



#AyeFeel



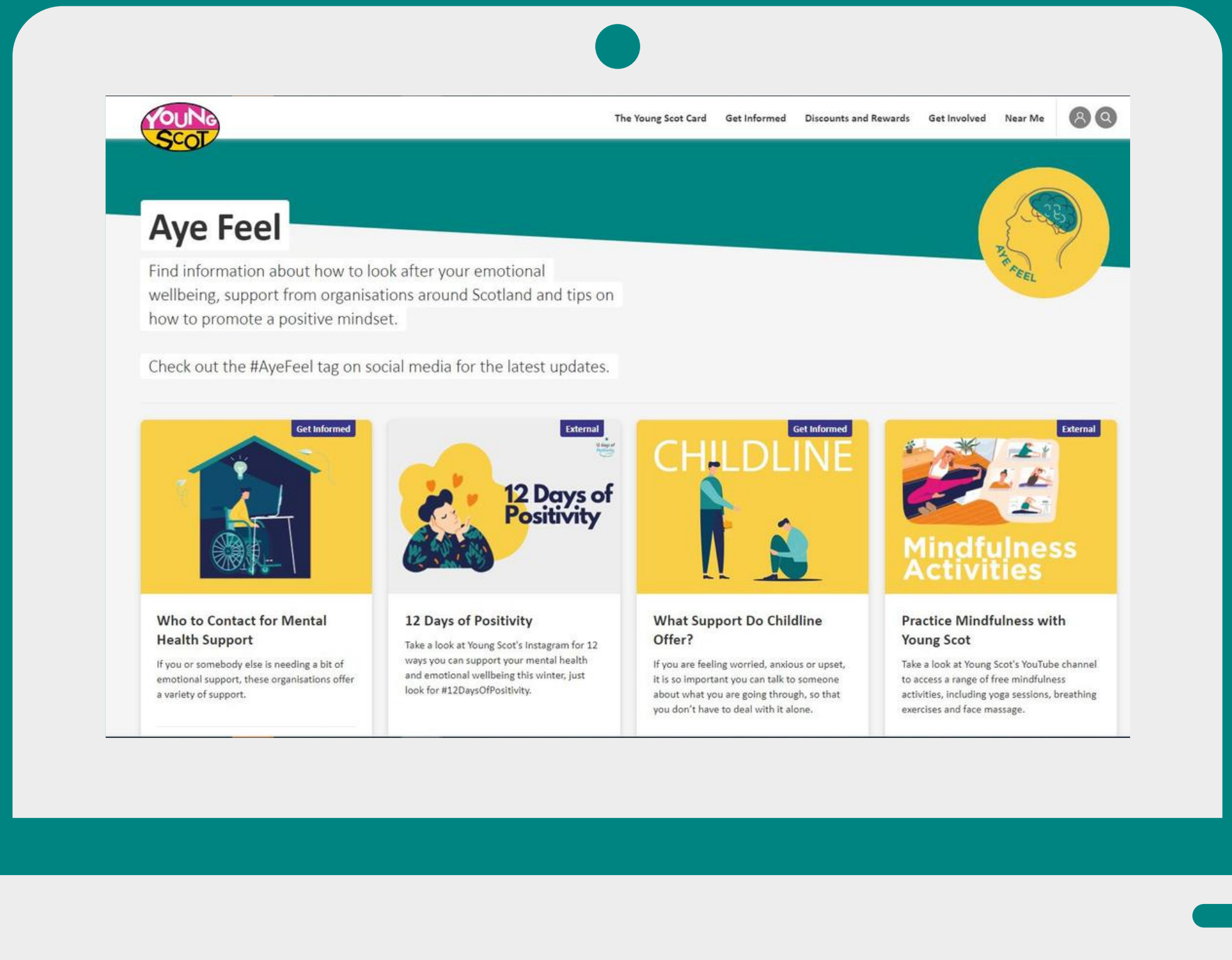


Young Scot is the national youth information and citizenship charity for 11-26 year olds in Scotland.

