

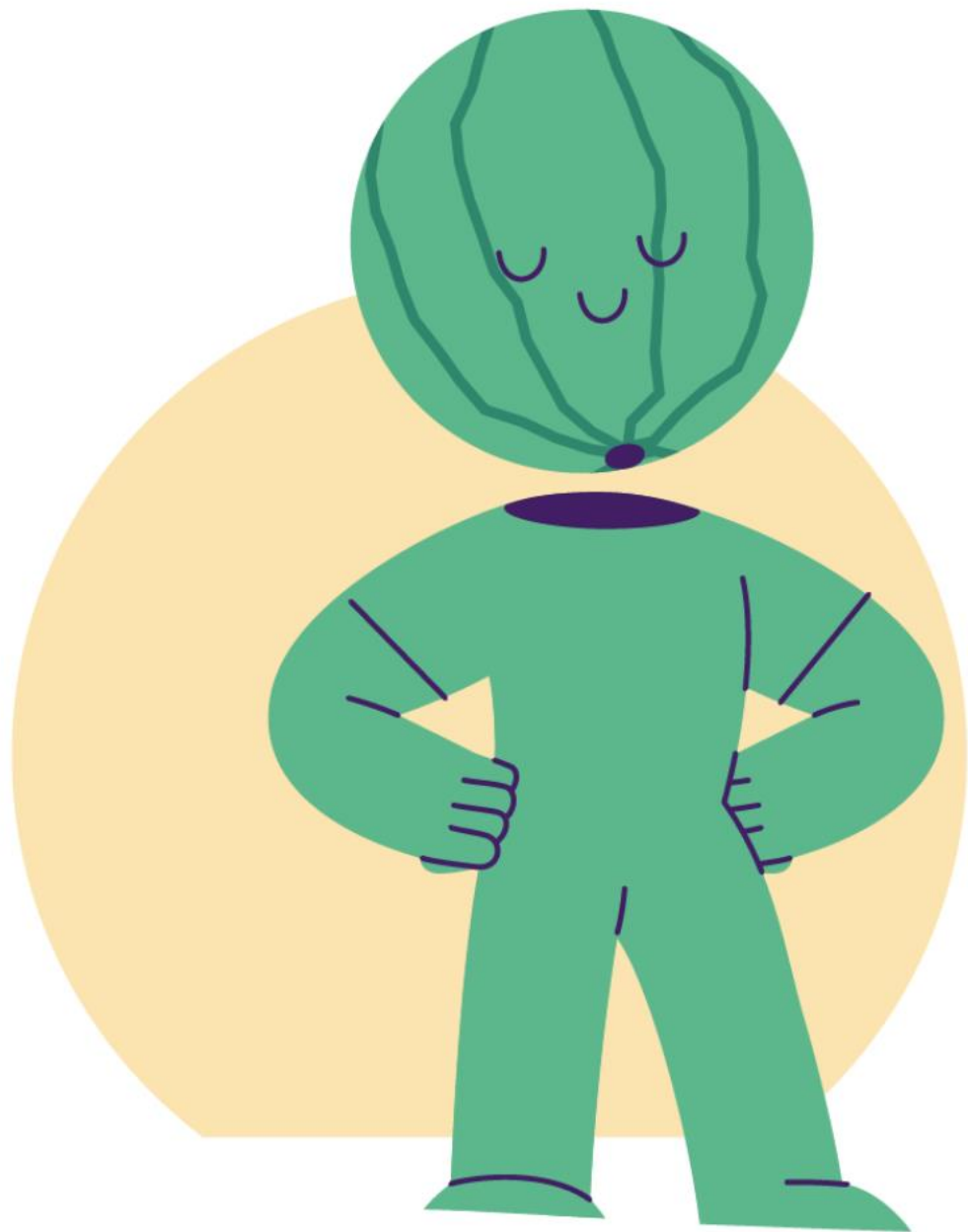
mind your MELON



**An online youth mental health festival for
young people in Donegal**



connectmentalhealth.ie



mind your
MELON



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About Connect Mental Health

Connect Mental Health is a mental health charity, run by a core group of volunteers, promoting positive mental health in Donegal. Established in 2015, Connect Mental Health has delivered 54 events to over 3900 young people and adults across Donegal.

