvantaged and marginalised groups | 7 students | "I've learnt a lot about conducting psychological research and the scientific rigour it requires." Young Person "The team involved me in the work as much as possible and offered great advice on university life and careers in science." Young Person "It's really nice to be involved in a project that can be used to help people and the world." Young Person "Working with REACH has not only allowed me to enhance my CV but also to work with a group of amazing people." Young Person |

| | | | | | |
|---|---|--------------|--|--|--|
| KCL Campus tours | This included visiting the Virtual Reality centre, the Brain Bank, the neuroimaging centre, and attending taster lectures in genetics and mental health. This was to help students, particularly science students, understand the different career options that might be available, and to make the university seem like a more friendly and accessible environment. | 2017 to 2019 | Inner-city schools and young people, particularly from disadvantaged and marginalised groups | 150 students with interests in science, technology, engineering, and mathematics | <p>93% said that the activities they did on the day were Good or Very Good</p> <p>"A great opportunity, which gave me an insight of the future to have." Young Person</p> <p>"The feedback from our students was they had an amazing experience!!! Really massive thank you for providing such a rewarding and inspirational experience for our students." School Careers Advisor</p> <p>"Thank you so much for organising yesterday's tour. It really was fantastic. Each of the session leads was engaging, well planned and incredibly informative. I can honestly say that I don't think I've ever seen the students focus for such a prolonged period of time." Teacher</p> <p>"I always knew from past trips and workshops to Kings College that students would thoroughly enjoy the event but feedback from students was incredibly positive and exceeded my expectations. I am only sorry that I couldn't be there to experience it all for myself. Please pass on my thanks to the wonderful team who have definitely inspired my students to consider this fantastic avenue within science. Workshops and outreach activities like this really make my job as a science teacher easier and so much more enjoyable." Teacher</p> |
| Careers Fairs | Outreach initiative aimed at increasing awareness of inclusion in higher education and to inspire a curiosity in science. Supported schools with careers fairs by involving King's College colleagues and organising a health-focused stand, showcasing careers in Medicine, Clinical Psychology, Nursing, Occupational Therapy, Genetic Research, and Epidemiology | Since 2017 | Inner-city schools and young people, particularly from disadvantaged and marginalised groups | Attended 10 careers fairs across 5 schools | <p>"Thanks for a truly inspiring afternoon. I have had students thanking me all morning and you may be aware that is an unusual occurrence when working with teenagers about to sit GCSEs. You gave them context to their GCSEs, insight into areas that they had not contemplated and realisation that certain routes were a real possibility." Teacher</p> |
| Virtual Work Experience Placements | <p>Hosted 5-day virtual work experience placement. During the placement, there are online sessions every day which cover different topics related to mental health research plus tasks for the students to complete. The tasks are flexible and give the students the chance to explore their interests.</p> <p>Click the link below for further info:</p> <p>https://www.thereachstudy.com/virtual-work-experience.html</p> | Since 2020 | Inner-city schools and young people, particularly from disadvantaged and marginalised groups | 50 young people per placement; 200 in total | <p>Over 80% of young people found the virtual work experience programme to have significantly improved their understanding of psychology and mental health. 100% claimed that it additionally improved their understanding of research. In our most recent virtual work experience programme, 92% of young people found our work experience to be very - extremely interesting.</p> <p>"The REACH staff people were so lovely and created a lovely environment which can be quite hard to do on an online class/work environment and I had such an amazing week of learning and bonding which I really needed after about 5 months without proper socialisation." Young Person</p> <p>"The talks had a very welcoming atmosphere which encouraged me to learn more and share my opinion." Young Person</p> <p>"I hoped to understand more about REACH, psychology and how REACH works with collecting data and such. It has definitely exceeded my expectations and given me more information about not just REACH, psychology and mental health but also university, the future and the workplace." Young Person</p> <p>"Seeing all the young people so engaged in the topics was amazing and the relationship that they built with the REACH staff. The young people were appreciative – it is very hard to find this experience and especially for free" Young Person</p> |
