



**WE'RE HERE
FOR YOU!**

COVID-19 action plan
March 2020

JIGSAW
Young people's
health in mind

Introduction

As a society we are in uncharted territory as a result of the COVID-19 outbreak.

What is clear is that to tackle this situation head on, we all have a part to play. At Jigsaw, the National Centre for Youth Mental Health, we are fully committed to playing ours.

Jigsaw is Ireland's leading youth mental charity and is committed to advancing young people's mental health and to developing supportive communities by providing a range of primary care services and supports across the Republic of Ireland.

Over the last 16 years, we have established a strong track record in:

- delivering free, one-to-one therapeutic sessions for young people (aged 12-25)
- offering community-based programmes aimed at better informing, supporting, educating and empowering young people and those around them, in places where they live, learn, work and play
- undertaking pioneering research, robust evaluation and transformative evidence
- providing a wide range of online mental health supports through jigsawonline.ie
- rolling out a comprehensive post-primary school programme (One Good School™) aimed at supporting the mental health and wellbeing of young people by developing a shared responsibility for mental health across the whole school community.

However, just **as the COVID-19 situation is evolving and changing, so too must our response.**

What is clear is that our ability to maintain the same level of care and support to our young people and those around them, in these challenging times, is now compromised and we must look at alternatives.

On March 12th, based on public health advice, we announced the temporary suspension of our face-to-face service; with the closure of schools, our post primary school initiative – One Good School™ - has been postponed (realistically until September 2020); our community work across colleges and third level institutions, sports clubs and workplaces has all been paused.

However, our desire to play a part in this national emergency, and our commitment to those most in need, remains. Now, more than ever, we need to be there for our young people and those around them.

As such, we have developed this action plan to outline the important role Jigsaw can play in supporting young people, and those around them, in these challenging times.

For information, support, or just to find out more about what we do, visit jigsaw.ie



In short, our evolved service and supports are focused on the following audiences and aim to leverage the opportunities that technology offers across inbound and outbound phone services, webinars, topic-specific content, group chats online, email support, instant messaging, vlogs and more:

- Young people currently engaged with our one-to-one service
- All young people (aged 12-25)
- Parents and guardians
- Teachers and any other One Good Adult working with young people

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Jigsaw, registered charity in Ireland.
Registered charity number 20064846. Charity revenue number 17439.



Young people currently engaged with our one-to-one service

On March 12th, based on public health advice, Jigsaw made the difficult decision to temporarily suspend all face-to-face services delivered through our 12 locations across the country.

However, we are fully aware of our duty of care to those young people currently engaged in our face to-face services across these locations. Each year, Jigsaw offers over 30,000 appointments to young people in need of our early interventionist, primary care service, and it is our commitment to offer some level of ongoing support to this important cohort.

As such, we will offer **an outbound phone-based support for those already engaged in our one-to-one service**, focusing on the more immediate issues in the young person's life.

Providing a direct connection, we will offer strength-focused support and access to resources across our network (jigsawonline.ie, etc.) and to external resources (HSE, etc.). Each young person who has attended for *in person screening* and was deemed appropriate (or parent of those under 18) will be contacted and offered this service.

We anticipate that calls to young people will be relatively short (approx. 20 - 30 mins) and that they will take place every second week.

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All young people (aged 12-25)

All young people across the country are impacted by the current COVID-19 situation; we know that many are experiencing anxiety and fear and all are experiencing social isolation as a result of school and workplace closures and social distancing measures.

Jigsawonline.ie provides a space where young people can access mental health information, advice and support to help them to deal with the current situation. As well as the usual information provided by jigsawonline.ie in relation to mental health, all young people can find the following on Jigsawonline.ie/young people

- **Free inbound telephone-based mental health supports delivered through a 1800 freephone number targeting all young people, including those awaiting a first appointment for Jigsaw's face-to-face service**
- **Regular supportive content** on a range of COVID-19 related topics such as anxiety, conflict resolution, relationships, uncertainty and more aiming at offering support and developing self-care strategies for young people through features such as **peer-to-peer content**, regular vlogs and audiograms from Jigsaw clinicians and more
- **Asynchronistic and anonymous messaging** through our ask Jigsaw feature on jigsawonline.ie and through our help@jigsaw.ie email answered by a Jigsaw clinician
- Twice daily live group chats – **scheduled, regular and anonymous online group messaging** feature facilitated by Jigsaw clinicians, where young people can share their current experience of COVID-19 and get support from others
- **Insta Live pieces** - Jigsaw clinician developed content directly published on Instagram (approx. 365,200 users aged 13-24)

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Parents and guardians

Parents and guardians are experiencing significant challenges in this current situation, many having to work from home while at the same time juggling childcare and having to ensure that children and young people are doing their bit to adhere to the HSE's social distancing and hand hygiene guidelines. Many are being 'teacher' as well as 'parent', supporting their teenagers to complete school work and trying to maintain the routine of family life. For some of them, their child/young person may be experiencing distress or anxiety at this time.