# Aye Feel

[young.scot/ayefeel](http://young.scot/ayefeel)

- Information
- Resources
- Activities
- Support



Tammy, a mental health therapist shares coping strategies for young people



<p><b>Who to Contact for Mental Health Support</b></p> <p>If you or somebody else is needing a bit of emotional support, these organisations offer a variety of support.</p> <p>Health and Wellbeing</p>	<p><b>Tammy's Techniques</b></p> <p>Tammy, a Mental Health Therapist, shares simple yet effective techniques to help your mental health and emotional wellbeing. If you are managing anxiety, feeling stressed or just want to release some tension, try giving these technique a go.</p> <p>Health and Wellbeing</p>	<p><b>Practice Mindfulness with Young Scot</b></p> <p>Take a look at Young Scot's YouTube channel to access a range of free mindfulness activities, including yoga sessions, breathing exercises and face massage.</p>	<p><b>How to Improve Your Sleep Routine</b></p> <p>We all need to sleep. Find out more about what sleep is and how to promote healthy sleeping habits.</p> <p>Health and Wellbeing Learn and Grow</p>
<p><b>AyeFeel Blogs</b></p> <p>Mental health blogs, written by young people for young people. Sharing tips, information and ideas to support and promote a positive mindset, mental health and emotional wellbeing.</p>	<p><b>Relaxation Exercises</b></p> <p>If you feel stressed, or are prone to panic attacks, it can be extremely useful to learn how to control your breathing. It can make you feel relaxed and able to concentrate better.</p> <p>Health and Wellbeing</p>	<p><b>Information on Suicide and Self-Harm</b></p> <p>Content Warning: this page contains information about suicide and self-harm. Find out more information from Becky, from children's mental health charity Place2Be.</p> <p>Health and Wellbeing</p>	<p><b>10 Things People With Depression Want You to Know</b></p> <p>Young Scot, Dionne McFarlane, shares her experiences of living with depression.</p> <p>Health and Wellbeing</p>



Mental health blogs by young people for young people, sharing real life experience.

External links showcasing some of the great information that is already published

