



stem4  
supporting teenage mental health

# YOUTH MENTAL HEALTH DAY™

19th September 2024

## Social Media Pack

#ControlYourScroll

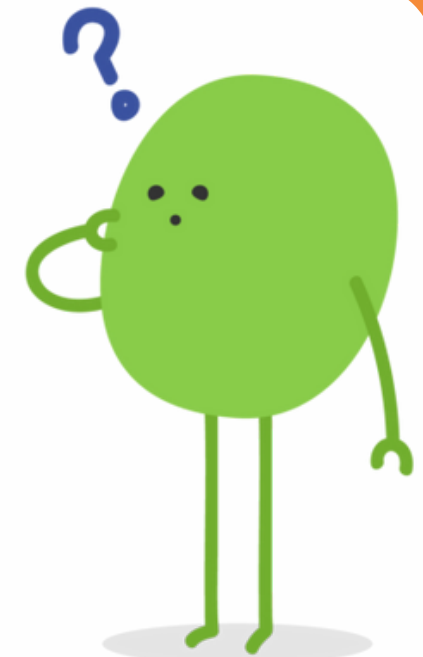
#stem4YMHD

## About #stem4YMHD

Mental health concerns for young people have multiplied in recent times. **1 in 5** children and young people presented with a probable mental health disorder in 2023 (NHS Digital, Nov 2023). Yet only a third are able to access any effective treatment.

Though times continue to be difficult, Youth Mental Health Day is here to provide hope and positivity. By getting young people engaged in discussions and activities about how to improve their mental health, YMHD goes beyond raising awareness and breaking the stigma surrounding mental health. It aims to tackle the heart of the issue by giving young people a voice and agency to take steps towards positive mental health.

stem4, the UK's leading digital mental health charity for children and young people, is proud to be the founder of Youth Mental Health Day in the UK, which started in 2020.



stem4 was founded in 2011 by Consultant Clinical Psychologist Dr Nihara Krause MBE after a local teenager tragically lost her life to an eating disorder. Dr Krause was determined to ensure that no student, family, educator or school missed out on access to knowledge on early identification and effective treatment of mental health issues.

Dr Krause translated her 30+ years of experience as a Clinical Psychologist to create 5 evidence-based apps which are free to use all across the UK. These apps, which have been downloaded over 4 million times to date, provide hard-to-access therapies to thousands of young people every single day.

Positive mental health in young people and those who support them is also promoted through our innovative education programme, clinically-informed website and mental health conferences that contribute to helping young people and those around them to flourish.

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# About #stem4YMHD

The theme for stem4's upcoming YMHD is

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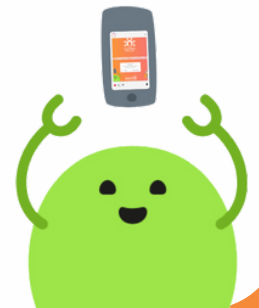
As the digital landscape continues to evolve at pace, young people are growing up in a world unrecognisable compared to 10 years ago. Being able to instantly connect with peers, expressing creativity, and accessing entertainment and information in an instant, are just a few of the many positives the online world presents. (We've also heard there are some amazing mental health apps out there 🧐).

Yet for every positive there is a negative, and the online world poses many hidden and overt harms that young people didn't have to face ten years ago. In a stem4 survey of 1,025 young people, nine in ten (93%) said they had been scared by content online. They were worried about disinformation, misinformation and fake news (59%) followed by online scams and fraud (58%), online bullying (52%) and sharing of sexual images (39%). What's more (58%) said they would avoid using search engines or apps if they knew they had the potential to cause them harm.

We asked young people what they liked and disliked about growing up in a digital age. They told us that needed to know more about how to tackle the challenges which the online world offers. To meet this need, we chose to dedicate Youth Mental Health Day 2024 to the theme #ControlYourScroll, to equip young people with the simple digital hacks and mental health strategies needed for a positive and safe online experience.



Youth Mental Health Day takes place every year on the 19th of September so be sure to save the date and join us in raising awareness for young people's mental health.



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## What are the stats?



According to NHS Digital, **1 in 5** children and young people presented with a probable mental health disorder in 2023.

