

Addendum to Oral Evidence given by Meic Cymru to CYPE Committee Inquiry 9 June 2020

In response to the question:

Many of the feelings young people may be experiencing at the moment, such as anxiety, sadness, and loss, could be described as a normal and healthy response to the Coronavirus emergency rather than a mental health problem. Is there a need for clearer messaging about this, and is the right kind of support available?

Evidence from Meic's output on its website and social media platforms, comparing the period before and since Covid-19 shows the following:

1. 65% audience = CYP
doubling website visits from 12,000 to 25,000 and sessions from 16,000 to 35,000 respectively
instagram from 1,000 to 100,000 impressions, and engagement from 100 to 1,000
doubling of twitter and FB posts, increasing reach from 32,000 to 400,000+, and engagement from 400 to 9,000+
2. This reflects a change in our messaging strategy which includes not just content (what), but also, design (how), and active targeting (who and where)
3. What this means and **why this is important** in respect of prevention, early intervention:
 - we are going directly to CYP and the virtual spaces that they occupy as routine, rather than expecting them to find and come to us

- they are getting messages and information that they can choose to engage with: acquiring information / knowledge - to help their understanding, empower them to help themselves (and others) through self efficacy and self care, to find additional support to meet other needs
 - this means many are getting what they need, and so, may never need further, more resource intensive help)
4. 35% of our audience is adult – **why this is important** and what this means is that professionals, practitioners, parents and carers are equipped with information to support CYP in their roles as trusted adults

END