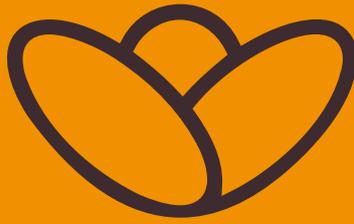


CHASING 66  
THE STIGMA

AMBASSADORS



OF HOPE

Mental Health Training  
& Corporate Support





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At a glance

# CHASING THE STIGMA 66

## Founder & CEO with lived experience

Jake Mills founded Chasing the Stigma following his own battle with depression, which led to a suicide attempt in 2014. Jake is now CEO of the charity and the pioneer behind the Hub of Hope and Ambassadors of Hope training.

## Developed the Hub of Hope

Chasing the Stigma developed and runs the groundbreaking Hub of Hope, the UK's biggest and most comprehensive mental health signposting tool, used by NHS England, Samaritans, Papyrus and the emergency services across the country.

## National award winners!

Chasing the Stigma and the Hub of Hope were recognised on a national level, receiving four prestigious national accolades for innovative use of technology from Charity Times, 3rd Sector Care, the British Interactive Media Association (BIMA) and Creativepool.

## Industry thought leaders

Chasing the Stigma talk about mental health a lot, writing and speaking for publications and programmes such as: BBC, ITV, SkyNews, The Guardian, The Independent, BBC Radio 5 Live and many more.

## A force for change

Since its inception Chasing the Stigma has been widely recognised as an exemplar within its field. As a multi-award winning organisation, we have developed resources that have revolutionised mental health pathways within the UK, as well as contributing to and collaborating on national and local mental health reports such as the *All Age Crisis Care* report.



At a glance



## Delivered nationally

Since 2018 the Ambassadors of Hope training has been delivered to organisations and individuals across the UK. Our Ambassadors of Hope organisations include; Disclosure & Barring Service (DBS), Premier League and NHS England, as well as hundreds more organisations who have committed to having thousands of members of staff trained as Ambassadors of Hope.

## A session to suit you

From our 30-minute original Ambassadors of Hope training session to our Half Day Ambassadors Plus or bespoke organisational support, we don't just train, tick a box and leave. We work alongside our Ambassadors of Hope organisations to impact real organisational change.

## Virtual or face-to-face

We want to be able to reach as many individuals and businesses as possible. In order to do that our training is flexible and can be completed in a capacity that suits your organisation. Each of our Ambassadors of Hope services have been carefully designed so that they remain impactful and are delivered to the highest standard, whether that's in person or online.

## Expert trainers

Our Ambassadors of Hope trainers are carefully selected to represent the individuals and communities that we engage with. Each trainer has their own lived experiences of mental health illness in some capacity and delivers the training from a place of knowledge and understanding. Our trainers are regularly retrained and report to the Chasing the Stigma team.

## Impactful

100% of participants who completed the post-training assessment stated that they felt more confident talking about mental health, signposting and dealing with potential crisis situations than they did before the training.



## Ambassadors of Hope: Our training

There are 3 different levels to our Ambassadors of Hope training:



All of our training has been written from a lived experience point of view. Delivery of the training is fully regulated, using delegate assessments, as well as each trainer reporting directly to the charity both before and after each session.

The Ambassador of Hope training can work hand-in-hand with other providers to ensure mental health awareness and care is ingrained within the fabric of an organisation and community.

**The only way we can make a real difference in how society talks about and accesses help for their mental health is by creating a true environment of understanding.**

## Ambassadors of Hope: Original

We first created our Ambassadors of Hope training in 2018 and it's aim has always been, and always will be, to offer a baseline level of understanding of mental health, mental illness and what to do if you or somebody else needs help and support.

The training does not intend to make someone an expert in mental health but instead offers the essential information and toolkit they need to feel more confident about the topic and, most importantly, to make the routes to help and support as clear as possible using Chasing the Stigma's Hub of Hope.

The Ambassadors of Hope training programme focuses on three key areas:

- **How to talk about mental health and illness;**
- **How to effectively find help and signpost using the Hub of Hope;**
- **What to do in a mental health emergency.**

By wrapping all the essential information into one 30-minute session, we are able to equip participants with the basic skills to engage in conversations and effectively and confidently find mental health support.

We should all be aware of how to manage our mental health and how to access support. The onus shouldn't be on individuals who are at the point of struggling to seek out the basic information. It should be instilled within us from an early age.

 **30 mins**

 **Baseline level**



## Ambassadors of Hope: Plus

In 2019, one year after the creation of our Ambassadors of Hope training, we were being asked more and more often 'What can we do next?'. Now that our participants felt more confident in having conversations around mental health, there was a strong foundation to build upon. Ambassadors of Hope Plus was born.

Our Ambassadors of Hope Plus is a half-day workshop that focuses on building and developing the skills that have been learnt in our original training session and putting them into practice.

