

# ANNUAL REVIEW & IMPACT REPORT 2020



## We're talking mental health

At the Charlie Waller Trust we take a very practical approach to helping people stay mentally well. We provide evidence-based training, and we encourage people, especially the young, to talk about depression and other mental health problems.

In a hugely challenging year for mental health, we owe an immense debt of gratitude to all our friends and supporters. So many people have come together to help us continue our vital work with young people – including all those who took part in our new Walkies for Wellbeing challenge, a few of whom are pictured here.

Thank you to the whole Charlie Waller community.



## Reaching out to young people

**The pandemic has cast a significant shadow over 2020 and it's been a challenging year for most people. Of great concern is the impact on mental health: emerging evidence suggests those with pre-existing mental health problems have fared especially badly and that children and young people are showing an increase in probable mental disorders (NHS Digital 2020).**

At Charlie Waller we were already embarking on a digital transformation which meant we could switch to remote working and digital training delivery very readily. Our trainers, board of trustees, volunteers and office team have responded brilliantly and we have been able to offer targeted mental health information, advice, consultation and training at this crucial time.

We were pleased to be invited as a charity partner to the 'Every Mind Matters' public mental health campaign in September. This, combined with all the work highlighted in this review and our new branding and website, has led to a 68% increase in visitors to the site, expanding our reach considerably. We have ambitious plans to grow our income and activity in 2021 and beyond.

Finally, I want to mention the workplace. Again 2020 has brought into sharp relief the need to ensure good mental health and wellbeing for people at work. Work is important in maintaining good mental health and we will be expanding this area of charitable activity in 2021 with a focus on young people entering the workforce and being able to thrive.



CLARE STAFFORD  
CHIEF EXECUTIVE

# CHARLIE WALLER IN NUMBERS

## 2020 HIGHLIGHTS SO FAR

### 5,238

students and staff reached in colleges and universities with our mental health training and webinars

### 68%

increase in visits to **charliewaller.org** since we launched our new website

### 11,962

young people, parents, teachers and others who support children reached with our training and webinars for schools and families

### 92

**Charlie Waller mental health partnerships** with schools, colleges and universities

### 3,637

views of our online videos; topics include **Nutrition and Mental Health, Being Kind to Yourself, Perfectionism and Managing Stress**

### 9,383

copies of our **Wellbeing Action Plan** distributed

## FOREWORD



The NHS Digital national prevalence survey led by Professor Tamsin Ford recently published its latest findings: one in six children aged between the ages of 5 and 16 were identified as having a probable mental health condition. This was a marked increase from their last survey in 2017, when the figure was one in nine. The report also highlights, perhaps unsurprisingly, how the pandemic is likely to have made conditions such as depression worse.

The mental health of young people is therefore getting worse despite our best efforts. This does not mean that the work we are doing is futile or ineffective: it just means that we all need to do so much more if we are going to reverse this decline. This is something that, here at the Trust, we are absolutely determined to do.

Whilst the pandemic may have made it harder for us to deliver our work, we all recognise that at the same time it has made our work more important than ever before. To that end, I am proud to say that the office team and our trainers have all risen to the challenge and, despite everything, ensured that we have not only continued to deliver our work, but in fact increased its reach and impact during 2020.

You no doubt have all been inundated with advice about how to cope with the frustrations and difficulties associated with the pandemic. Of all the bits of advice I have been sent, the following words taken from Hashi Mohamed's book 'People Like Us', are to my mind the most pertinent and provide a sound guide to navigating life's often tricky waters:

"Of course, you're entitled to be angry, or feel frustrated or helpless; this is entirely normal. But dwelling on what you can't control is a waste of time and a waste of hope. Instead, focus on what you can change: how hard you work, looking after yourself and seeking help where you can, and the kinds of people you surround yourself with."

**RICHARD WALLER QC**  
CHAIRMAN



I am so proud of CWT's swift response to the Covid crisis. The team is working tirelessly to provide resources and training to help people look after their mental health during this challenging time. The news has been almost unrelentingly grim over these past months, with many seeing their dreams and wellbeing destroyed by the pandemic. But CWT is a welcome glimmer of light amidst the gloom.

**MARY NIGHTINGALE**  
BROADCASTER AND PATRON OF  
THE CHARLIE WALLER TRUST



I feel enormously privileged to have had the chance to work with the Charlie Waller Trust. Their dedication and commitment to ensuring evidence-based support reaches those that need it when they first need it shines through in everything they do. The support they provide for young people, their parents and carers, and those that work with them has never been more critical.