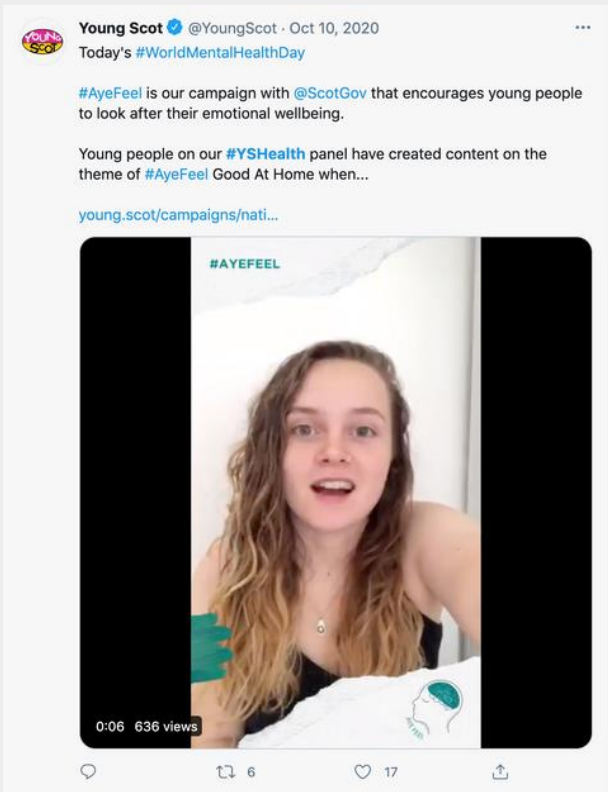


<p><b>Young Minds: What is Body Image?</b></p> <p>Body image is how we think and feel about ourselves physically. This Young Minds page shares helpful information and resources around the topic.</p>	<p><b>Tackling Youth Loneliness</b></p> <p>Information, support and signposting for young people who might be experiencing loneliness in Scotland, brought to you by Young Scot's Youth Loneliness Panel.</p>	<p><b>What Support Do Childline Offer?</b></p> <p>If you are feeling worried, anxious or upset, it is so important you can talk to someone about what you are going through, so that you don't have to deal with it alone.</p> <p>Health and Wellbeing</p>	<p><b>How to Talk About Your Feelings</b></p> <p>Problems and worries can be hard to get to grips with when they're just going round inside our heads. Talking or writing can help. Find out how to talk about your feelings</p> <p>Health and Wellbeing</p>
<p><b>Specialised Mental Health Support</b></p> <p>Intercultural Youth Scotland</p> <p>Specialised mental health support for Black and POC youth, open to 12-24 year olds who are a resident in Scotland.</p>	<p><b>Get Active For Your Mental Health</b></p> <p>Being active isn't just good for our physical health; it's also proven to have a positive effect on our mental health and wellbeing. Here are 10 tips from SAMH to active living...</p>	<p><b>Self-Referrals For Online Art Therapy To Support Young People with Long Term Conditions</b></p> <p>Teapot Trust are now increasing their accessibility through accepting self-referrals to support young people with long term conditions through online art therapy. For those over 16, you can refer yourself, or if you are under 16 years old, you will need your parent or carer to refer you.</p>	<p><b>Behind the Books – Mental Health Tips for Uni Students</b></p> <p>A group of students from the University teamed up with the Mental Health Foundation to curate a social media campaign aimed at raising societal awareness of the issues faced by students during this critical time.</p>



Tailored support for young people, from different backgrounds and age ranges





“  
 Identifying you're lonely can be difficult. I found I was lonely when I supposedly had everything.  
 Melissa



# Aye Feel

[young.scot/ayefeel](https://young.scot/ayefeel)

Instagram: @youngscot

Facebook: @youngscot

TikTok: @young.scot

Youtube: /ysthefeed



## Rachel



Today we hear from the inspiring Rachel who is involved in NSPCC's Young People's Board for Change. Rachel has been working on anti-bullying campaigns for a number of years. She became involved as she wanted to help encourage change and stop bullying.

YOUNG SCOT SPOTLIGHT | SWIPE TO HEAR FROM RACHEL



# AyeFeel Key Stats

**87,018**  
web  
views

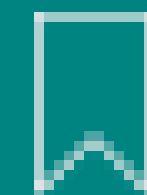
over  
**3.4 million**  
impressions & views  
on social media  
(organic)

