

Resilient celebrities are most admired as survey reveals young people's optimism for the post-Covid future

Billie Eilish, KSI, Marcus Rashford and the Queen are among the public figures to have earned the respect of young people, with bravery and resilience the qualities they most admire, a survey has found.

The poll for youth health charity stem4 also shows that young people are optimistic about the post-Covid future but are focusing on health and happiness rather than money.

Last year, the charity, which supports young people with problems such as depression and self-harm, launched the first Youth Mental Health Day. The theme of this year's event, taking place on 7th September, is #StrideForward, with a focus on building back confidence and positive mental health following the disruption caused by the pandemic.

Ahead of the event, stem4 asked 1000 teenagers and young people in the UK about their hopes for the future. They were asked to choose the three celebrities they most respected in different categories. Billie Eilish is the most admired musician, chosen by 26% of respondents, ahead of Stormzy on 21% and Harry Styles on 19%. KSI topped the poll of online creators on 37%, scoring considerably more highly than PewDiePie (24%) and Molly-Mae Hague (18%).

The Queen is the most admired public figure on 25%, ahead of Prince Harry (22%), Meghan Markle (21%), Bill Gates (17%), Dr Alex George (16%) Boris Johnson (14%), Kate Middleton (11%) and Prince William (10%).

The most common reason for admiring public figures is: "they are brave and resilient", followed by "they stand up for people's rights". Reflecting this, is high levels of support for social and environmental campaigners. Marcus Rashford (34%), Lewis Hamilton (31%) and Raheem Sterling (19%) are the most admired sportspeople, while David Attenborough (54%), Captain Tom Moore (33%) and Greta Thunberg (28%) are the most popular inspiring people.

Dr Nihara Krause, Founder and CEO at stem4, said: "To earn the respect of young people today you don't need to earn a fortune or have good looks. It's far more important that you show bravery, resilience, and compassion for others and for nature. Those are certainly qualities the Queen shares with some of the other names on this list such as David Attenborough and Marcus Rashford. It's also significant that many of the most admired famous people are those, like Billie Eilish and Prince Harry,

who have been open about their own mental health challenges. Problems like anxiety, depression and self-harm are sadly very common among young people and it makes a huge difference to them when public figures have the courage to open up.”

Nevertheless, when young people were asked which category of person they most admired, family and friends, along with doctors and nurses, scored far more highly than celebrities, with public officials and politicians bottom of the table.

Young people’s most common aspirations for the future are “just being healthy and happy”, expressed by 70% of respondents, and “having a stable job” (56%). Only 27% say they want “to make a lot of money”. Most are optimistic about the future, with 80% believing it is likely they will achieve their goals, although 42% described lack of confidence or fear of failure as a barrier.

Dr Nihara Krause added: “This has been a difficult time for most of us, but for young people in particular. Before the pandemic many of them were already vulnerable, and experiencing a range of problems. The disruptions they have experienced to their education, social connections, future focus and career aspirations have contributed to increased worries and a loss of confidence. However, what shines through from this survey is a sense of hope and optimism about the post-pandemic future. Young people also have a clear idea of what’s most important to them – they want to be healthy and happy and have stable jobs. We should be working collectively to help them achieve these aspirations.”

As part of Youth Mental Health Day, stem4 is working with schools to encourage students to #StrideForward – the theme of this year’s event. It is giving them opportunities to reflect on their feelings over the past year, to express their goals creatively (for example through music, art, or creative writing), and then make a commitment to themselves to take positive strides forward.

Any schools or college that would like to participate and be featured in the campaign on 7th September should contact Anna Clingan, anna@stem4.org.uk by 30th June.