**CATHY CRESWELL**  
PROFESSOR OF DEVELOPMENTAL  
CLINICAL PSYCHOLOGY,  
UNIVERSITY OF OXFORD

# OUR WORK WITH PARENTS & CARERS

We offer support to a growing number of parents and carers whose children have mental health issues.

## Targeted training

As well as our more general mental health training, we offer specialist sessions, for example:

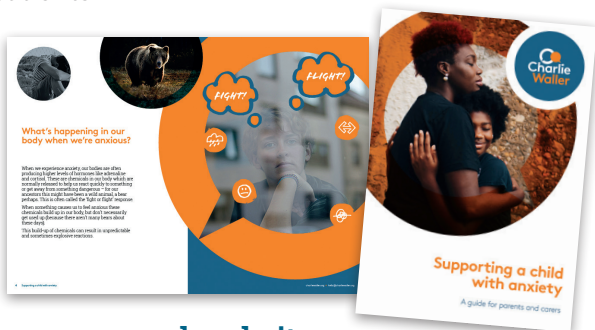
### Children with special educational needs

This year we developed an interactive online course for parents on supporting children with special educational needs and disabilities (SEND) during the pandemic. There are four sessions:

- 1 **Parental self-care:** it's vital parents look after themselves
- 2 **Understanding our children's behaviour:** and linking it to the causes of stress during lockdown
- 3 **Supporting our children's emotional regulation:** practical strategies for the whole family
- 4 **Reflection:** how to put these strategies into action

### Young people with eating disorders

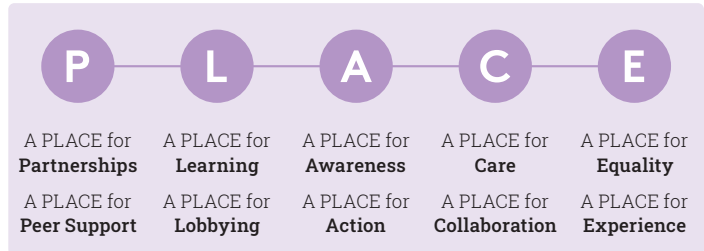
Using the New Maudsley model, we offer parents a toolkit for caring for children with eating disorders, giving them similar skillsets to those used with inpatients.



## New resources and website

Our new web pages for parents and carers include 'Ten practical tips for supporting a child with a mental health problem' and 'Talking to children about feelings'.

New free resources include a downloadable leaflet, 'Supporting a child with anxiety', and an infographic to help support young children back to school.



## PLACE Network

Our new PLACE Network supports parents, carers and professional organisations to set up groups for parents of children with mental health issues. Peer support can be extremely helpful. A key aim is to connect existing or planned support groups with each other to share good practice. Our website features an interactive map showing current PLACE members.

### SO FAR...

**41 ORGANISATIONS** have registered as PLACE network members

**159 PEOPLE** have engaged in the PLACE network meetings

**4 ORGANISATIONS** have been supported to set up new parent-carer support groups

**3 TRAINING SESSIONS** were facilitated or delivered for PLACE network members

Very emotional for me but I now know that I am not alone. I know I can access a safe and informative group of parents that are walking the same journey. The best Tuesday night in a long time. Thanks.

## Teen Brain Matters

Teenage brain expert Dr John Coleman taught a group of Charlie Waller trainers to deliver his highly successful 'Teen Brain Matters' workshop. Our trainers have now begun delivering these workshops, helping parents understand the physical changes behind confusing aspects of teenage behaviour.

## LOOKING AHEAD

- Our new e-library will give parents access to books on supporting children with mental health problems.
- We'll publish the results of an external evaluation of the peer support model and a guide for service commissioners.



## OUR WORK WITH TEACHERS & PUPILS



### Online training and resources

When the pandemic made face-to-face training impossible, our trainers adapted swiftly to provide training online, adding new topics such as 'Working from home during the current outbreak'.

#### Online video sessions

Our new, free video sessions cover topics including:

- The 'window of tolerance', a simple tool for emotional regulation to support younger children
- 'Contingent self-worth', a useful concept which posits that young people whose self-esteem depends on external factors can be more vulnerable to mental health problems

#### New resources

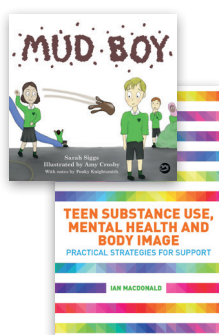
As children returned to school we produced new resources, including posters to help teachers support children.