Connect Mental Health's activity delivers on objectives set out in Strategic Goal 1 of Connecting for Life Donegal, Donegal's suicide prevention strategy.

To improve the county's understanding of, and attitudes to, suicidal behaviour, mental health and wellbeing. Strategic Goal 1: Connecting for Life Donegal



Registered Charity Number: 20150310



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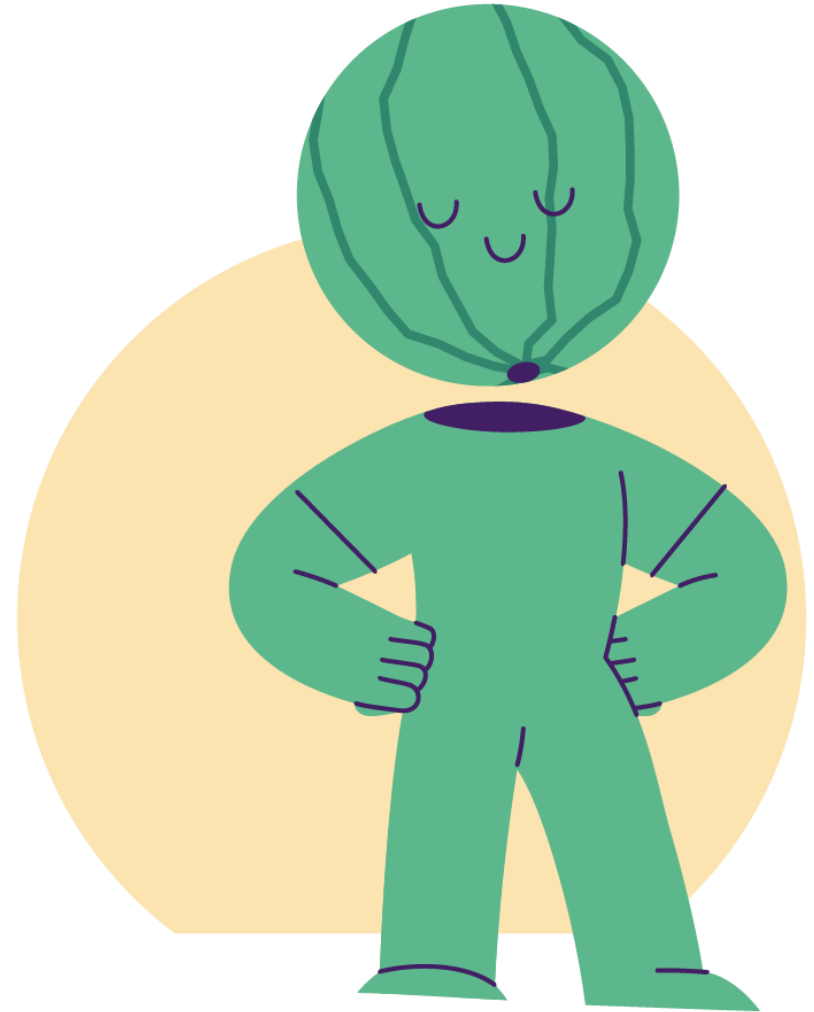
What is Mind Your Melon?

Mind your Melon is an online youth mental health festival for the young people of Donegal.

The online festival will launch on 10th October World Mental Health Day with recruitment of schools etc.. beginning. The website will go live on 1st November when it will be launched to students and will remain 'live' throughout the academic year as a resource for young people in the county.

Through video and interactive content the online festival will:

- Promote positive mental health
- Improve understanding of mental health and wellbeing, and associated protective and risk factors
- Increase awareness of youth mental health supports and services and how to access them
- Reduce stigmatising attitudes to mental health

