



Trauma Healing
Together

2021

PERTH AND KINROSS
**Mental Health
& Wellbeing
Festival**



Statistics
and Data

Table of Contents

Introduction	3
Event Statistics	4
Attendance	4
Mental Health Awareness	5
Attendee Feedback.....	6
Attendee Testimonials	7
Social Media	8
Facebook Page	8
Post Performance.....	11
Festival Event Page.....	13
Partner Feedback	14
Partner Testimonials.....	15
Conclusion	16

INTRODUCTION

The Covid-19 pandemic has had a serious negative impact on Perth & Kinross residents' mental health. In 2020, anti-depressant prescriptions in Tayside were at the highest level since 2017 (just over 560,000 prescriptions).

After almost a year of people living in isolation, we wanted to bring people together with an event which supports people struggling with the after-effects of Covid-19. Providing workshops specific to well-being such as yoga and mindfulness as well as more creative tasks such as expressive writing workshops. Educational webinars designed to reduce stigma around mental health and a Q&A session with different organisations that provide mental health services in the area to increase awareness.

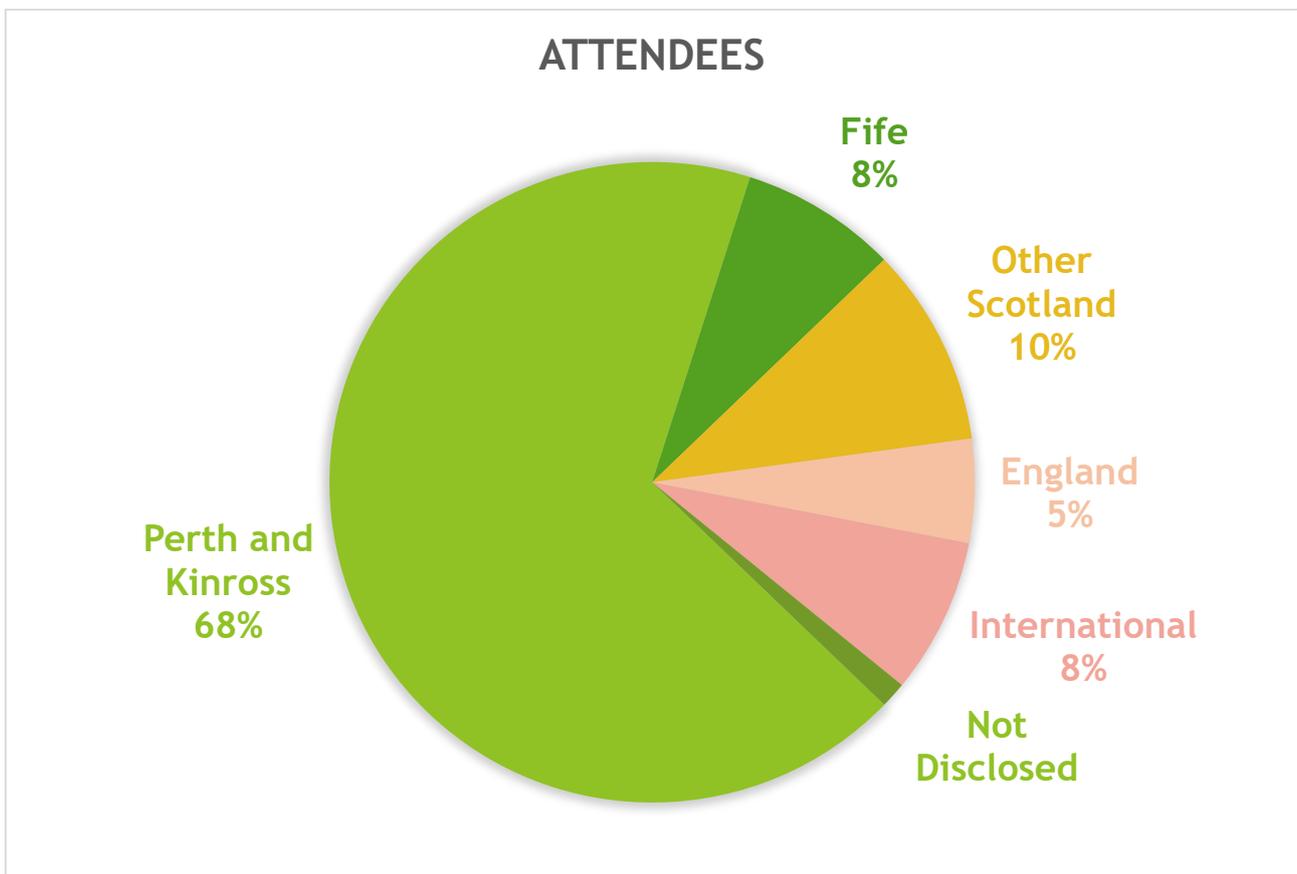
The other aim of the mental health festival was to raise awareness of mental health services and organisations in the Perth & Kinross area, raise the profile of Trauma Healing Together and forge links with other mental health organisations in the local area.