#### School mental health partnerships

We have launched Charlie Waller partnerships with 11 schools, helping them embed a culture of mental health across the whole school. 279 staff completed surveys, which we'll use to measure increases in their confidence and knowledge, and practical changes. We also plan to partner groups of schools to extend our impact further.

#### Book Club

The club continues to be popular. We secured generous funding from the Foyle Foundation for our first 2020 titles: **'Mud Boy'**, which helps teachers support younger children deal with bullying, and **'Teen Substance Use, Mental Health and Body Image'**, by Charlie Waller trainer Ian MacDonald.



Year 2 and 3 boys enjoyed reading Mud Boy... The story addresses the issue of bullying in a sensitive way that captures the emotions of young children.

## GIVING TEACHERS CONFIDENCE

During lockdown we were contacted by Jacqui O'Neill, National Professional Development Manager at the National Education Union (NEU). Jacqui was looking for training to give school staff confidence in managing pupils' return to school.

We ran webinars for primary and secondary staff. The focus was to reassure teachers that most children would be fine and it's OK for both children and staff to feel anxious. However, there are signs to look out for and some children are at higher risk – those that have experienced bereavement or a parent's loss of income, for example. The webinars also looked at ways to help children reengage.

Charlie Waller trainer Andy Caress delivered the secondary school session to around 300 staff and feedback was very positive:

"Incredibly well presented, expert knowledge from Andy... It's amazing to have access to such quality CPD because as teachers we rarely get the chance; this is one of the positive things I'm taking out of lockdown."

Jacqui adds: "I think it's made them realise they're not alone and there are things they can do to protect themselves and their students. It's helped them feel more confident in dealing with mental health issues should they arise."



### Wellbeing Challenge 2020

Children and families across the UK took challenges based on the NHS five ways to wellbeing – but at home rather than at school – using our 2020 pack.

I really welcomed the pack with all its activities... It was something [my daughter] could do independently too, so she felt a sense of achievement.

## LOOKING AHEAD

We'll continue our partnership with 'Boys in Mind', involving young people in making films that open conversations and change school culture.



# OUR WORK WITH STUDENTS

Our work in colleges and universities has taken on a new level of importance since the outbreak of Covid-19.

## Mental health partnerships

Our Charlie Waller mental health partnerships are the cornerstone of our work with colleges and universities, supporting them to embed a culture of mental wellbeing. Since starting the initiative, we have formed partnerships with 30 universities (including Oxford, Cambridge, Warwick and Essex) and 34 colleges across the UK. Our work with Glasgow colleges resulted in a mental health strategy being launched by the Glasgow Colleges Regional Board.

We work very closely with umbrella bodies, including the Association of Colleges and Universities UK.

## Supporting postgrads

Students undertaking postgraduate research can be vulnerable to mental health issues which may result from isolation, financial pressure or balancing work and family demands. We worked with Queen Mary University of London to develop training sessions for PhD students and supervisors.

## Resources for students and staff

### Starting university: a guide for students

Among our new resources is 'Starting university: a guide for students', offering guidance on how to get the best from being at university and maintain good mental health, based broadly on whether your outlook is naturally optimistic or pessimistic. We also published guidance on navigating the clearing process.

### Wellbeing Action Plan (16+)

Our Wellbeing Action Plan (16+) is for young people attending sixth form or college, and we have added several new titles to our suite of industry specific teaching guides. We produced them in response to evidence suggesting that many of these areas of work – including agriculture, construction and the creative industries – have a higher than average rate of mental ill-health and suicide.



## Students Against Depression website

The SAD website continues to receive positive feedback and many universities have embedded it into their student support offer. Typically, it has 30,000 unique visitors per quarter.

## E-learning

In 2020 we launched the further education (FE) version of our e-learning package for college and university staff. The higher education (HE) version continues to be popular and several universities are developing content specific to their institution, based on our materials and fully credited to Charlie Waller.

## BESPOKE LEARNING

Charlie Waller trainer Barbara Lawton has worked with Sunderland University to help them design and deliver tailored mental health sessions for staff in different areas across the institution.

Most recently Barbara delivered online sessions for library staff, working with the university to develop relevant and engaging materials, and using virtual breakout rooms to enhance learning.

Katy Walker, Organisation and Staff Development Coordinator, said, "A huge thank you to Barbara for her support over the past year. She carries her knowledge and expertise very lightly and gets across quite complex information in a really accessible way. Staff found the sessions very interesting and helpful.