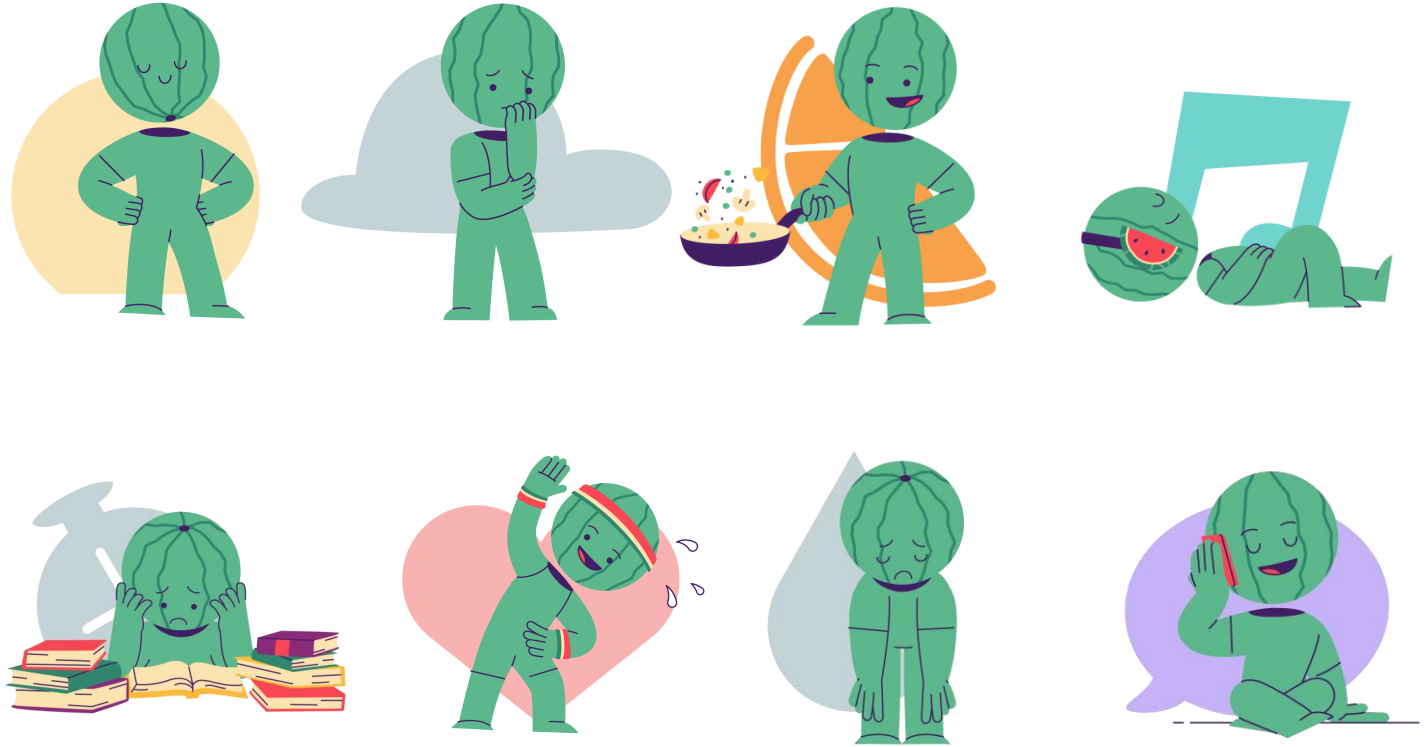


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Meet... Melon Head

The 'Melon Head' (yet to be formally named 😊) character has been created to communicate the themes of the festival and to promote the event.

The character and logo will feature on all digital and print material associated with this initiative.



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Who is involved?

Mind your Melon has been created by local mental health charity Connect Mental Health in partnership with Jigsaw Donegal, Foróige, the HSE and Healthy Ireland.

This will be an event 'For young people, by young people'. Young people will be involved in developing themes and ideas for content being created. Young people Donegal Youth Council and Jigsaw's Youth Advisory Panel are the youth advisory committee for this project.

Target audience:

13,500 12-18 year olds across County Donegal predominantly from 27 secondary schools across the county.