The Ambassadors of Hope Plus workshop focuses on three key areas:

- **Practicing how to approach and have conversations around mental health;**
- **Asking for help and looking after your own mental health;**
- **Coping mechanisms and further support.**

Ambassadors of Hope Plus will enable participants to improve their knowledge and understanding of mental health and mental illnesses and to understand ways to recognise signs and symptoms of poor mental health. There is also a key focus on conversations and how to have these crucial discussions as we build participants' confidence through activities during the session.

Ambassadors of Hope Plus is designed for organisations who have already completed the Ambassadors of Hope Original session, but can also act as a stand-alone piece of training, wrapping vital information and skills into a four-hour session.



 **1/2 day**

 **Advanced level**

## Ambassadors of Hope: Consultancy

If you have completed both the Ambassadors of Hope training and the Ambassadors of Hope plus and would like further support, or if you are at a point in your organisation where your mental health and wellbeing policies and framework need immediate attention, we are here to support you.

Working alongside senior management or your HR team, the Chasing the Stigma team will work with you to review the working culture of the organisation.

Our Ambassadors of Hope consultancy focuses on three key areas:

- **Reviewing current policies and adapting them to fit with the culture of the organisation;**
- **Discussing flexible ways of working and other tools and set-ups that would support your team's mental health and wellbeing;**
- **Ongoing support for employees' mental health needs and guidance for managers.**

We recognise that every business is different and each employee's needs are unique. By supporting you to create clear policies and actionable changes, we can work together to positively improve the experience of all your employees.

Our consultancy is designed to support you every step of the way, and as such we will work flexibly with you and identify your needs. With a wealth of clinical mental health support and lived experience we are well placed to understand those needs and work towards creating better working environments.



 **You decide**

 **Policy level**

Training and corporate support

# Pricing

	Ambassadors of Hope <b>Original</b>	Ambassadors of Hope <b>Plus</b>	Ambassadors of Hope <b>Consultancy</b>
<b>In location</b> (per person)	£50	£135	Quote on request
<b>Via video conferencing</b> (per person)	£40	£105	Quote on request

For larger groups we will work alongside you to get the best possible price for your budget. Please get in touch to discuss this further.



“It’s not there for you to open people up and put them in a vulnerable position. It’s there for you to just listen, support and signpost.”



“The team appears to have more understanding and empathy about mental health, and “check in” with one another in a way that we hadn’t seen before.”



## Our Ambassadors of Hope Organisations



**The Ambassadors of Hope training programme has normalised the mental health conversation across our organisation.**

The training is easy to digest and has provided all colleagues with a baseline understanding of the signs, symptoms and causes of mental ill health as well as how those suffering from poor mental health can be supported.

**Our staff provided overwhelmingly positive feedback about the training** and we have now incorporated the programme into our corporate induction process for all new starters."

**Sean Rothwell**  
Peoples Services Manager,  
The Regenda Group



The Ambassadors of Hope training equips you with the information to be able to signpost to the relevant places.

**It's pitched at all levels, so no matter what your understanding is, you would be able to pick this up straight away in 30 minutes.**

What it doesn't do is make you an expert in mental health. It's not there for you to open people up and put them in a vulnerable position. It's there for you to just listen, support and signpost. Giving training to everyone at the club, rather than a handful of individuals, helps create an environment of understanding: everyone has done the training, so everyone knows the score. We class ourselves as the Everton family. We're the people's club."

**Kim Healey**  
People's Director, Everton Football Club

**Since receiving the Ambassador of Hope training, we have seen an increase in the number of colleagues talking openly about their mental health.**

The team appears to have more understanding and empathy about mental health, and "check in" with one another in a way that we hadn't seen before. As a business, we are also doing more around wellbeing, to encourage healthy lifestyles, which people now understand the importance of. Thank you to the team at Chasing the Stigma for raising awareness and reducing ignorance."

**Ian Finch**  
Managing Director, Mando Group

It is really important to me that our senior team have an understanding and appreciation of mental health issues.

**They found it to be an extremely powerful, thought-provoking and valuable training session which will be of great value to them in their work.**

It is an excellent programme which is extremely worthwhile."

**Joe Anderson**  
Mayor of Liverpool

**The Ambassador of Hope training was brilliant. I actually had to put it into practice very recently with my 18-year-old nephew and I felt like I could really help him.**

All the things you taught us about how they feel and why they don't say anything was spot on, so just wanted to thank everyone at Chasing the Stigma. He's now been referred to Young Minds and is hopefully on his way to feeling like he used to feel."

**Ambassador of Hope participant**



## The Ambassadors of Hope

# Charter

Here at Chasing the Stigma, we're not the type of organisation that delivers our Ambassadors of Hope training, ticks a box and leaves, never to return. It has always been our mission to create long-lasting relationships with our Ambassadors of Hope organisations and support them year after year.

The Ambassadors of Hope Charter has been created so that organisations can commit to embedding positive mental health actions via training, activities, resources and direct communication and support with the Chasing the Stigma team.