**90,578**  
engagements  
on social  
media  
(organic)

18th May 2020 - 30th September  
2021



# Young Scot Health Panel





**#YSHealth**

**1**

**Currently 26 members of the panel**

**2**

**Volunteered over 500hrs in the past year**

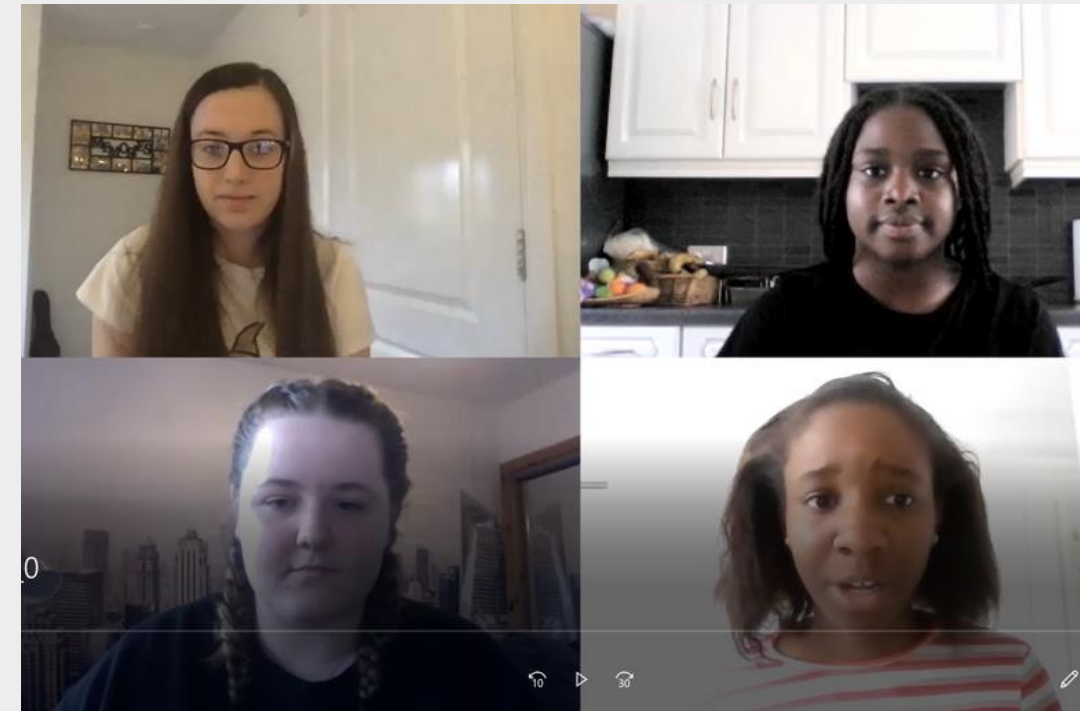
**3**

**Current age range from 14 - 26**



# Shape Mental Health Content

The panel have been involved in helping curate and review content for AyeFeel



What is Suicide and Self-Harm?



## Hosted Video Content

**Get Informed**

**How are you? But how are you, really?**

Nicole Campbell-Watson shares her experience of having had an all-consuming eating disorder, for almost a decade of her life. Along with sharing three methods of distraction that helped her distract her mind.

Health and Wellbeing

**Get Informed**

**Why I Get Outside to Lift My Spirits**

Brynn Hauxwell tells us what it feels like when the world has been turned upside down. He shares how taking time for you and getting outside can help lift your spirits.

Health and Wellbeing

**Get Informed**

**8 Top Tips For Tackling Loneliness**

It can be easy to feel lonely and isolated - even when we're surrounded by other people. Melissa from the #YSHealth Panel has shared her top tips for tackling loneliness.

Health and Wellbeing

**External**

**Pitch Your Blog**

We would love to hear your blog idea, tell us how you could share a mental health blog that can support other young people across Scotland.



**youngscot**

Join us for a discussion hosted by Paige and Poppy from the #YSHealth Panel with Cammy and Jess from the @sportscotland\_ Young Person Sport Panel, talking all about Sport, Physical Activity and Mental Health.

Link in bio or you can watch over on YouTube.com/YSTheFeed

#YSHealth #YPSP #AyeFeel

2w

annamartinxo @clairemitchellsmith

2w Reply

Liked by citadelycleith and 50 others

APRIL 29

Add a comment...

Sport, Physical Activity and Mental Health

**Samaritans Scotland @Sams\_Scotland** · Jan 18

Thanks @YoungScot #YSHealth panel & #YSYouthLoneliness panel for sharing the warmth today for #BrewMonday!

**Young Scot @YoungScot** · Jan 18

Members of the #YSHealth panel & #YSYouthLoneliness panel came together for a catch up for #BrewMonday. @Sams\_Scotland turned the Blue Monday on its head & into something positive by encouraging people to get together over a virtual cuppa

#AyeFeel young.scot/campaigns/nati...

#BrewMonday

3

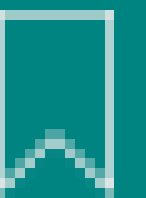
10


Supporting Social Media Content

Helped curate content for young.scot



# AyeFeel Blogs

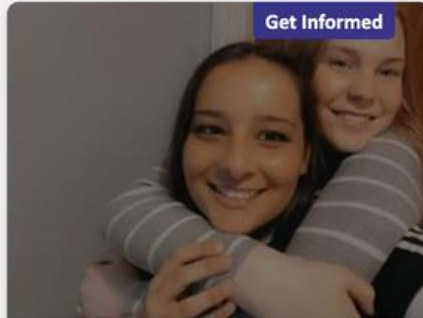




**Sport was my life, and COVID-19 changed that - but that's okay!**

Fiona from the Young People's Sport Panel speaks about her journey of how accepting what works to support one person may not work for the other.