Feidhmeannacht na Seirbhíse Sláinte
Health Service Executive



HSE Mental Health Services



Donegal Youth Council
Comhairle na nÓg Dhún na nGall
Shaping Our Future Ag Múnú ar dTodhchaí



**JIGSAW
DONEGAL**
Young people's
health in mind



Mental Health
Ireland



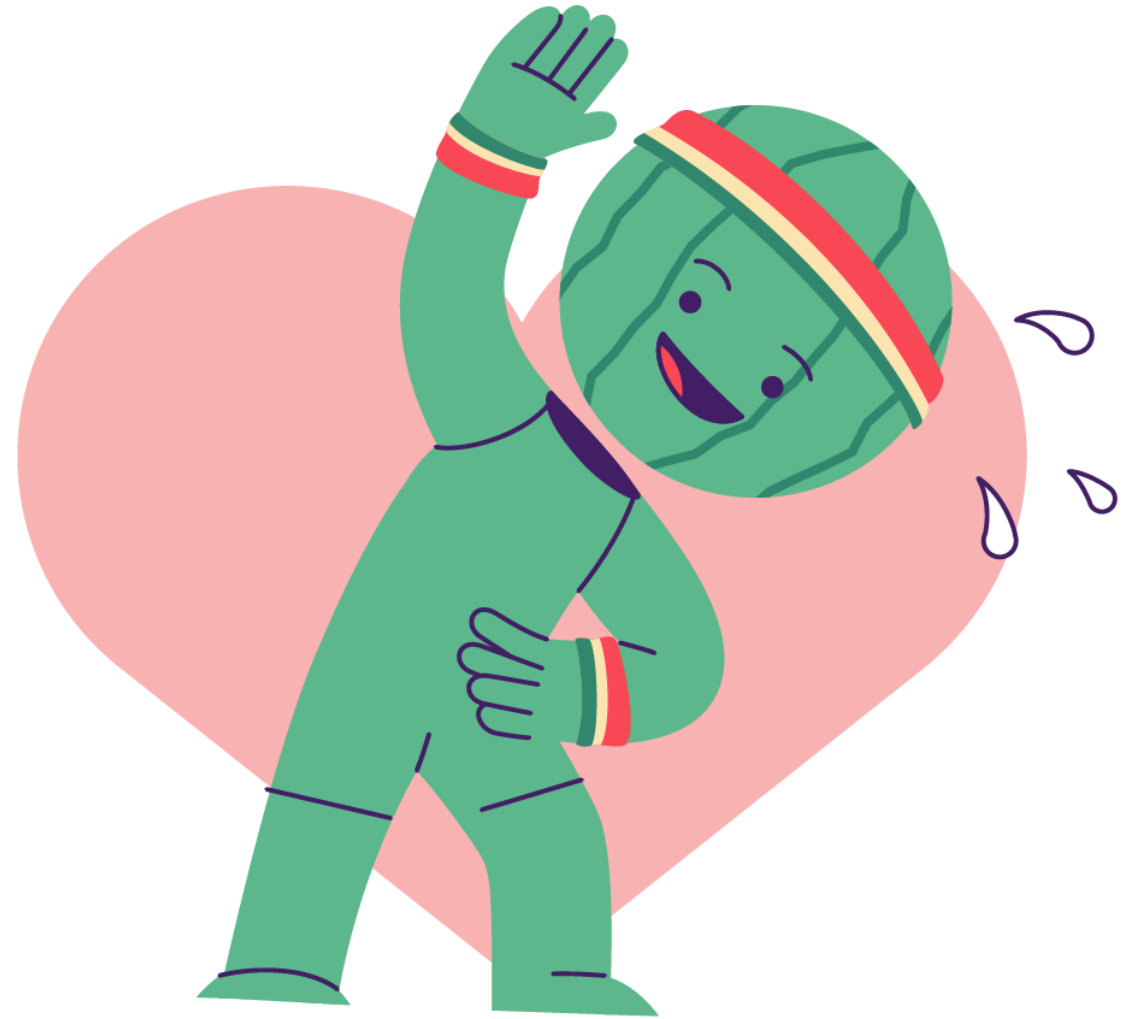
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How will it Work

Recruitment of schools will begin in October World Mental Health Day (10th October). The festival will have its own dedicated website www.mindyourmelon.ie (owned by Connect Mental Health) where all content is hosted.

The website will be launched in participating schools with young people receiving a youth mental health pack. This pack will include a youth mental health guide and a festival map encouraging them to visit the website and explore the content.