We have designed the Ambassadors of Hope Charter in three different stages; Bronze, Silver and Gold.

	Bronze charter	Silver charter	Gold charter
Ambassadors of Hope <b>Original</b>	At least 50% of staff trained	At least 80% of staff trained	At least 80% of staff trained
Ambassadors of Hope <b>Plus</b>	x	Senior Management trained	Senior Management trained
Ambassadors of Hope <b>Consultancy</b>	x	x	Consultancy completed

It is essential that we create an environment of understanding, throughout society, to allow us all to become comfortable and knowledgeable enough to know what to do, how to act, and how to signpost people to the help that's available. In order to do so, mental health education and training needs to be ingrained throughout schools, universities and workplaces.

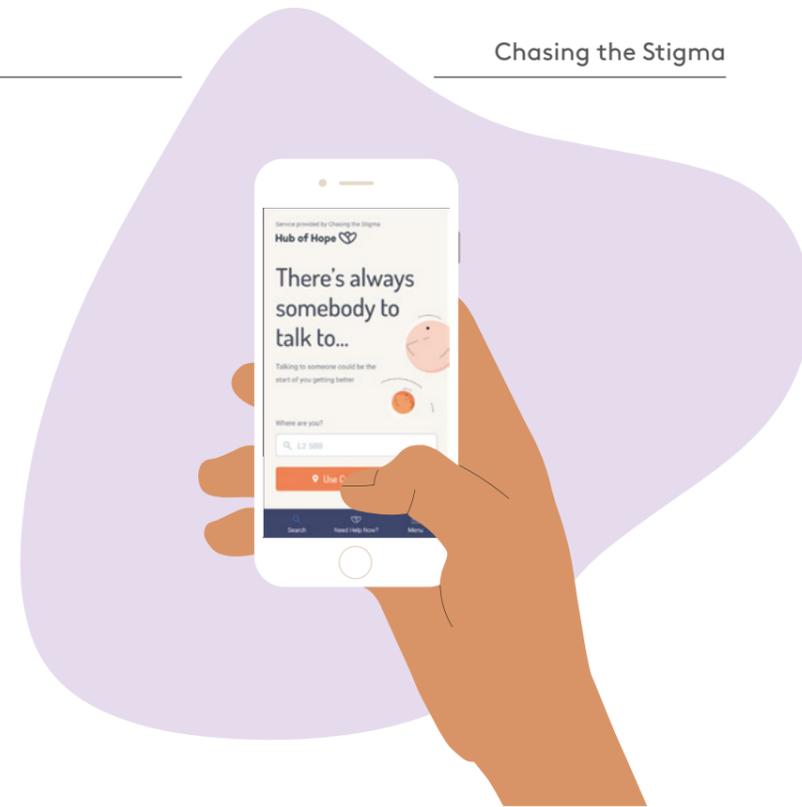
By engaging communities and businesses we can normalise conversations about mental health and mental illness. By embracing mental health together we can break down the stigmas and barriers that prevent so many people from seeking help, and can play a significant role in reducing the number of suicides in the UK.

Contact: [aoh@chasingthestigma.co.uk](mailto:aoh@chasingthestigma.co.uk)

By embracing mental health together, we can break down the stigmas and barriers that prevent so many people from seeking help.



## At a glance



**The Hub of Hope is a first-of-its-kind digital platform that brings grassroots and national mental health services together in one place for the first time.**

Its aim was to create a clear, accessible and simple digital platform that made it as easy as possible to allow people suffering from mental health issues and those awaiting NHS mental health referrals to find free help and support, when and where they needed it.

Using the location of the web browser or mobile device the cloud-based web application allows anyone, anywhere to find the nearest source of support for any mental health issue, from depression and anxiety to PTSD and suicidal thoughts, as well as providing a 'talk now' button connecting users directly to the Samaritans and Crisis text line.

It is available in the App store and in the Play Store, as well as online at [hubofhope.co.uk](http://hubofhope.co.uk).

### First-of-its-kind

The Hub of Hope is a first-of-its-kind mental health support database using your device's location to pinpoint the nearest local support, as well as national support and a direct link to the Samaritans phone line and Crisis text line.

### National endorsement

The Hub of Hope has become a vital signposting tool for many organisations, being used and endorsed by services such as Papyrus, Rethink Mental Illness and Samaritans as well as NHS Trusts and emergency services across the UK.

### 165k+ unique users

Since its launch the Hub of Hope has been accessed by more than 165,000 unique users across the country.

### Used across the UK

The Hub of Hope is being used across the country, with users spanning across 686 UK cities and towns. London, Liverpool, Manchester and Birmingham see the highest use.

### 500k+ unique page views

Since its launch in July 2017, the Hub of Hope has had more than 500,000 unique page views.



Start the discussion.  
Get in touch today.

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[info@chasingthestigma.co.uk](mailto:info@chasingthestigma.co.uk)

  
**Hub of Hope**

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