

WHAT'S UP WITH EVERYONE?

ANIMATED STORYTELLING FOR MENTAL HEALTH
LITERACY AMONG YOUNG PEOPLE



REPORT ON RESEARCH FINDINGS

FEBRUARY 2022



In 2021, the Arts and Humanities Research Council commissioned a mass-media mental health campaign called ‘What’s Up With Everyone?’, with Academy-award winning Aardman

(Grant number AH/T003804/1)

The campaign was led by Professor Paul Crawford, with support from Dr Sachiyo Ito-Jaeger and Dr Elvira Perez Vallejos from the University of Nottingham, along with research teams including The Storytelling Academy at Loughborough University (Professor Mike Wilson, Dr Antonia Liguori, Dr Mel Warwick), the London School of Economics and Politics (Dr Tom Curran), the Mental Health Foundation (Dr David Crepaz-Keay), mental wellbeing charity, Happy Space; and Buzz Consulting (Dr Dominique Thompson).

Working with young people, and supported by the wider team, co-created messages were professionally storied and animated by Aardman focused on improving mental health literacy in five core areas: loneliness

and isolation, perfectionism, competitiveness, independence and social media.

The research phase to the campaign is still active and further findings and final publication outputs will be updated on the forthcoming digital showcase hosted on the Mental Health Foundation website (June 2022 onwards).

There are five sets of discoveries or findings from this project as well as additional books and a peer-reviewed high profile commentary respectively on the value of storytelling to mental health and wellbeing and mental health literacy and young people.

FINDINGS 1:

A SCOPING REVIEW ON DIGITAL VIDEO INTERVENTIONS

We conducted a scoping review to map existing research in the area of digital video interventions for mental health literacy among young people. Digital video interventions represent effective tools for enhancing mental health literacy.

However, there is a need for active involvement of end-users in co-creation and to attend to the production quality so that the digital video intervention is as relevant, informed, and effective as possible.

Published Article:

Ito-Jaeger, S., Perez Vallejos, E., Curran, T., Spors, V., Long, Y., Liguori, A., Warwick, M., Wilson, M., Crawford, P. (2021) Digital video interventions and mental health literacy among young people: a scoping review. *Journal of Mental Health*.

<https://www.tandfonline.com/doi/full/10.1080/09638237.2021.1922642>

FINDINGS 2:

A COLLECTION OF DIGITAL STORIES CREATED BY YOUNG PEOPLE

As part of the creative research process, we conducted sets of Digital Storytelling workshops both before and after the release of the short animations.

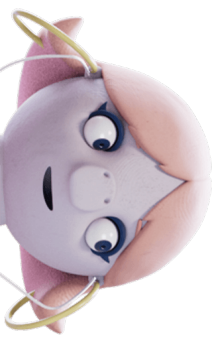
Reflections on workshop participation suggest that the storytelling/creative process enabled young people to engage fully in mental health issues, consider more deeply their own levels of mental health literacy and to learn from each other's mental health stories to improve their own literacy.

Furthermore, the Digital Storytelling approach had currency with the young people as a tool for engagement and could be deployed in other contexts to promote mental health and other health literacies more widely.

Outputs:

A collection of Digital Stories available online.





FINDINGS 3:

A QUANTITATIVE STUDY OF THE EFFECTIVENESS OF THE CAMPAIGN ANIMATIONS

This study examines the impact of the campaign animations on mental health literacy. Seventy-one (19 males, 51 females, M age = 19.20 years, SD = 1.66, range = 17-22) young people completed a one-sample, pre-post experiment to measure changes in knowledge, attitudes, confidence, and stigma of mental health struggles, as well as help-seeking for mental ill-health before and following exposure to animations.

Results revealed that knowledge, attitudes, confidence, and willingness to seek support improved at post-test. There were also significant reductions in mental health stigma following the animations.

Continued long-term investment in campaigns such as 'What's up With Everyone?' seems warranted given the impact on mental health awareness, help-seeking, and stigma.

Article under submission:

Curran, T., Ito-Jaeger, S., Perez Vallejos, E., & Crawford, P. What's Up With Everyone?: The Effectiveness of a Digital Media Mental Health Literacy Campaign for Young People.

FINDINGS 2:

A QUALITATIVE STUDY ON YOUNG PEOPLE'S PERCEPTIONS OF A SERIES OF CO-CREATED YOUTH MENTAL HEALTH ANIMATIONS

We conducted seven Youth Juries to explore young people's perceptions of co-created youth mental health animations. In general, the films were favourably received by participants who provided constructive comments (both positive and negative) about them. The data suggests that the animations contributed to their understanding of mental health issues and reducing the stigma.

Article under submission:

Ito-Jaeger, S., Perez Vallejos, E., Curran, T., & Crawford, P. (2021) What's Up with Everyone?: Co-created online animations to promote mental health literacy among young people.

FINDINGS 5:

A QUALITATIVE STUDY OF TRUST IN THE CAMPAIGN'S ONLINE RESOURCES

We conducted six TrustScapes focus groups to explore young people's trust-related concerns about and recommendations for co-created youth online resources to promote mental health literacy.

The website contains elements perceived to be both trustworthy (e.g., relatable, high-quality design) and untrustworthy (e.g., privacy policy, cookies setting).

Article in preparation:

Perez Vallejos, E., Ito-Jaeger, S., Curran, T., & Crawford, P. (2021). What's Up With Everyone? Young people's concerns about and recommendations for trust in co-produced online resources to promote mental health literacy.

OTHER PROJECT-RELATED PUBLICATIONS:

Crawford, P. (2022) *Mental Health Literacy and Young People*. Emerald: Bingley.

Crawford, P. (2021) Editorial Perspective: Cabin fever - the impact of lockdown on children and young people. *Journal of Child and Adolescent Mental Health*. <https://acamh.onlinelibrary.wiley.com/doi/10.1111/camh.12458>

Wilson, M. (2002) *Storytelling*. Emerald: Bingley.

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