Health and Wellbeing



**Defeating The Dreaded Demotivation**

Lara tells us about her experience of demotivation and shares tips for tackling it in your daily life!


Health and Wellbeing



**How the Polar Academy Changed My Life**

Twenty year old Arran from Fort William tells us how the Polar Academy changed his life for the better!


Health and Wellbeing Make a Difference



**"TALK. I didn't and it was nearly the death of me."**

Content Warning - This blog will discuss suicide. Fergus Crawley speaks up about his mental health and the importance of talking, whether that's to a friend or family member. It might just save your life!

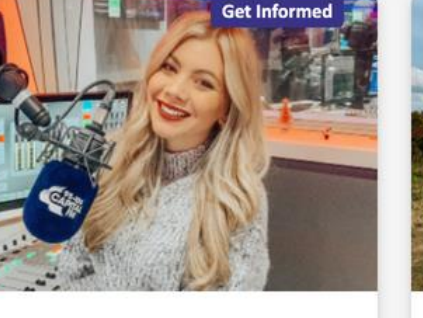
Health and Wellbeing



**Why I Get Outside to Lift My Spirits**

Brynn Hauxwell tells us what it feels like when the world has been turned upside down. He shares how taking time for you and getting outside can help lift your spirits.

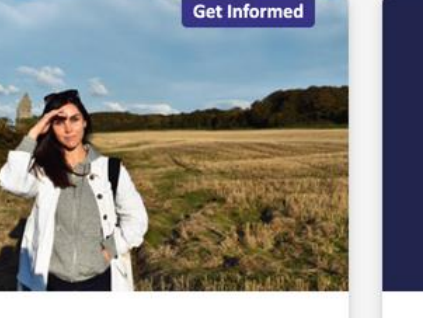
Health and Wellbeing



**Katy Johnston - Endometriosis Awareness Month**

March is Endometriosis Month and we wanted to help raise awareness. Katy Johnston, presenter on Capital Scotland shares her experience of living with Endometriosis.

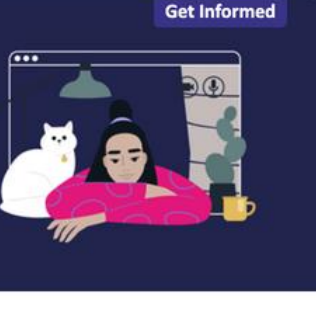
Health and Wellbeing



**Three Ways to Distract Your Mind from an Eating Disorder**

Nicole Campbell-Watson shares her experience of having had an all-consuming eating disorder, for almost a decade of her life. Along with sharing three methods of distraction that helped her distract her mind.

Health and Wellbeing



**8 Top Tips For Tackling Loneliness**

It can be easy to feel lonely and isolated - even when we're surrounded by other people. Melissa from the #YSHHealth Panel has shared her top tips for tackling loneliness.

Health and Wellbeing

Mental health blogs, written by young people for young people. Sharing tips, information and ideas to support and promote a positive mindset, mental health and emotional wellbeing.




Share with young people to pitch their idea, or get in touch with something that has already been written for us to add

[young.scot/ayefeelblogs](https://young.scot/ayefeelblogs)

External

## Pitch Your Blog



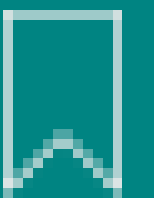
### Pitch Your Blog

We would love to hear your blog idea, tell us how you could share a mental health blog that can support other young people across Scotland.



# AyeFeel

## Marketing Campaign



# *What is the campaign?*

Young Scot aimed to build on existing work by promoting and raising awareness of the Aye Feel resource on young.scot. By creating a social media first strategy, Young Scot aimed to make young people across Scotland aware of the range of tools and techniques that can support their mental health and emotional wellbeing, through paid social media adverts and by working with influencers and content creators that are popular with the target audience.