Jigsawonline.ie is supporting parents and guardians by providing:

- **Live webinars** – where parents can engage in live group chats to share their experiences and get support from a Jigsaw clinician
- **Peer-to-peer content** – videos hearing from other parents about their strategies for coping
- **Online courses** available for download on the topics of mental health awareness for parents and self-care for parents

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Teachers and others - the One Good Adult working with young people

All schools across Ireland closed their doors on Thursday 12 March to support the national effort to contain the spread of COVID-19. In order to minimise the impact on teaching and learning, all schools were asked to continue to plan lessons and, where possible, provide online resources for students or online lessons where schools are equipped to do so. This is uncharted territory for teachers across the country as they try to maintain school connectedness and motivation for students in a world where social isolation is currently the norm. They may also find themselves in contact with students who are experiencing anxiety due to social isolation and/or uncertainty about state examinations.

All sports and recreational activities are suspended; the normal contexts in which a One Good Adult is actively supporting young people's mental health are no longer accessible but the role of One Good Adult in young people's lives is more important than ever.

Jigsawonline.ie is supporting teachers and every One Good Adult by providing:

- **Live webinars** – where teachers can engage in live group chats to share their experiences, facilitated by the Jigsaw schools team and Jigsaw clinicians (provided in collaboration with ESCI – Education Support Centres, Ireland)
- **Peer-to-peer content** – videos hearing from other teachers about their current strategies for managing the current teaching from home challenge
- **eLearning for teachers** – jigsawonline.ie courses for primary and post primary teachers
- **Self-care for teachers**
- **One Good Adult** – navigating the uncharted water of being One Good Adult as they support young people in these challenging times
- **Self-care for One Good Adult**

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Communications

What is clear from this current situation is that communications has a key role to play.

Under the banner '**We're here for you**', Jigsaw will support this action plan, with an integrated, multi-channel communications plan.

Our communications, throughout this current situation, will have four main strands:

1. Authority.

We will be clear and accurate and provide sharp, organised content that shows that we know our stuff. Thousands of people come to us for support every year, and many more invest their money, time and energy. We have a responsibility towards all of them and we will continue to deliver.

2. Genuine

We will relate to people's experiences, challenges and passions. We will speak to them in a friendly, warm and reassuring manner and avoid jargon, acronyms and clichés and aim to tell a story that only Jigsaw can tell.

3. Empathy

We will give help, understanding and reassurance. We will think carefully about how what we say might make people feel and choose our words with care.

4. Passion

We will be clear on what we do and why we're doing it. We will use an active voice and will remain hopeful about the future and what we can achieve together.

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Online	PR	Media advertising	Corporate partnerships	Existing database
<p>We will launch an online subscription service offering the public access to daily supports through templated email alerts</p> <p>We will actively promote all content and the subscription service through social media platforms and seek feedback from the public on content preferences etc.</p> <p>We will utilise Insta Live and other live platforms to distribute content</p> <p>We will create a COVID-19 specific keyword campaign targeting our key audiences</p>	<p>With support from Stillwater Communications, we will proactively communicate our action plan to the media</p> <p>With will put forward key spokespeople to contribute to the mental health conversation during and after this challenging time</p>	<p>We will proactively contact all traditional media outlets seeking pro bono advertising space promoting jigsawonline.ie</p>	<p>We will work closely with all corporate partners to promote our 'we're there for you' campaign</p> <p>We will place communication materials in all Lidl stores (x202), in all Starbucks outlets (x82), LGFA clubs and will secure media space across all National Lottery retail outlets (x1,400) and across all online platforms</p>	<p>We will commence a regular series of email alerts to our existing database (~12,000), aiming to ensure that those who support us, are supported as best we can</p>

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We're here to make sure that every young person's mental health is valued and supported, providing information and support online, through schools, and our services based in communities across Ireland.

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