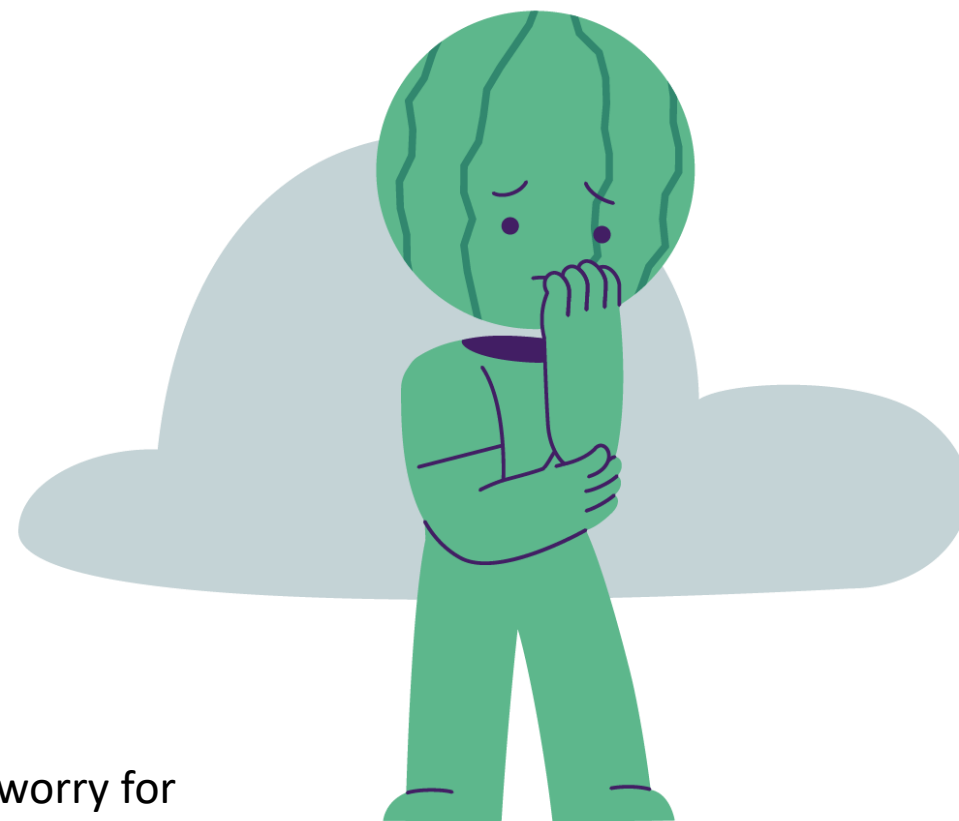
The website will be promoted through social media, youth clubs, sports clubs and organisations and services that engage with young people. Participating schools can also play the videos and promote the website during classes like SPHE.



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Rationale for online event

- Covid-19 restrictions on physical gatherings/events means we are unable to deliver youth mental health workshops like we have done in previous years. Eg. Inspire Hope Youth Conference, September 2017 in the Abbey Hotel, Donegal Town <https://www.youtube.com/watch?v=sHmuWjpTyBo>
- Previous conference and events we hosted have worked very well but were limited in scale to 280-300 max. Hosting a hybrid (online & offline) event allows us to increase scale and geography so the event can reach more young people across the county
 - The Covid-19 pandemic has led to a lot of anxiety and worry for young people. This online platform will provide support for young peoples mental health & wellbeing and will provide opportunities for them to learn new skills.



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What will it look like

The online festival will have a Donegal theme. For example the festival map will be a Donegal map with 'stages' at landmark locations around the county.