| #REACHOut Careers & Employability Workshop Series | Conducted online sessions in creating CVs, writing cover letters, interview tips and writing personal statements. Our careers series also features presentations on careers in psychology and the potential pathways into these careers. These interactive sessions are aimed to help equip young people who may not have extensive experience and provide information into the different pathways into psychology and mental health. | Since 2021 | Inner-city schools and young people, particularly from disadvantaged and marginalised groups | 20-30 young people per session, 60 in total | <p>100% of attendees who completed our feedback forms said they would recommend these workshops to their friends and agreed that they were helpful.</p> <p>"I loved the workshop and every other session I've attended this week, they were all very informative." Young Person</p> <p>"It was great! I love how it doesn't feel like a strict event, it's more laid back but still gives all the information I need. I never feel pressure when I join these events with REACH, I love them, thank you!" Young Person</p> <p>"I really enjoyed that breather at the end with the games and riddles, it was something I wasn't expecting but it was fun to be a part of after doing a lot of serious thinking with cover letters. The speakers were also very clear in their points and were fun to listen to during the games" Young Person</p> |
| Employing young people on our team | <p>We have, in our research team, five young people - all aged 17-19 years - who work part time, in paid roles, as Young Person Community Champion (YPCC) Researchers. The YPCC researcher have helped co-develop and deliver online and in person engagement activities, and provide novel insights on our research designs and practices.</p> <p>Furthermore, we had an additional 12 young people working in 2021 as Champions on an ad hoc basis. Our Champions become members of our Young Person's Advisory Group (YPAG). They supported with engagement activities to help maintain contact with cohort members and will advised on current and future REACH research designs and practices.</p> | Since 2021 | Inner-city schools and young people, particularly from disadvantaged and marginalised groups | 5 young people | <p>"REACH has given me invaluable experience. I don't think many people can say they have been involved in research from the age of 17. I think it's really great work experience – I was able to see research forming right from the start, seeing it develop, seeing the ins and outs of public engagement." Young Person Researcher</p> <p>"We work up to seven hours a week some weeks. I get to make so much content on the research that we're doing. We got to make a blog on misconceptions of anxiety, we have a podcast coming out in the future, and I've also helped with engagement, thinking of ideas to keep people engaged and coming back to do the questionnaires." Young Person Researcher</p> <p>"I love the YPCC role. If I'm being completely honest it's been one of the biggest things I've done in my life...I love being a part of something and feeling like I have a contribution." Young Person Researcher</p> |

| | | | | | |
|--|--|---|---|---|---|
| Policy reports co-developed by young people | The YPCC Researchers have helped develop policy reports offering their honest feedback on researcher proposed policy recommends. For example, they have written a blog on their perspectives on our latest recommendations to support adolescent mental health. In addition, they have supported the faiciliation of workshops at our imagural REACH Festival for Young Peole. During the workshops and in subseuent discussions with the YPCC, they have helped shape a 6-point plan of recommendations for what change young people need to help them thrive beyond the pandemic. Click the link below for further info: https://www.kcl.ac.uk/adolescent-mental-health-beyond-the-pandemic | Since 2021 | Wider general public and young people | n/a | n/a |
| Science Festivals / Exhibitions / Public Debates | | Aim: To engage general public and spark conversation about Mental Health Research | | | |
| Royal Society Summer Exhibition | Our exhibit focused on the use of technology in mental health research and included interactive components (e.g., virtual reality) and promotional videos. Click the link below for further info: https://royalsociety.org/science-events-and-lectures/2017/summer-science-exhibition/exhibits/emental-health-for-the-igeneration/ | Jul-17 | Wider general public | 8 day festival, London. Attended by 12,000 members of the public, 2000 school students, 500 teachers. | We had high number of visitors, at least 1150 people experienced Virtual Reality (recorded ages of between 7 years old and 86 years old!), and for most of them it was the first time they ever tried it. Over 5000 people asked us questions about one or more of the projects and many young people were very interested in the use of technology in mental health. Social media impact: Twitter -> Between 29th June and 19th July (21 days):70,374 twitter impressions (3.2k average per day) (number of times users saw the tweets on twitter), 2142 twitter engagements (number of times users have interacted with the tweet: clicked, liked, retweeted etc.), 2533 media views, 805 media engagements. Instagram -> In June & July: 350 likes. Facebook -> Between 19th June and 16th July: 216 fans who we reached organically, 369 clicks anywhere in our post. |