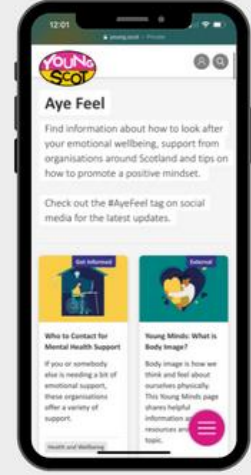
**Make your mental  
health a priority**



 **REMINDER**

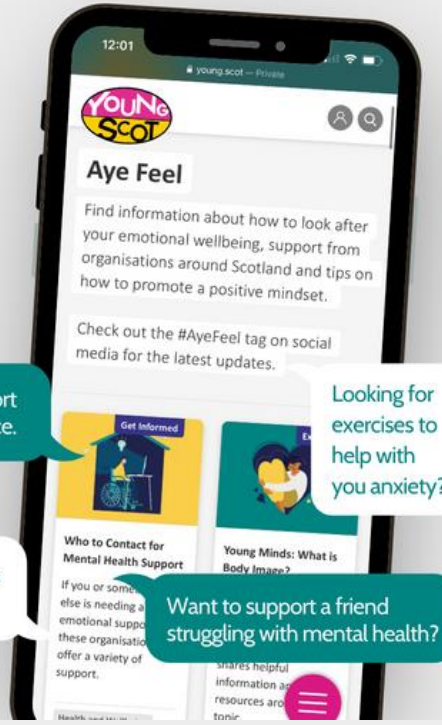
5m ago

Make your mental health a priority!



**YOU ARE NEVER ALONE!**

Young.Scot/AyeFeel 



Mental health support all in one place.

Are you looking to get a good nights sleep?

Looking for exercises to help with you anxiety?

Want to support a friend struggling with mental health?