"You've got a really good range of webinars and online resources and I'm impressed how CWMT [sic] has responded and developed online training."

## LOOKING AHEAD



We will produce a guide for academic staff to help them think about how mental health might be incorporated into their teaching, using established pedagogic principles.



## OUR WORK WITH GRADUATES

Making the transition from higher education into work is often challenging. In the midst of a pandemic for many the challenge has been hugely magnified.

### Web-based support

Our new website features a host of guidance, practical advice and information to help graduates take care of their mental wellbeing. It was put together with the help of graduates and includes many 'How to' guides, such as 'How to talk about your mental health before an interview', 'How to keep motivated' and 'How to look after your digital wellbeing'.



### LOOKING AHEAD



Our new Charlie Waller podcast will begin with a series of episodes in which graduates talk about their experience, the challenges they face and what helps them look after their mental health.

## OUR WORK WITH EMPLOYERS

Many workplaces have changed dramatically during 2020. It is more important than ever that employers know how to create and sustain a culture of wellbeing.

### New resources and guidance

Immediately the first lockdown was announced, we produced a downloadable booklet, 'Protecting and supporting your staff's mental health: a line manager's guide during the Coronavirus crisis'.

This was swiftly followed by further online training offers and resources on topics including 'How to manage anxiety', our 'Working from home wellbeing action plan' and 'Life after lockdown'. Most recently, we have produced advice on looking after your mental health amidst the continuing challenge of the pandemic as winter approaches. This is available on our website and as an information sheet for employers to give to staff.



### Focus on young people

Our workplace programme, like the rest of our work, has a focus on young people and is closely linked to our support for graduates and others in the early stages of their career. Our extensive new web-based resources include information on 'How to recruit with mental health in mind', 'How to have a conversation about mental health' and 'Managing imposter syndrome in your graduate employees'.

### New director

In 2020 we appointed a new director for our workplace programme. Abigail Hirshman joins us from Acas, the independent national advisory body for employers and employees, where she was Head of Workplace Mental Health and Wellbeing. Abigail says:



"It is essential that employers engage fully and professionally in supporting the mental health and wellbeing of their people – all the more so as the impact of the pandemic dramatically changes the workplace and creates new pressures and challenges. I am really looking forward to developing the programme further."

The training was really well tailored to the needs of the group. I could tell that people found it really helpful.

DEPT OF PSYCHIATRY  
UNIVERSITY OF OXFORD

### LOOKING AHEAD



We are developing our workplace training as a paid-for offer. Our aim is to generate income from employers who are able to pay for our expertise and use it to provide more free training in schools, colleges and universities, helping ensure a mentally healthy workforce for the future.

## OUR WORK IN PRIMARY CARE

2020 has been a very difficult year for GPs, with minimal time for training. However, we are now starting to deliver some sessions via Zoom.

### Primary care training video

Dr Sheila Hardy, on behalf of the Trust, was commissioned by Thames Valley Clinical Network to make a mental health training video for primary care teams. The video aims to improve the care they give to people with mental ill health; it will be disseminated by NHS England to clinical commissioning groups and primary care networks.

### Practice nurse training

We also funded Sheila's time to write a Mental Health Handbook for Practice Nurses, for which she secured a publishing deal. We received generous funding from The Beaulieu Beaufort Foundation, enabling us to buy and distribute copies to complement the training we provide.

### Some of the feedback we received in 2020

I am writing to thank you very much for such a helpful, clear and relevant presentation...I have already found the learning useful on several levels including my own patient management.

**DR KIRSTI HARNOR**  
GP TRAINER

...a very useful session. I spoke to the trainee in our practice the next day and she had just signposted a parent to the CWMT [sic] website.

**JANE HILL**  
GP, HADLEIGH BOXFORD GROUP PRACTICE

## OUR WORK WITH THE CHARLIE WALLER INSTITUTE

The CWI team at the University of Reading are continuing to undertake research, train clinicians and develop new treatments for mental health issues.