| Mental Health Question Time Public Debate | A public debate to discuss how the specific mental health needs of children and adolescents can be addressed in the school setting. Watch the debate here: https://www.youtube.com/watch?v=nCCN1Wu9B50&list=PLSKM2Zm6MngLis9TTuyzLy8mqdstJWIII&index=18&t=1317s | Feb-18 | Wider general public and researchers | Attended by ~100 people. ~600 views on YouTube | n/a |
| Science Museum Lates | Exhibit focused on the use of technology in mental health research and included interactive components (e.g., virtual reality) | Jul-18 | Wider general public | 1 evening, London, attended bby around 5,000 visitors | n/a |
| New Scientist Live | Exhibit focused on the use of technology in mental health research and included interactive components (e.g., virtual reality) | Sep-18 | Wider general public | 4 day festival, London. Attended by over 30,000 visitors across 4 days | n/a |
| ESRC Festival of Social Sciences | The purpose of these one-off event were to: 1) showcase the REACH engagement programme, and the value of involving YP in research (Novrmber 2020); and 2) to showcase some preliminary findings of the impact of green space on younh people's mental health (November 2021) Click the link below for further info: https://festivalofsocialscience.com/events/london-in-lockdown-young-peopleas-perspectives-on-green-spaces-housing-and-wellbeing/ | Nov-20 and Nov-21 | Wider general public | Attended by ~60 individuals (general public, young people, researchers) | 100% were Very or Extremely Satisfied with the event. "The presentation was simple and precise. It was natural too." Attendee "Thought the event was excellent and facilitated in an engaging way." Attendee "I came away with feeling that mental health is being taken seriously and i thank REACH for that" Attendee |
| Emerging Minds Public Conference | Presented at the free online public conference on 'Youth Mental Health & Covid-19: What do we know and what should we do?', jointly organised by Emerging Minds, and the Centre for Society and Mental Health Click the link below to view the presentations: https://emergingminds.org.uk/youth-mental-health-covid-19-the-evidence-base-2-disadvantaged-marginalised-vulnerable-groups/ | Mar-21 | Researchers, young people, and the wider general public | ~750 views on YouTube | n/a |
| Community 'Festivals' | | Aim: To raise awareness of mental health and research in the local community and raise the profile of our university in the local community | | | |

| | | | | | |
|--|--|---|---|---|---|
| #REACHOut – Shining a light on adolescent mental health | Community / public launch event of the REACH study Click the link below for further info: https://www.huffingtonpost.co.uk/rachel-egan/defusing-the-mental-health_b_12224134.html | Sep-16 | General public in the local community | Over 100 people from the local communities in which our programmes are rooted, including young people, local youth charity representatives, parents, and teachers | 97% rated the event as 'very good' or 'good' "Excellent info, engaging and passionate speakers and panel members and young people!" Attendee "The schedule was excellent, a good balance of info and activities." Attendee "Worthwhile attending." Attendee "Great work, thank you. Look forward to hearing more." Attendee |
| Mental Health Festival for Young People | Co-led by young people, and co-hosted by our partner youth charity BigKid Foundation, in the local community, with the aim to bring together young people to discuss, among other things, REACH findings, as well as young people's experiences during the Covid-19 pandemic and what we need to do now to enable young people to thrive. Click the link below for further info: https://www.thereachstudy.com/festival-for-young-people-2021.html | Oct-21 | General public in the local community | Around 60 people (young people and in the local community) attended | 100% were Moderately or Extremely Satisfied with the event "REACH is an organisation that cares about its demographic" Young Person Attendee |
| Media engagement / national press | | Aim: To disseminate research and findings to a wider audience | | | |
| Sky News | 4 minute coverage on use of VR to assess and treat social anxiety among young people Watch the video here: https://www.youtube.com/watch?v=TNEZYM21sw&list=PLG8lrydigQfckEQNNdxoPIQ0GtA1LP5_5&index=10 | Jul-17 | Wider general public | at least ~3400 views online | n/a |
| BBC News TV channel 'BBC Click' | 4 minute coverage on the use of VR to assess paranoia in adolescents Watch the video here: https://www.youtube.com/watch?v=xauJp5Y-4Co&t=1114s | Jun-18 | Wider general public | around 9,050 views online | n/a |
| BBC Tech programme (BBC World Service) | 3 minute coverage on the use of VR in mental health research and treatment Listen to the episode here: Tech Tent - 5G goes live - BBC Sounds | May-19 | Wider general public | n/a | n/a |
| BBC Radio 4 documentary | Interviewed on the impact of Covid-19 on young people's mental health Listen to the episode here: BBC Radio 4 - Generation Covid | Dec-20 | Wider general public | n/a | n/a |
| World We Got This podcast | Interviewed on the emerging challenges for young people's mental health and the recent challenges posed by COVID-19. Listen to the podcast here: https://podcasts.apple.com/gb/podcast/adolescent-mental-health-in-time-covid-dr-gemma-knowles/id1510979126?i=1000508137651 | Feb-21 | Wider general public | n/a | n/a |