**LISTEN TO YOUR FAVOURITE SONG**

**DECLUTTER YOUR SPACE**

**BREATHE**

**MOVE YOUR BODY**

**STRETCH**

**5 MINUTE SELF-CARE**  
FOCUS ON THE SMALL THINGS

**WRITE 3 THINGS YOU'RE GRATEFUL FOR**

**CALL A FRIEND**

**WRITE OR READ**

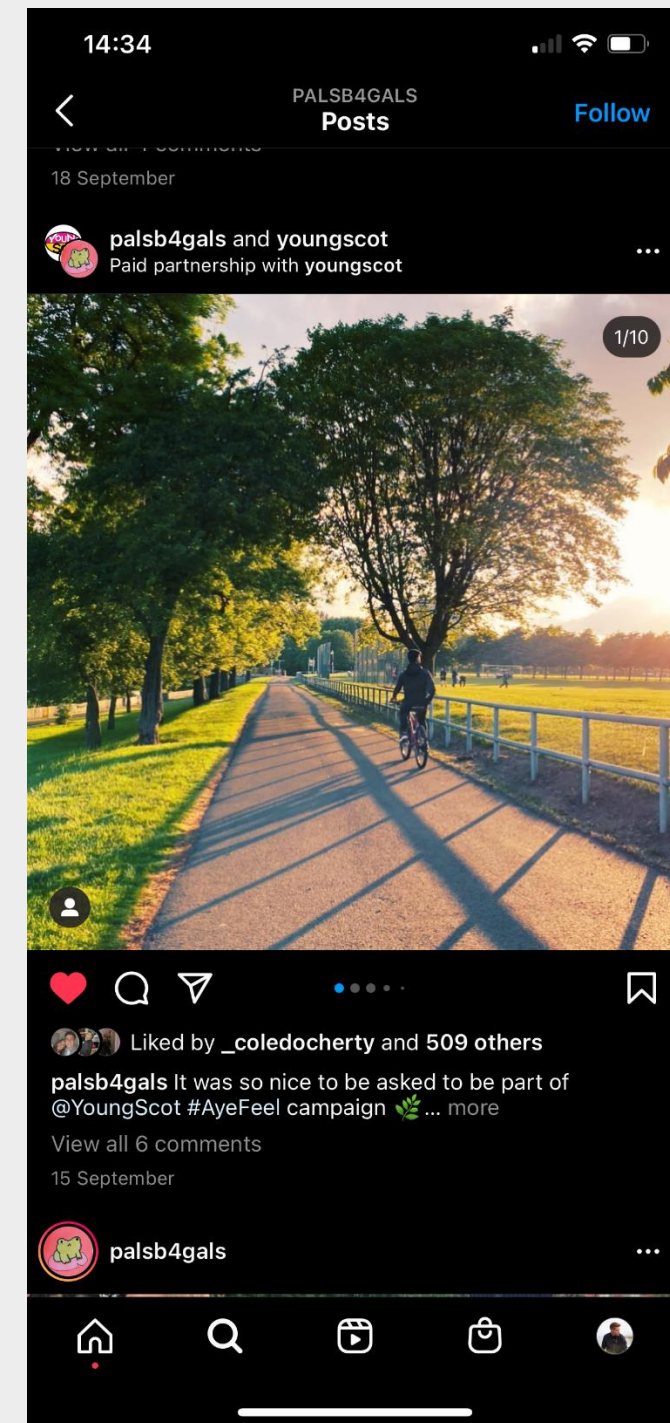
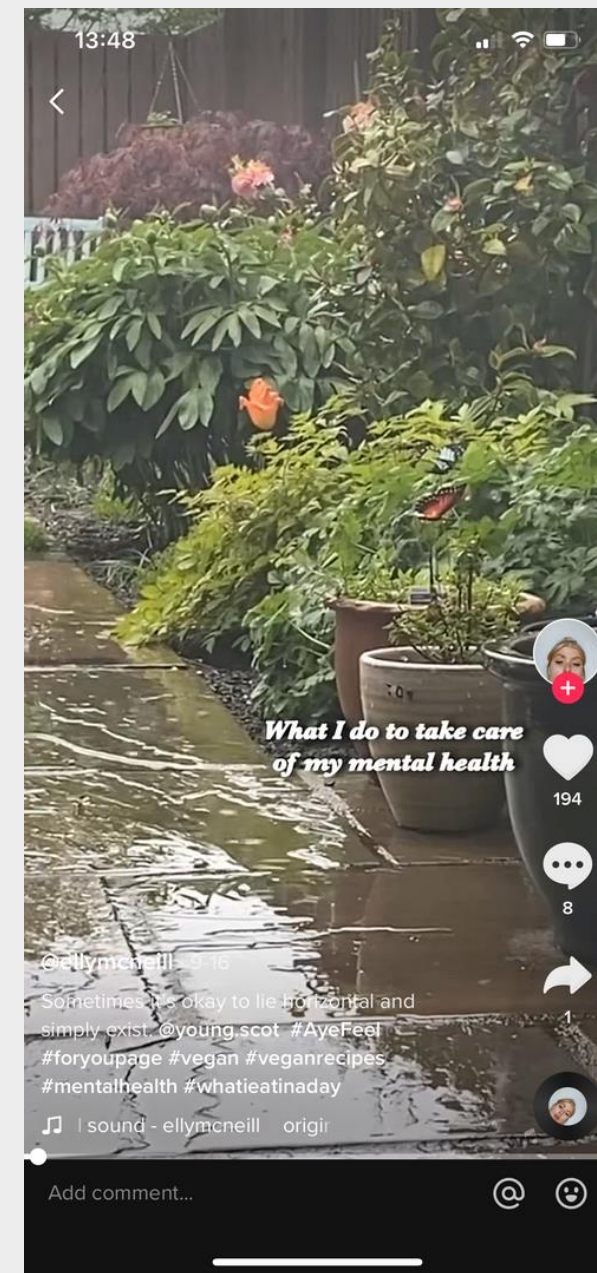
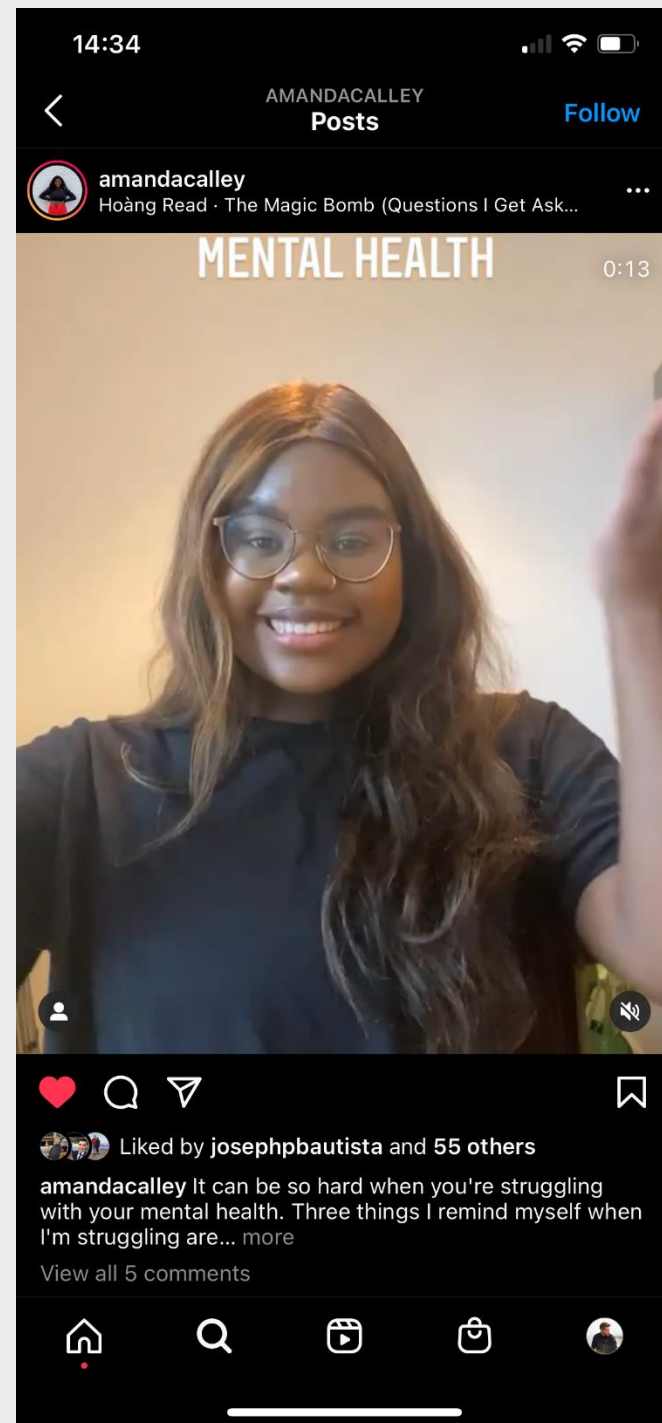
**PET YOUR FUR FRIEND**