Highest Scoring Celebrities According to A Survey of 1,000 Young People

Music / Radio	Online Creator	Sports People	Inspiring People	Public Figures
Billie Eilish (25%)	KSI (37%)	Marcus Rashford (34%)	David Attenborough (54%)	The Queen (26%)
Stormzy (21%)	PewDiePie (22%)	Lewis Hamilton (31%)	Captain Tom Moore (33%)	Prince Harry (22%)
Harry Styles (20%)	Molly-Mae Hague (18%)	Raheem Sterling (19%)	Greta Thunberg (28%)	Meghan Markle (21%)
= Dua Lipa (18%)	Zoe Sugg (14%)	Phil Foden (11%)	Malala Yousafzai (24%)	Bill Gates (17%)
= The Weeknd (18%)	Joe Weller (13%)	= Victoria Pendleton (10%)	Joe Wicks (23%)	Dr Alex George (16%)
AJ Tracey (17%)	Tommy Innit (12%)	= Ben Stokes (10%)	Akala (9%)	Boris Johnson (14%)
Dave (16%)	Charlie Damelio (10%)	Owen Farrell (8%)	Notable Mentions: Barack Obama Oprah Winfrey	= Prince William (11%)
Lil Nas X (13%)	Abby Roberts (7%)	Lucy Bronze (6%)		= Kate Middleton (11%)
= Jesy Nelson (12%)	Kyle Thomas (5%)	Holly Doyle (5%)		Notable Mentions: Elon Musk Jeremy Corbyn Princess Diana Zarah Sultana
= Megan Thee Stallion (12%)	Notable Mentions: Chunkz Jacksepticeye Markiplier Sidemen Niko Omilana Eleanor Neale Miniminter Rose & Rosie Stephen Tries W2S Jaack Maate Anastasia kingsnorth Elle Darby	Notable Mentions: Harry Kane Steven Gerrard Charlotte Dujardin Michael Phelps Tom Daley Ben Foster Ellie Simmonds Sasha Corbin Judd Trump Daina-Asher-Smith Jessica Ennis Mo Farah		
Roman Kemp (9%)				
Notable Mentions: Ariana Grande BTS Taylor Swift Rihanna Demi Lovato Jessie J Little Mix Louis Tomlinson Niall Horan Olly Murs Tom Fletcher Ann Marie Mabel				

Notes to editors

*Survey of 1032 young people (between the ages of 13 and 25) carried out between 26th and 29th May 2021 in the UK.

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About Youth Mental Health Day & #StrideForward.

Youth Mental Health Day encourages understanding and discussion of mental health in young people, enabling them to live happy and healthy lives all year round. Each year, the day aims to get young people, and those who support them, talking about how to improve mental health.

As we emerge from the COVID-19 pandemic, YMHD 2021 will focus on how young people can #StrideForward with their mental health.

From cancelled exams to university lockdowns, the past year has seen countless decisions made on behalf of young people, without their input. Placing young voices front and centre of the conversation once more, YMHD 2021 will invite young people across the country to reflect on how the last year has impacted their lives and share how they will #StrideForward and move towards positive mental health.

<https://stem4.org.uk/youthmentalhealthday/>

About stem4

stem4 is an award-winning charity that supports teenagers with their mental health. It provides evidence-based education, builds resilience, enhances motivation to change, and provides signposts to ensure early intervention and action. stem4 focuses on commonly occurring mental health issues in teenagers including eating disorders, anxiety, depression, self-harm and addiction.

The charity works with students, parents and teachers in secondary schools and colleges, and with health professionals such as GPs and school nurses through its conference programme and through digitally-delivered workshops suitable for PHSE in schools. stem4 is also included in the Royal College of GP toolkit.

■ stem4's free, evidence-based, smartphone apps

With children and young people experiencing difficulty and long waiting times in accessing effective treatments, stem4 has developed four NHS-approved smartphone apps, all based on evidence-based strategies, to help young people in the treatment of and recovery from their mental health difficulties. Since the start of the pandemic, they have been downloaded and used over 1 million times.

These apps – which have been funded by charities including the Paul Hamlyn Foundation and Comic Relief, and by generous donations from individuals – are free to use, and do not collect any personal data. They include:

- Clear Fear, which uses the evidence-based treatment Cognitive Behaviour Therapy (CBT) to help manage the symptoms of anxiety;
- Calm Harm, which uses the basic principles of an evidence-based therapy Dialectic Behaviour Therapy (DBT) to help manage the urge to self-harm;
- Combined Minds, which uses a Strengths-Based approach that has been shown to be effective in recovery, providing practical strategies for families and friends to support teenage mental health;
- Move Mood, which uses Behavioural Activation Therapy to help improve low mood and manage the symptoms of depression.

www.stem4.org.uk