Yet **only a third** are able to access any effective treatment.\*

• [NHS Digital November 2023](#)

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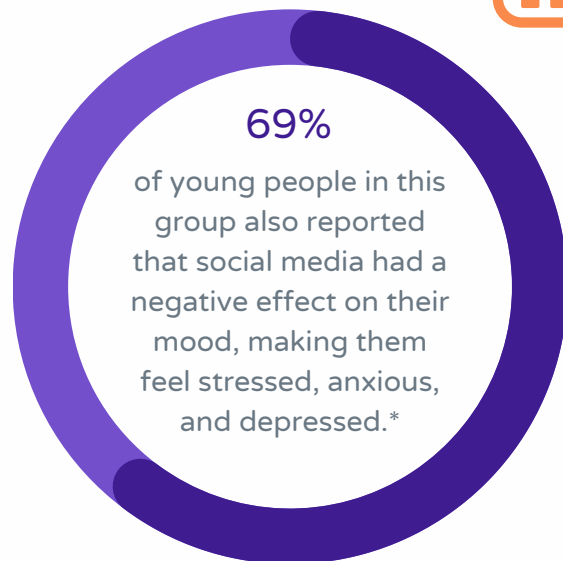
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## What are the stats?

In a stem4 survey of 1,024 young people, 97% of 12-21 year olds reported using social media daily, clocking up an average of 3.65 hours.\*



That is the equivalent of 55 days of the year spent on social media.



AND YET...

95%  
said they felt helpless in quitting their online habits.\*

\* January 2023 stem4 survey

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## What are the stats?

Nominet Youth Wellbeing Index 2023\* found that while 94% of young people feel safe online, 76% had encountered something online that they found upsetting (this ranges from fake news to being exposed to distressing content).



Girls and young women are more likely to be exposed to online harms. They are nearly 2x as likely to see content that promotes dangerous eating habits, such as pro-anorexia websites.

A greater proportion of young people in marginalised groups (such as LGBTQ+ young people and those with disabilities) are most likely to state that social media has a negative impact on people like them (38%).

•[Nominet Youth Wellbeing Index 2023](#)

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# Why #ControlYourScroll?

## Likes

VS

## Dislikes

We asked the young people we work with what it's like growing up in a digital age.

Here are some of the things they shared about what they liked and disliked about their online lives.



It helped them connect with others



Allowed them to know what was happening and about trends



It helped with learning



It was relaxing



It helped take their mind off things



It was often inspiring



It wasted time



It created self-doubt



It was fun, but often there was a crash of mood after



There was content that was uncomfortable to view or learn about



It made them feel they were missing out



It put pressure to be a certain way



It created body image worries



Cyberbullying made them feel bad

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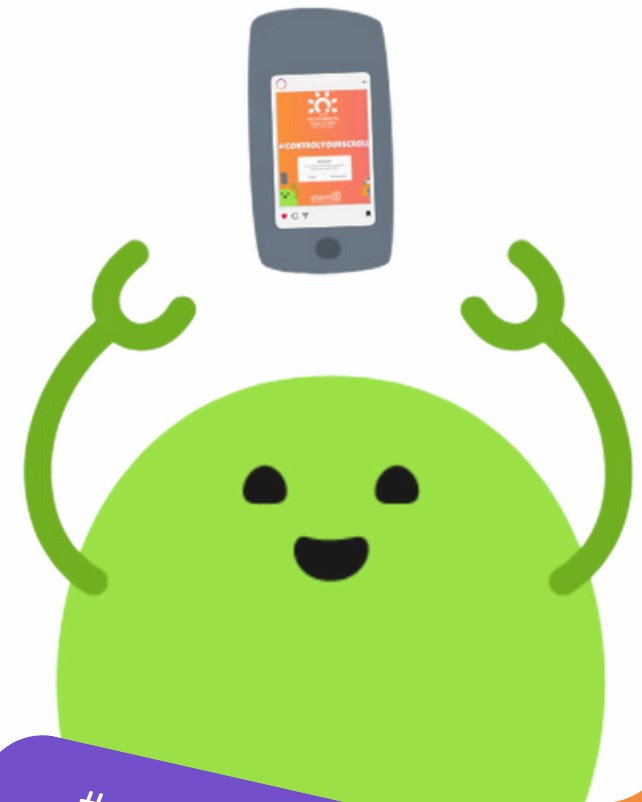
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## Why #ControlYourScroll?

Inspired by these conversation with young people, we chose the theme **#ControlYourScroll** for Youth Mental Health Day 2024.

We will be equipping young people with the simple digital hacks and mental health strategies needed for a positive and safe online experience.

Join us on the 19th of September, as we aim to foster confidence among young people navigating the digital landscape, ensuring they can thrive online while maintaining a balanced offline life.