| The Association for Child and Adolescent Mental Health Podcast | Interviewed on the key findings of REACH, and the implications of these findings in terms of translating research into practice, to help young people and their families Listen to the podcast here: https://www.acamh.org/podcasts/resilience-ethnicity-and-adolescent-mental-health-reach-project-in-conversation-with-dr-gemma-knowles/ | Jul-21 | Wider general public | n/a | n/a |
| Social Media engagement | | Aim: To keep connected with our stakeholders, and disseminate research and findings to a wider audience; ideally communicated in a way that is relevant, engaging, and accessible (therefore many outputs are co-developed with young people) | | | |
| Newsletters | Our termly REACH Newsletter which is intended for a general audience and include updates on study progress, dissemination activities etc. Read our newsletters here: https://www.thereachstudy.com/newsletter--updates.html | Since 2017 | Opportunities to sign up to this newsletter are offered to students, parents, and the wider public through outreach events. | 271 subscribers | n/a |

| | | | | | |
|---|--|--------------|---|--|---|
| Twitter | Our Twitter account Follow us here: https://twitter.com/TheREACHStudy | Since 2017 | Wider general public | 980 followers | n/a |
| Instagram | Outr Instagram account Follow us here: The REACH Study (@thereachstudy) • Instagram photos and videos | Since 2019 | Wider general public | 261 followers | "Great tips, thanks for sharing" - Instagram User "Really love your post"- Instagram User "I love this quote"- Instagram User |
| Animated videos created by young people | The YPCC Researchers on our team consistently help to create creative content for our Instagram, twitter, online podcasts and videos. Their contributions help to keep our content youth-centered and engaging for young people. Watch some of these incredible videos below: https://www.thereachstudy.com/covid-19-diary-project.html REACH Festival for Young People - YouTube https://www.youtube.com/watch?v=EZQXVBwscCk | Since Mar-20 | Wider general public | Over 300 views in total | n/a |
| Blogs created by young people | Read the blogs here: REACH Study - BLOG (thereachstudy.com) | Since Apr-20 | Wider general public | Top 10 most viewed pages | n/a |
| Podcasts created by young people | Listen to the podcasts here: https://www.thereachstudy.com/podcasts.html | Since Oct-21 | Wider general public | Over 100 listeners on each podcast | n/a |
| Other | | | | | |
| Feeding data back into schools | School leadership teams receive an annual summary report of the data gathered from their students. This gives them a snapshot of the common problems affecting students, providing them with information on levels of overall wellbeing, how common bullying and other risk factors are, and the proportion of students with mental health problems. | Since 2016 | Local schools | 12 schools | Directly influenced allocation of resources for counselling and other support services in schools; e.g. our school reports have, in some schools, provided evidence to prevent cuts to school wellbeing and safeguarding teams supporting planning and provision for, and in some instances retention of, counselling and other services within participating schools "We were lucky – I would take it with open arms. I think the information you are provided with can structure the support you're going to put in place for years to come." Teacher |
| Clinical placements | Facilitate the provision of placement students (from relevant MSc courses at King's College) to work with school counselling teams and other support services. Duties varied between schools but included in-class support, assisting speech and language therapists and educational psychologists, facilitating group work, and providing one-on-one mentoring/therapeutic support. | Since 2017 | Local schools | 15 completed clinical placements across 4 schools. | "REACH has been a great source of support for the school. They have helped create a holistic service for [us]. This included social workers, five mentors, therapeutic support, drama therapists. REACH helped us tap into KCL resources and connections (placement officers for students looking for placements, etc). Schools should take these opportunities up with open arms." Teacher "The volunteers did a great job last year and we are very keen to have new students join us this year." School Councillor |
| Annual Charity Event | REACH supports a local charity named 'The Big Kid Foundation', who support adolescents who have been excluded from mainstream schooling. REACH staff completed a yearly charity challenge to raise money. See more information in the link below: Fundraising - REACH Study (thereachstudy.com) | Since 2017 | Local charity focused on providing opportunities and skills for vulnerable young people | Over £8000 raised for the charity | n/a |
| Guidance for researchers in co-production | Co-produced with McPin, young people, and school staff, produced guidance to inspire and support other researchs to engages and involve schools, young people, and communities in their work Read the guidance here: The McPin Foundation REACH - Resilience, Ethnicity, Adolescence and Mental Health - The McPin Foundation | 2022 | Researchers | n/a | n/a |