EVENT STATISTICS

Attendance

32 Events, over **7** days, equating to over **44** hours of free mental health support and information.

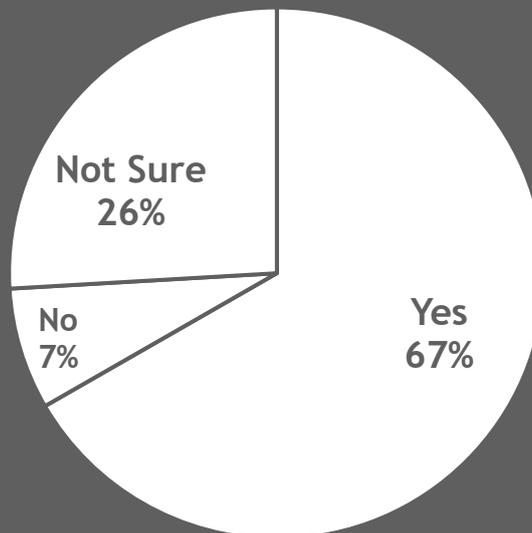
266 individuals signed up to attend events taking place as part of Perth & Kinross Mental Health and Wellbeing Festival.



59% of those signed up to attend experienced poor mental health in the last 12 months. **22%** declined to answer.

Mental Health Awareness

DO YOU FEEL YOUR AWARENESS OF THE MENTAL HEALTH SUPPORT AVAILABLE IN PERTH AND KINROSS HAS INCREASED AS A RESULT OF THE FESTIVAL?

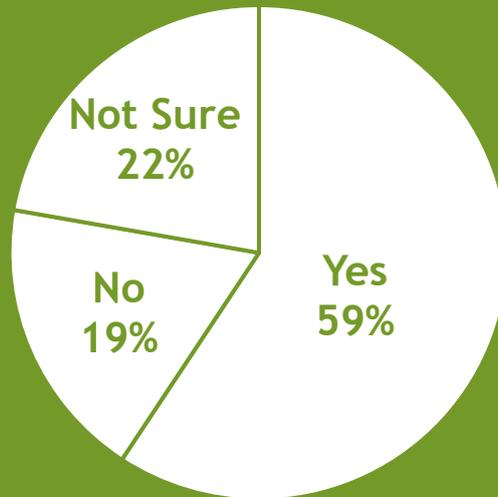


82% attendees said the festival increased their awareness of the impact that poor mental health can have on someone.

59% were more likely to access support for their mental health if required because of the festival.

62% of Perth and Kinross residents felt more connected with their community because of the festival.