Some sample ideas for stages:

- Food for Thought @ Sliabh League
- Inspiration Stage @ Errigal
- Help Seeking advice / Services @ Fanad Lighthouse
- Move your Mood @ Bundoran
- Express Yourself @ Malin Head
- Pledge Wall @ Grianan of Aileach
- People & Planet @ Glenveagh

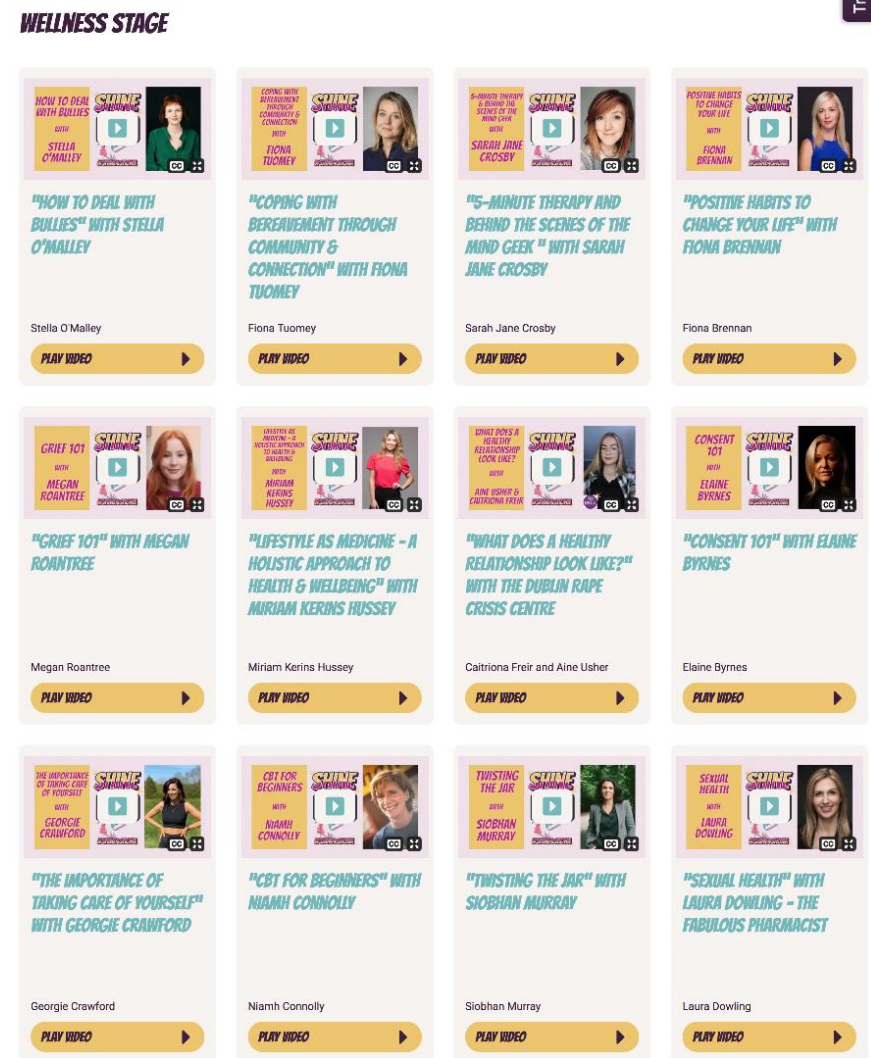
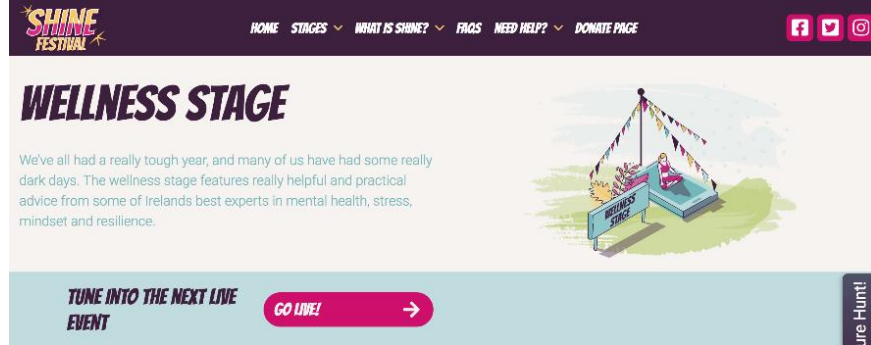


What will it look like

When a young person clicks on the virtual stage they want to explore they will be presented with options of talks / videos on various topics relating to the theme of that stage.

On the right is a screenshot of the options of content users can view when they click on the 'Wellness Stage' at Shine Festival.

When young people click on a stage at Mind your Melon they will be presented with 3-4 short videos (5 – 15 mins in length) on topics related to the theme of that stage.