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Young people deserve to live  
safe and healthy online lives!



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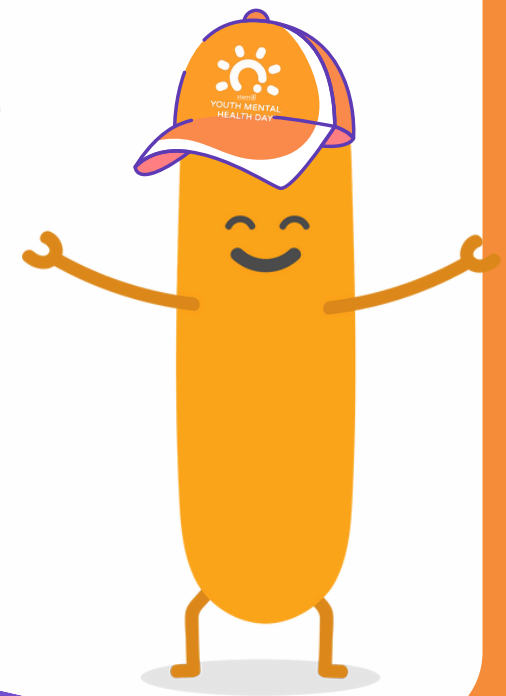
## Why get involved?

Together we can create a safer online world for young people💛

By supporting #stem4YMHD, you will be playing your part in helping young people to live healthier lives on and offline.

Your involvement, whether through resource-sharing, fundraising, donating, fuels the momentum behind #stem4YMHD, amplifying the voices of young individuals and providing them with expert-guided assistance.

Let's unite in this crucial endeavour, ensuring that young people not only survive but flourish in the digital realm, armed with the tools they need to lead balanced, fulfilling lives.



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## How to get involved

Here are some ways you can get involved in Youth Mental Health Day 2024



Download and share our resources with young people



Spread the word with our social media pack using the hashtags #stem4YMHD and #ControlYourScroll



Show your dedication to positive youth mental health by fundraising for stem4



Donate to stem4 and place mental health resources into the hands of young people



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# Resources for Young People



“How to #ControlYourScroll: A Guide for Young People” is a resource pack for young people with clinically-informed advice and tips on how to look after your mental health in a digital age. Download it [HERE](#).



We have also produced an assembly pack and script which can be downloaded and used to share more about #ControlYourScroll and #stem4YMHD. Download [HERE](#).

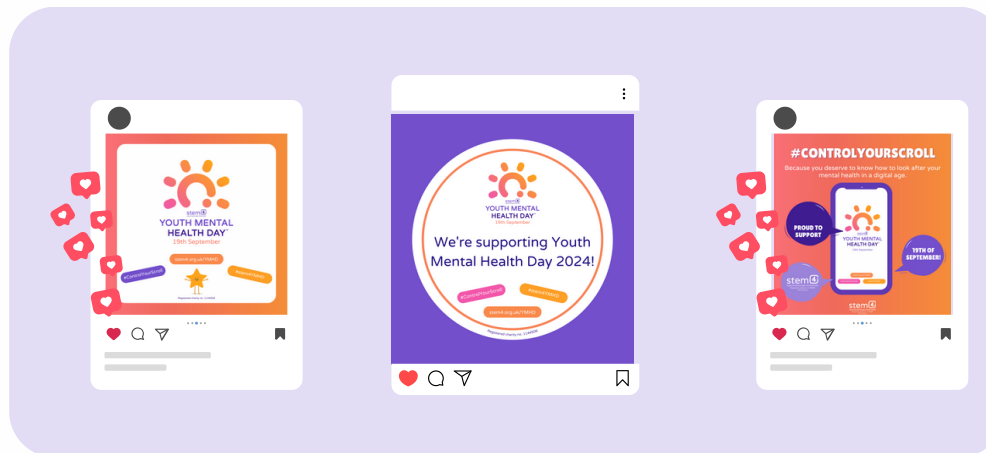
For more free resources on how to promote positive mental health in young people and those who support them, visit <https://stem4.org.uk/>.