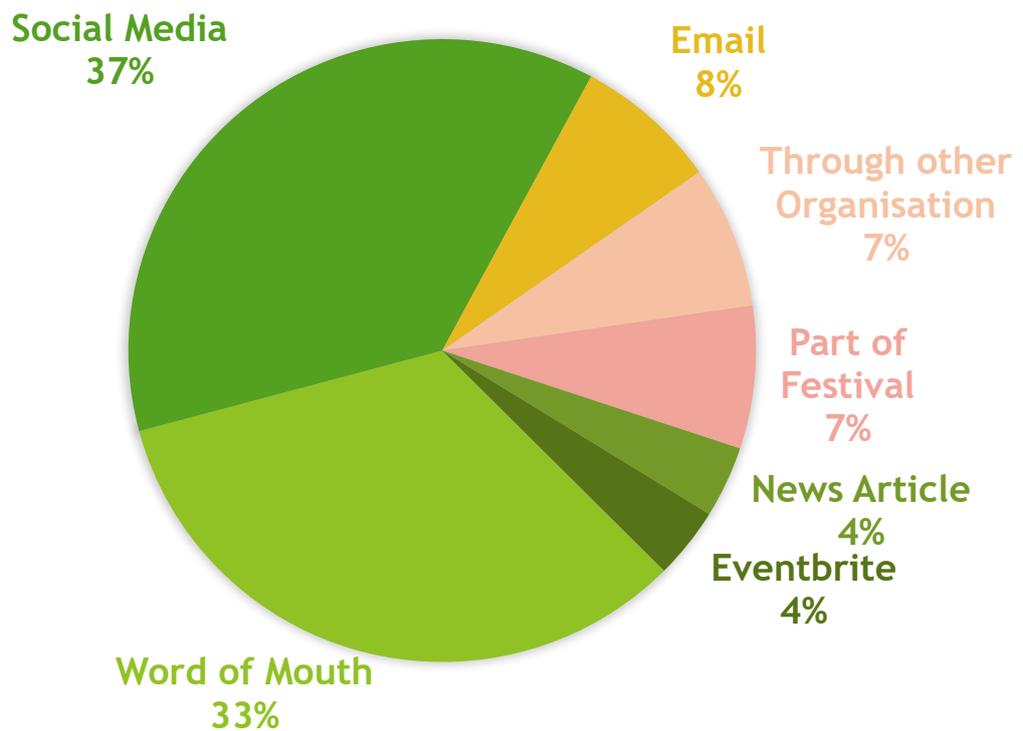
HAS THE FESTIVAL INCREASED YOUR MENTAL WELL-BEING?



5

Attendee Feedback

HOW DID YOU HEAR ABOUT THE FESTIVAL



97% would like to see the festival ran on an annual basis.



Attendee Testimonials

6

"I enjoyed the film and the friendly way the workshop was held.
Everyone felt included"

"I liked the variety that was available."

"The small numbers meant that we were able to share deeply.
People wanted to talk."

"Informative and enjoyable"

"I enjoyed the welcoming feel of the event. Although it was virtual, I
felt that I was there."

"Learning new information. Hearing personal stories. Enjoyable
activity with lovely people."

SOCIAL MEDIA

"The supportive and friendly attitude of the organisers"

"Meeting other people and learning information."

"I found all of the different workshops that I attended to be very well organised, informative, interesting, enjoyable & thought provoking."

"I feel more confident and inspired to support my own mental health through writing and hope I can share that with others too."

"This has definitely been a worthwhile, much needed & well organised"

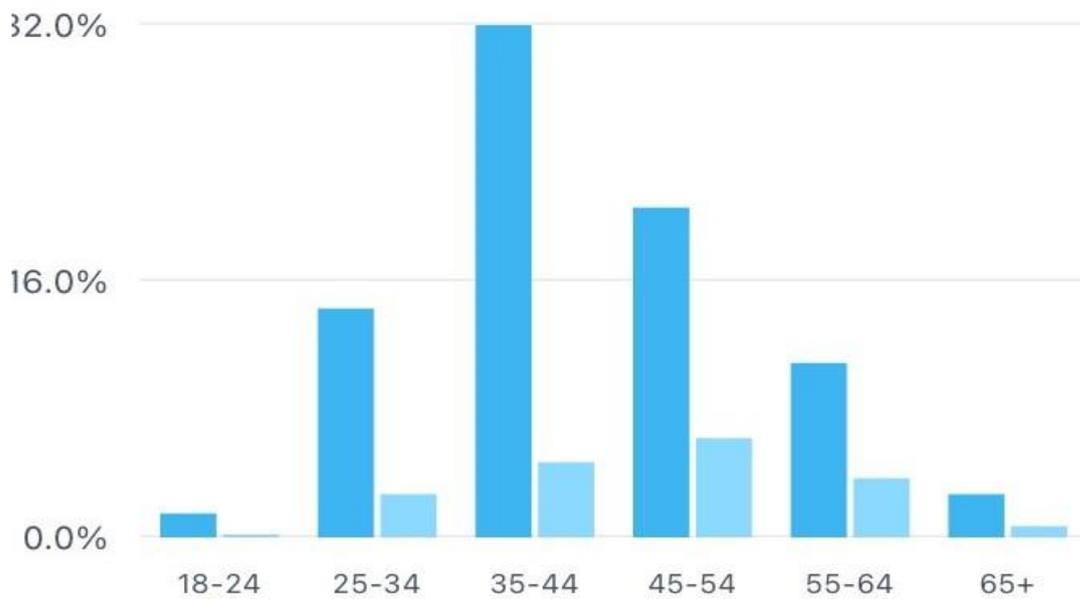
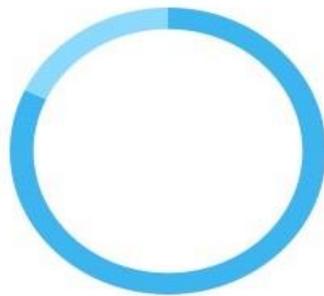
Trauma Healing Together Facebook Page

