

Theory of Change



Our Mission

"The relief of mental health difficulties for children by providing therapeutic services to children aged 3-18 and providing support and education for families and professionals working with children"



Why are we needed?

- 3 in 10 young people have compromised Attachments
- 1 in 4 young people have mental health difficulties
- The CAMHS waiting list is very long
- We know that 25% of children are born with conditions that impact their mental health
- Young people are no longer hitting the criteria for outside agency support
- Parents tell us that they do not have the skills to support their young person's mental health
- The COVID-19 pandemic has caused an increase in Domestic Violence, increased levels of anxiety, parental anxiety and mental health difficulties
- We are facing a cost of living crisis which will have a direct impact on child welfare
- There is a call in Westminster for increased provision in child mental health
- Therapists working in private practice lack confidence, skills, business skills and a sense of community
- Teachers are under pressure to provide mental health support for young people which they are not qualified to provide
- Early intervention has proven results
- Social media and inappropriate content puts young people at risk
- Therapy works!



What is the need?

- To deliver support to young people therapeutically
- To support school staff - equipping them with appropriate skills to best support the young people in their care
- To support school staff to recognise when young people need to be referred for help
- To share knowledge with carers to empower them to best help their young people
- To provide mental health support that prevents escalation at a later date
- To up-skill therapists through CPD focussing on specific needs and topics to support their practice
- To relieve the pressure on the economy by providing early intervention solutions
- To raise awareness of young people's needs at a policy level
- To support parents to respond appropriately to young people's needs
- To empower parents to feel confident in their capacity and to take better care of themselves
- To raise awareness of our services and ensure that people can access our work
- To provide a service that fills the gap in the current CAMHS provision
- To make best use of our resources, funding, and human resources
- To remain focussed, well informed and relevant



Who benefits?

- **Schools**

(Maintained, Special, Independent, Academy)

1. Head Teachers
2. SENCO
3. Teachers
4. Teaching Assistants
5. HSLW
6. SLT
7. Governors
8. Office Staff
9. Other education providers
10. Support staff
11. PTA
12. Virtual Schools

- **Care-givers**

1. Parents
2. Grandparents
3. Carers

- **Practitioners**

1. Therapists
2. Social Workers
3. Family Support Workers
4. Victim Support
5. ASW

- **Children's Support services**

1. Baby Groups
2. Children in hospitals
3. Playworkers
4. Health visitors
5. Youth organisations
6. District Councils
7. Local authorities
8. Midwives
9. NHS
10. CAMHS
11. Other therapy providers
12. Hospices
13. Childminders
14. Nannies
15. Pre-schools
16. Nurseries

- **Other**

1. Government - national and local
2. Policy makers
3. Consultation groups
4. Training providers
5. Local communities
6. Businesses and funders



How will we achieve this?

- Delivery of Play & Creative Arts Therapy in schools
- Training practitioners through Parent-Child Attachment Play (PCAP)/Adult-Child Attachment Play (ACAP), Heart to Heart, Baby Bonding
- Training schools face to face and online
- Providing professional development through the Institute for Play and Attachment
- Supporting practitioners to develop their private practice
- Provision of ad-hoc advice following enquiries from parents and professionals
- Provision of mentoring for practitioners
- Attendance at conferences and events
- Creation of resources
- Development of new training and courses
- Influencing and informing through consultations
- Networking with other local and national providers
- Offering bespoke solutions to schools
- Subsidising our provision through fundraising
- Expanding the capacity of the team and providing ongoing training and support
- Maintaining communications with our stakeholders
- Effective use of social media
- Provision of an impact report for our funders
- Research and data collection
- Production of reports and case studies
- Best practice - CPD and training

Our Outcome