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## Spread the word

Download our social media graphics [HERE](#) and share why you are supporting #stem4YMHD and tag us @stem4org



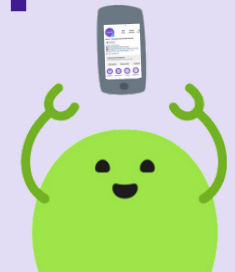
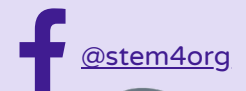
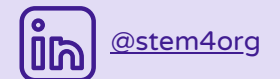
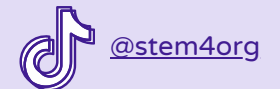
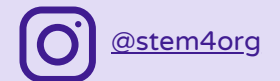
Here is a caption suggestion you could copy and use:

We are proud to be supporting @stem4org 's Youth Mental Health Day on the 19th of September 2024. The theme of #stem4YMHD this year is #ControlYourScroll, to equip young people with the simple digital hacks and mental health strategies needed for a positive and safe online experience. Find out more at <https://stem4.org.uk/>.

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Click to follow



## Fundraise for stem4

We are on a mission to ensure that every young person, whatever their background or circumstances, has access to high quality, evidence-based mental health support. But we can't do this on our own!

Take part in our #stem4YMHD fundraising challenge and join us in making a difference in the lives of millions of young people. Sign-up HERE.

### Our Incredible Supporters

We rely on our thousands of generous supporters to keep us doing what we're doing each and every year.

Whether it's a one-off donation, monthly giving or event-based fundraising, we wouldn't be here without you.

Your support has enabled us to provide MILLIONS of young people, who'd otherwise have nothing, with evidence-based psychological support that really works.



Download our fundraising pack HERE.

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# Fundraise for stem4

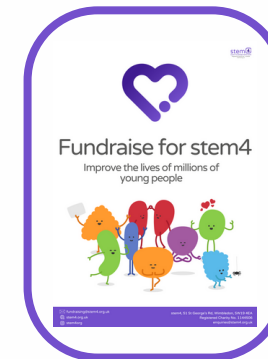


This year we are running our first #stem4YMHD fundraising competition for schools and colleges to see who will win the title of becoming **stem4's 2024 Ambassador School!**

Click [HERE](#) to register your school to take part.

Keen to fundraise for stem4? Download our fundraising booklet [HERE](#) and let us know what your plans are by emailing [fundraising@stem4.org.uk](mailto:fundraising@stem4.org.uk).

If your organisation would like to support stem4 throughout the year please contact us at [corporates@stem4.org.uk](mailto:corporates@stem4.org.uk).



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# Donate

The support from our generous fundraisers has enabled us to provide MILLIONS of young people, who'd otherwise have nothing, with evidence-based psychological support that really works.

**£10**

Places one of our apps  
in the hands of 10  
young people

**£30**

Prevents 10 instances of  
self-harm (with the award  
winning Calm Harm app)

**£50**

Manages an incident  
of anxiety for 30  
young people

**£100**

Hosts all of our apps for  
a week, supporting  
10,000 young people



If 20 organisations raised £500 each then 10,000 more young people would be able to have mental health support placed directly into their hands!



How to  
donate to  
stem4



Donate through stem4's website [HERE](#)

Set up a fundraising page via [Just Giving](#) or [Enthuse](#).



Cheques are payable to  
stem4, 51 St George's Rd, Wimbledon, SW19 4EA

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# Support stem4

There are lots of ways to support the work stem4 does throughout the year.



Access our free mental health resources for young people and those who support them and stay up to date with stem4 by visiting our website [stem4.org.uk](https://stem4.org.uk).

Find out about our 5 clinically informed mental health apps [HERE](#).



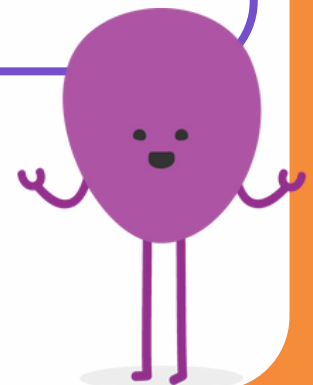
Find out how your school can best support the mental health of children and young people by visiting our [website](#) or click [HERE](#) to email our Education Coordinator.



stem4 has recently launched an online training platform, offering trainings for professionals on how to best support the mental health of young people in a digital age. To access stem4's trainings click [HERE](#).



Be the first to hear updates about stem4 by signing in to our newsletter [HERE](#).



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# Thank you

We are so excited for stem4's Youth Mental Health Day 2024. Let's do this...



Visit [stem4.org.uk/youthmentalhealthday](https://stem4.org.uk/youthmentalhealthday) for more information.



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[@stem4org](https://www.tiktok.com/@stem4org)



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supporting teenage mental health

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