



IPA
2017 PIP AWARD
FOR YOUNG TALENT

BEST  OF

Brand:

MeeTwo Education

Date:

June 2017

About MeeTwo

MeeTwo Education Ltd is an award-winning social enterprise that was set up to support the growing number of teenagers that suffer from mild to moderate anxiety on a daily basis.

MeeTwo has created an innovative new app which allows young people to ask difficult questions, share anxieties and help each other with the kinds of everyday anxieties that can inhibit their capacity to learn and enjoy life. MeeTwo de-stigmatises help seeking and encourages help giving behaviours to build resilience and self-confidence. MeeTwo uses anonymity to enable users to be more open about issues that are awkward or personal, but 100% pre-moderation ensures that there is no bullying, intimidation or humiliation. Every question and reply is checked and moderated in advance of publication, and vulnerable users are contacted directly and guided to more appropriate support.

What is this brief for?

We are looking for creative/innovative ways to encourage teenagers to use the MeeTwo app to seek support and advice for everyday anxieties in order to stop problems escalating.

What is the issue(s) we are trying to solve?

A growing number of teenagers suffer from mild to moderate anxiety on a daily basis. This inhibits their ability to pay attention, be creative, and to process and retrieve information. The Department for Education acknowledges the “slow-growing epidemic” of mental health decline in schools. Referral rates of young people to specialist mental health services increased by more than 40% between 2003 and 2009/10 and although issues such as anxiety, suicidal ideation and depression do not discriminate according to socio economic status, children from disadvantaged backgrounds are particularly at risk because they are less likely to get the support that they need at home, or at school.

Teenagers are notoriously slow or wary about seeking help when they first encounter problems or issues. They may be embarrassed or ashamed to share their questions until the problem is unavoidable. Teenagers also desire to feel normal, autonomous and connected (Wisdom et al. 2006). Neither admitting having a problem nor seeking help is seen as aspirational, and teenagers have told us that they worry that by sharing a problem with a teacher or parent they will lose their autonomy to direct the solution. There are excellent support services for young people who have reached crisis point but these services are rarely seen as engaging and often viewed as a last resort.

What is the key objective?

We want to encourage teenagers to seek support and advice early - by making mental wellness an aspirational target for all young people. We believe young people should be encouraged to change their behaviour so that they proactively seek mental wellness and are empowered to seek support and advice before problems escalate to crisis.

What is the one thing you want to say?

Download MeeTwo to help yourself and everyone else.

Who is the target group?

Teenagers aged 13 – 18. (Entrants should bear in mind the importance of complying with UK law and advertising rules, particularly regarding advertising to children (clause 9 of the terms and conditions <http://www.bestofhealthshow.com/Pip-Award>)

What are the timings?

Creative development, in line with the Best of Health Show 2017:

- Final entry deadline: 25th August
- Shortlisted ideas announced: October
- Winning idea announced: November

Budget

This is a conceptual, pro bono brief, however ideas that can work within a small, charity production budget will be given additional consideration at judging.

Media

Please consider any media channels, but innovative use of different media with the potential budget restraints in mind would be advised