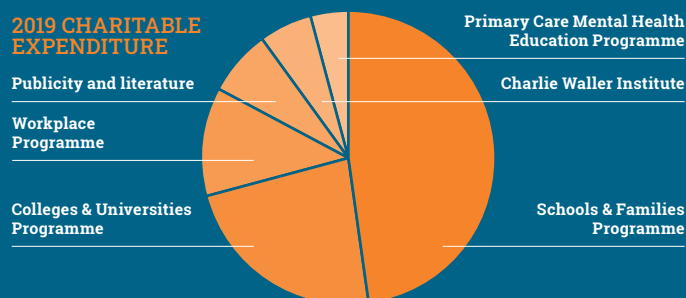
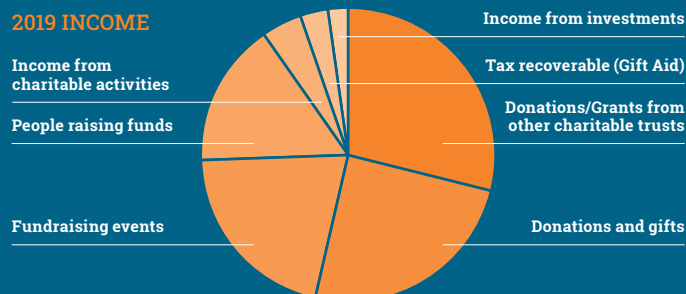
We are delighted to welcome Professor Stella Chan as the new Chair in Evidence-Based Psychological Treatment. Stella has extensive experience as an academic clinical psychologist, most recently at the University of Edinburgh, where she was also a clinician at the local NHS Child and Adolescent Mental Health Service. Stella's work has been nationally recognised and has a strong focus on young people's mental health.



## The funds we raise and how we spend them

**In 2020 the Charlie Waller Trust has continued to work with thousands of young people and those who support them, providing practical, proven and positive advice on looking after their mental health in these unprecedented times.**

The charts show how funds were raised in 2019 and our charitable expenditure in that year. Our income comes from fundraising, grants and donations and we are very grateful for the generous support of many organisations and individuals. If you would like to support us, please get in touch using the contact details overleaf.



## WHAT OUR DONORS' MONEY BUYS...

£5

pays for two packs of **mental health resources** for parents and carers

£10

pays for 50 **Wellbeing Action Plans** for a school

£80

pays for 10 books for our **mental health Book Club**

£250

pays for a month's development of our **Students Against Depression website** content

£500

pays for a day's **mental health awareness training** at a school



## Thank you to our supporters

In June a group of friends walked an uncomfortable 18km through London – the girls in high heels, the boys in dresses and make-up. The challenge was a tribute to their friend Katya, who tragically died aged 17. The day they chose to walk would have been Katya's 18th birthday.

One of the walkers, Lucia, said that Katya, a brilliant violinist, "had boundless love and generosity for her friends and touched countless hearts with her music, her beauty and her unforgettable giggle."

They were inspired to raise money for the Trust through their friendship with Sam Waller, Charlie's nephew. The challenge raised an amazing £34,809 and is already helping us equip more young people to look after their mental health.

## A wonderful community

Katya's friends are amongst a marvellous community of people who support the Trust with their time, money, skills, energy, creativity, immense goodwill and kindness.

Their efforts are the backbone of our work. We are hugely grateful to all the individuals, companies, trusts, schools and other organisations who raise funds, donate, volunteer, make us their charity of the year or help in other ways.

Their help is invaluable, not only financially but in raising awareness of our work and encouraging people to have vital conversations about mental health. We couldn't operate without them.

## Friends of Charlie Waller

This year, as Lady Waller retires as Head of Fundraising, we have launched the Friends of Charlie Waller, as part of our strategy to ensure a consistent income and the ability to plan our future work.

It is a simple scheme whereby a regular donation of any amount entitles supporters to attend special mental health webinars and receive a free copy of our annual Wellbeing Calendar.

I am the lead nurse for children and young people at my hospital; as such I have used many resources that Charlie Waller has provided, as well as receiving books from the book club. I really like the work that your team does... It is a well worthy cause and I felt I could support in a small way.

A FRIEND OF CHARLIE WALLER



### GET IN TOUCH

hello@charliewaller.org  
01635 869754

### FIND OUT MORE

charliewaller.org

### FOLLOW US



### OUR VISION

A world where people understand and talk openly about mental health: a world where young people and those who support them are equipped to spot the signs of mental health problems in themselves and others; to maintain and enhance their mental health and wellbeing; and to have the confidence to seek help when they need it.

### ABOUT CHARLIE

Charlie Waller was a strong, funny, popular, good-looking and kind young man, with a close and loving family. To the outside world, he had everything to live for. Yet in 1997, at the age of 28, Charlie took his own life. He was suffering from depression.

In response to this tragedy, his family founded the Charlie Waller Trust, to open up the conversation around depression, and ensure that young people can look after their mental health and spot the signs in others. We have since become one of the UK's most respected mental health charities.

Charlie sits at the heart of our story, our vision and our purpose.



The Charlie Waller Trust

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