# #
What
Keeps
Me
Well

- A pictorial report -

#WhatKeepsMeWell

Background

At the start of 2016, Healthwatch Wandsworth was looking at ways in which young people would engage in online discussions about health and social care. We found that young people were not engaging with our Facebook or Twitter pages as much as we had hoped, and we wanted to develop a more effective way of engaging with them online.

After much research, we found that young people mostly used Instagram—an online social media platform. Based on this information, in February 2016, Healthwatch Wandsworth decided to create an Instagram page.

We decided to trial the use of Instagram, beginning with a health focused campaign called **#whatkeepsmewell**. The campaign aims to engage young people and the wider community, by encouraging them to think about the things they do and the people in their lives that may help to keep them well. We felt that using images was a great way to inspire and encourage people to take part in this campaign.

"Bridge the gap between young people"

"An ad on Instagram"

*"**Prizes** for the best blog post, the best photo caption or the best picture"*

"Youth Clubs"

To develop our concept and gain further insight into the perspectives of young people, this campaign was presented to the **Wandsworth Youth Council** in March of 2016. They felt that the campaign was interesting, that it got people thinking about their overall health and that it would help others.

They also suggested ways we could improve our reach.

Here are some of their comments.

"School Assemblies"

*"**Incentives** Monthly prizes like vouchers, or work experience"*

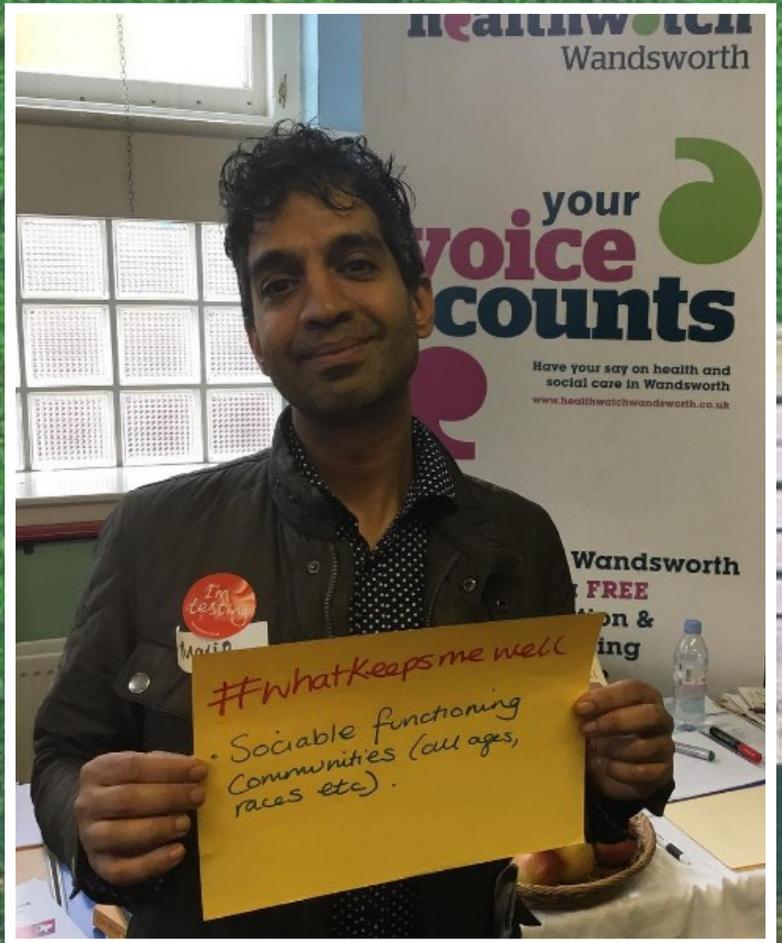*"Celebrity: Stormzy"*

"Photo competition"

What we did

Armed with this information, we launched the **#whatkeepsmewell** campaign on Instagram.

At each of our subsequent outreach events, we asked members of the public to think about and share with us 'what keeps them well'. With the permission of each participant, we posted pictures of them along with their responses to our Instagram account.