Screenshot from Shine Festival



Sample Ideas for Themed 'Stages'



Inspire Stage:
Inspirational talks on topics like resilience, recovery etc...



'Mood Movement' Stage:
Promoting benefits of physical health for your mental health



Food for Thought Stage:
Talks and demos on how healthy food can boost your mood



Express Yourself stage :
Content from young people promoting positive mental health



How are we making this happen?

Grant aided by:



Presenting partners:



Fundraising:



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Who Will Create the Content

This will be an event 'For young people, by young people'. Young people will be involved in developing themes and ideas for content being created. They will be supported by mental health experts and digital marketing professionals.

Connect Mental Health will secure the services of a video production company to create the content. All content will be approved by mental health professionals.

Donegal Youth Council and Jigsaw's Youth Advisory Panel will be key to creating the content.

Youth committee will consist of :



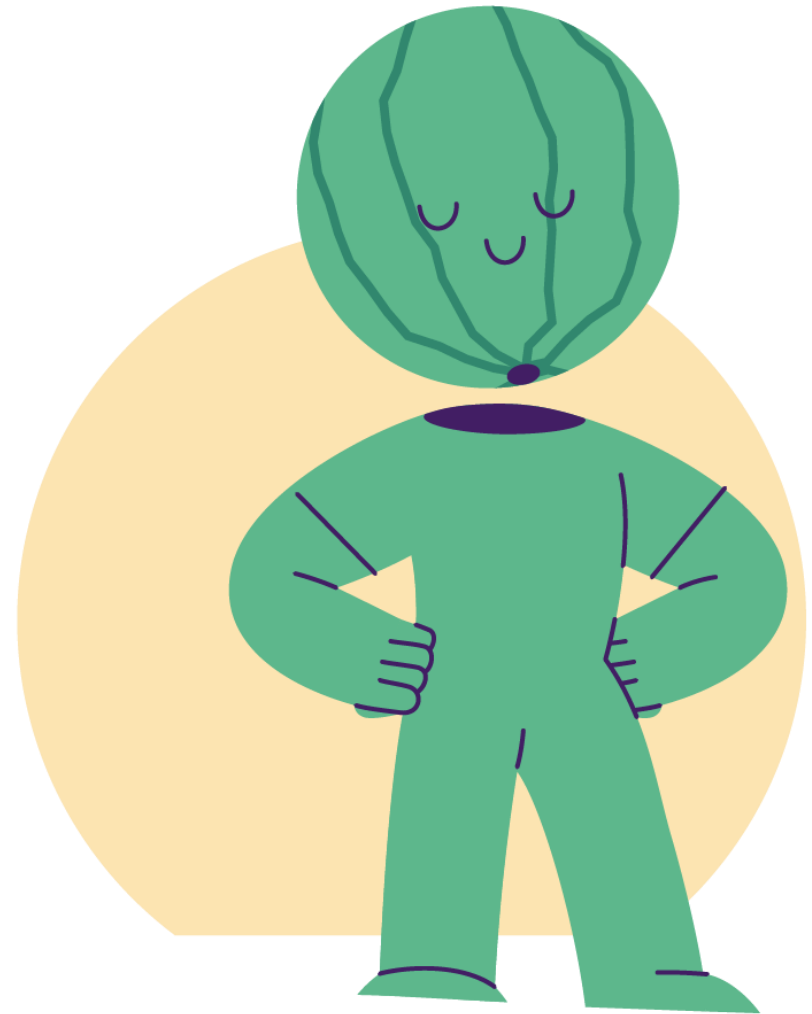
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We need your help!

Participant schools will be recruited in October

Each student in participating schools will receive a 'Mind your Melon' pack with a physical mental health guide and festival guide.

The online event would be complimented by physical events around the county when / if we are allowed to do so under government regulations in relation to Covid-19. Examples of activity include in-school talks, creative arts competitions, activities like surfing, hill-walking etc. that will take place throughout the academic year.



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The Mind Your Melon logo and the 'Melon Head' character have been created specifically for this event and are the intellectual property of Connect Mental Health.

The logo and character will be used on the website, social media channels, print and in animation.

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