**Staffordshire Health App Finder – Young Peoples Mental Health Campaign**

**Promotional Briefing – Copy**

This is a piece of copy that can be used by schools, colleges, youth professionals, health professionals, parent support groups, community organisations, cabinet and elected members, etc to use to share the information about the new YPMH section within Staffordshire Health App Finder

It links through to a resource section which contains further resources, such as posters, social media posts, graphics, etc

**Helping Young People Find the Right Mental Health Support – A Digital Tool for Everyone**

Young people today face increasing mental health challenges, and finding **trusted, effective support** can feel overwhelming. That’s why Staffordshire County Council has developed the **Young Person’s Mental Health (YPMH) section within the Staffordshire Health App Finder** – a free digital tool that **young people can use directly** to find expert-reviewed mental health apps.

The tool is also a **valuable resource for those who support young people**, including schools, colleges, youth workers, health professionals, parents, and community organisations. It makes it easy for both young people and their support networks to find **safe, reliable mental health and wellbeing apps** in one place.

**Why This Matters**

* **1 in 5 young people** experience a mental health problem, but many don’t know where to start looking for help.
* With thousands of mental health apps available, it’s hard to know which ones are **safe, effective, and trustworthy**.
* The YPMH section **takes the guesswork out of finding support**, offering expert-approved apps for anxiety, stress, low mood, and long-term mental health conditions.

**How You Can Help**

We need **your help** to make sure this valuable resource reaches the young people who need it. Here’s how you can get involved:
✅ **Encourage young people to explore the tool for themselves.** It’s easy to use and helps them find the right support quickly.
✅ **Share our ready-made social media posts** to spread awareness.
✅ **Display posters and leaflets** in schools, youth centres, and healthcare settings.
✅ **Include information in newsletters and on websites** to signpost young people and their families to the tool.
✅ **Use the tool in your own conversations** with young people, whether in education, healthcare, or community settings.

By making sure young people and those around them know about this resource, we can help them access the right support, when and where they need it.

🔗 Anyone can access the new **Young Person’s Mental Health (YPMH) section within the Staffordshire Health App Finder here at** [**staffordshire.orchahealth.com/yp-mental-health**](https://staffordshire.orchahealth.com/en-GB/yp-mental-health) **or** [**www.staffordshire.gov.uk/appfinder**](http://www.staffordshire.gov.uk/appfinder)

We have put together [a pack of resources](https://doingourbit.uk/ypmh/) to help you share information about our new **Young Person’s Mental Health App Finder,** including posters, graphics, digital screen slides, pre-written social media posts and more.

**🔗** [**Find out more and access the resources here**](https://doingourbit.uk/ypmh/)

### Let’s make a difference together!

If you cannot access the above promotion al resources website, then you can request alternative access to the materials by contacting **Sandra Webb** at the Children and Families, Health & Wellbeing Team on **01785 277251** or by email at **sandra.webb@staffordshire.gov.uk**

For further information or to request other materials, contact

This update is produced and distributed by the Children and Families Health & Wellbeing Team at Staffordshire County Council. If you wish to follow up on anything in this update then please contact:

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**[Source:** [recent NHS data](https://digital.nhs.uk/data-and-information/publications/statistical/mental-health-of-children-and-young-people-in-england/2023-wave-4-follow-up) indicates that approximately **1 in 5 children and young people aged 8 to 25 years** in England had a mental disorder in 2023. Specifically, this was **20.3% of 8 to 16 year olds**, **23.3% of 17 to 19 year olds**, and **21.7% of 20 to 25 year olds**. This reflects an increase from previous years; for instance, in 2017, the prevalence among 5 to 16 year olds was **1 in 9**, which rose to **1 in 6** by 2020]