People took part at following events and community groups:

◊ S.T.O.R.M. Empowerment
◊ Canerows event with Sound Minds
◊ Wandsworth Get Active Festival
◊ Carney's Community AIM High Event
◊ What's Normal Anyway event at Putney Library
◊ The Wandsworth Youth Council
◊ NCS: The Challenge
◊ Sports in the Park

#whatkeepsmewell
O Singing in a choir
O Teaching street jazz
O Acting

#whatkeepsmewell

#whatkeepsmewell
· friends
· good sleep
· family
· eating healthy.

#whatkeepsme
O HOPE
O MY GOALS
(wanting to relocate to the Caribbean)

healthwatch Wandsworth
your voice counts
Have your say on health and social care in Wandsworth
www.healthwatchwandsworth.co.uk
Wandsworth FREE

#whatkeepsmewell
· Sociable functioning communities (all ages, races etc).

#whatkeepsmewell

o medicines (prescribed)
o social interaction
o

#whatkeepsmewell

· Running
· Enjoying Nature
· Family

#whatkeepsmewell

· Exercise
· Food (fruit)
· Home cooking (low salt)
· less sugar.

#whatkeepsmewell

· positive psychology books
· Visiting church.
· drinking lots of water
· meditation.
· prayer.

#WhatKeepsMeWell
@healthwatchw

Case Study – Extending our reach

This summer, we had the privilege of working with **9 young people** from **NCS: The Challenge**, who volunteered their time to help promote the **#whatkeepsmewell** campaign. They volunteered during one of our outreach days at **Sports in the Park**, held at Battersea Park, on 5th August 2016.

We met with the group for an initial meeting to introduce ourselves, inform them of Healthwatch Wandsworth and its work, and to talk to them about the campaign. As mental health awareness had been a huge topic of discussion in 2016 (with #TimeToTalk, #ItsOkToTalk etc.), we felt it was important for the outreach day to get people thinking and talking about what promotes their mental health and wellbeing. With this, we invited the Mental Health Project Manager from Wandsworth Care Alliance to speak to the group about mental health. The young people also took part in the campaign by sharing what they felt kept them well.

The group took a look at our Instagram page and suggested ways in which Healthwatch Wandsworth could improve the quality and appeal of the campaign.

Some of their ideas included:

- Using the **Snapchat** app to document the outreach day.

- Creating t-shirts with the **#whatkeepsmewell** hashtag and the Healthwatch Wandsworth logo on the back.

- Longer posts similar to those of **The Humans of New York**, where people would share their personal story along with a picture.

- Short videos of people doing the activity that keeps them well, using the **Boomerang** app.

- Getting famous YouTubers involved in the campaign.

They even set up an Instagram page to share the journey of their work with us.
This is available at: **instagram.com/ncsmindhw/**

On the day of the outreach (the 'activity day'), the young people were very enthusiastic and actively engaged with the visitors of the event. They managed to gather 93 responses altogether!

As part of their volunteering programme, the young people had to raise money for an organisation. As the focus of the outreach day campaign was mental health, the group chose for the money they raised to be donated to the LGBT Mental Health Project of Wandsworth Care Alliance and to MIND.

Through their fundraising efforts, the group raised £192.38!

The group really enjoyed this activity, and their team leader mentioned that it had encouraged some of the young people to go beyond their comfort zone.

The responses to the campaign have been uplifting.

So far, we have had over 120 individuals take part.

Such a simple question, in a simple format, comes with a whole range of answers and really makes people think about what they hold dear in their lives.

Some of the most popular responses we have had to the question 'what keeps you well?', include family and friends, healthy food, pets, keeping fit (whether through fun activities or intentional exercise) and music.

We wanted to share with Public Health our success in promoting the **#whatkeepsmewell** campaign.

We hope that this approach will continue to encourage people to look at the positives in their lives—positives that empower them and that work to keep them physically and mentally well. We hope that this will inspire us all to think differently about health and social care.

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