

Mid Kent Mind,
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For Immediate Release

Mental Health Charity & Local Radio Collaborate To Make Some Noise Around World Mental Health Day

Maidstone-based mental health charity Mid Kent Mind (MKM) have partnered with Maidstone Radio (MR) to encourage conversations around mental health in the Maidstone area to mark World Mental Health Day this October.

MKM felt that the partnership with MR provided a great opportunity to enrich the local community's knowledge of mental health whilst creating genuine, engaging conversations around the topic at a time when it is most important. The charity hope that MR's deep roots within the community will enable important messaging to reach a wider audience.

Tom Fishenden, Community Engagement Officer for MKM, says:

"Our Partnership with Maidstone Radio provides us with a fantastic opportunity to champion mental health services locally whilst also strengthening our relationships with the local community, and our partner organisations, who continue to provide fantastic support services to people across the local area.

We're keen to use this partnership to really amplify messaging around mental health – and, so, we have reached out to other partner organisations and charities to get them involved in this initiative. The more noise we can make collectively, the more chance there is of people in need accessing support – and that's what this day is all about."

Whilst the core messaging for the campaign is being organised by both MKM and MR, both organisations have been keen to use it as an opportunity to champion partnership working – with free air time being offered to other local organisations who work to support mental health in the area.

It is hoped that this free offer of exposure will help to further the work which so many organisations are doing in the county town.

Russell Card, Director of MR, says:

"Maidstone Radio exists to serve the community of Maidstone and the surrounding area and we are delighted to be working with Mid Kent Mind to highlight their work and that of other

local organisations. Although awareness of mental health has improved over recent years, there is still a long way to go in understanding how it affects people's lives, and what help is available. Our hope is that we can help people to understand how to access these vital services when they need them."

One organisation involved in the event is The Young Lives Foundation (YLF) – who will be sharing insight into the work which they do to support young people in the local area on the day.

Neil Vickery, Operations Manager of YLF, says:

"YLF has provided mentoring support since 2007 in the local area, typically to young people aged 10 to 16 with issues such as low confidence and self-esteem, however in recent years we have seen an increase in referrals for mental health matters such as anxiety and depression.

The support we provide is delivered via our network of volunteers, who step forward from our local communities to provide vital early interventions to guide and support young people and improve their wellbeing. We look forward to participating with this campaign alongside other local partner organisations"

Another organisation involved in the event are Involve Kent – who provide an assortment of services for local people, including a Social Prescribing service which enables local residents to find support which is most relevant to them within a communal setting.

Lizzie Lowrey, Partnership Development Manager of Involve, says:

'Social prescribing means health professionals recognising the non-medical things people can do to feel better, such as social groups, creative or leisure activities, or accessing services to help with problems like debt or housing.

Social prescribing is now funded by the NHS and available through your GP practice, provided by our dedicated staff at Involve who will help guide and support you to feel better. If you're struggling with your mental health, ask your GP about social prescribing or contact us directly. '

MKM and MR are actively approaching other partners to create a curated programme of content which will play throughout the different shows which the station airs on the 10th of October. The key goal is to encourage people to access support, whilst raising awareness of the services available to local residents.

For more information on the plan for the day, people are encouraged to visit:

<https://www.maidstonemind.org/world-mental-health-day-2021/>

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Mid Kent Mind are affiliated with 'Mind' – the National Mental Health charity. We are here to make sure anyone with a mental health problem has somewhere to turn for advice and support.