**STEP OUTSIDE FOR FRESH AIR**

@YoungScot

**PRIORITISING YOUR MENTAL HEALTH IS NOT SELFISH**

# Influencer Content





# Key Stats

at  
least  
**12,756**  
web  
views

over  
**8 million**  
impressions & views  
on social media

**202,785**  
engagements  
on social  
media

August - September  
2021



**89%**

**agreed the  
advertising was clear  
that young people  
should make their  
mental health a  
priority**

**85%**

**agreed the  
advertising was  
supportive of young  
people**

**59%**

**were very likely or  
likely to make their  
mental health a  
priority as a result of  
seeing the adverts**

**79%**

**found  
[young.scot/AyeFeel](https://www.young.scot/AyeFeel)  
very useful or useful**

**I loved the advert with 5 min self care ideas. It reminded me to check in on how I'm feeling and give my dog a big hug to make me feel better!**

**start reading before bed like I used to. they made me realize I haven't done that in a while.**

**I will make sure to take time out of my day to check up on myself**

**I've been trying to make my mental health a priority by writing about my feelings, doing more of the things I love, and trying not to worry so much about things I can't change.**

**Mainly just reminding myself to take care of myself, my body, my health in small ways such as fixing my sleep schedule which makes me feel a little more motivated and productive every day.**



Thank you

*Questions?*



Pop your questions in the chat