Facebook Page likes
412

Age & gender i

82.0% Women

18.0% Men

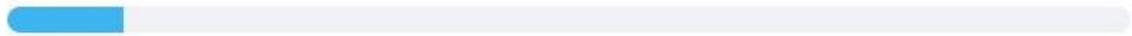


Top towns/cities

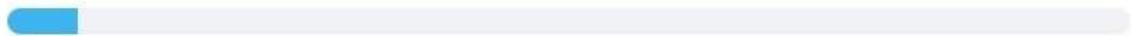
Perth 18.7%



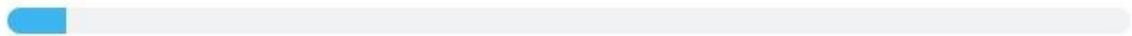
Dunfermline 10.4%



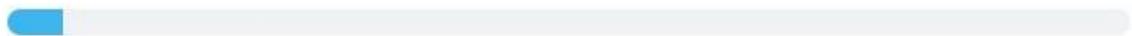
Cowdenbeath 6.3%



Lochgelly 5.3%



Kirkcaldy 4.9%

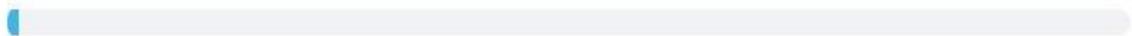


Top countries

United Kingdom 94.9%



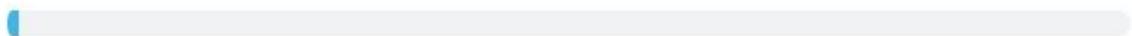
Australia 1.0%



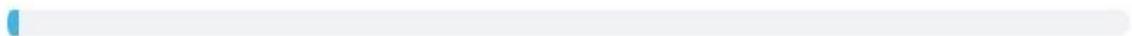
United States 1.0%



Ireland 0.5%



Austria 0.2%





1 July-1 September 20...

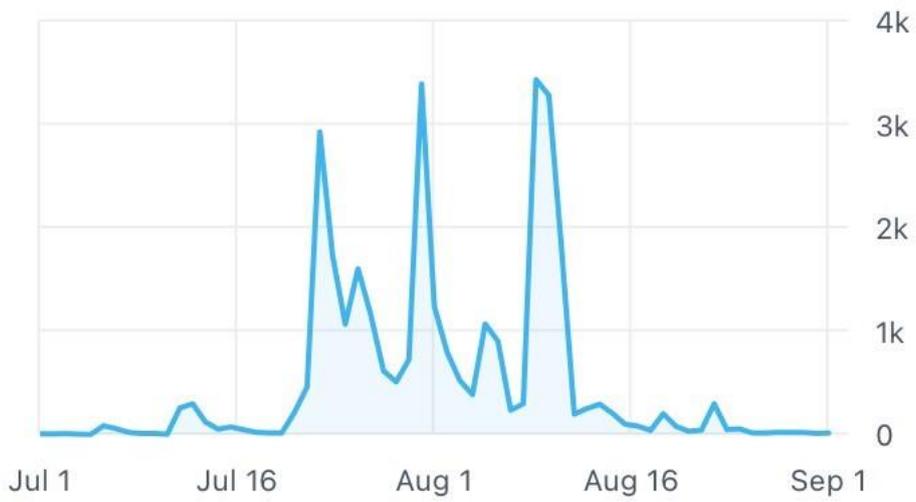
Trends

Content

Audience

Facebook Page reach ⓘ

20.2K ↑248.8%



Insights



1 July-1 September 20...

Trends

Content

Audience



Perth and Kinross Mental Health & Wellbeing Festival

14 July 2021

Reach
8,481

Reactions Comme... Shares
-- -- --



And the festival has begun! What's on this week...

9 August 2021

Reach
6,983

Reactions Comme... Shares
28 0 15



Perth and Kinross Mental Health & Wellbeing Festival

23 July 2021

Reach
6,590

Reactions Comme... Shares
44 2 33



Our fantastic Festival Workshop Guide is now available

30 July 2021

Reach
5,393

Reactions Comme... Shares
45 2 21





Next Thursday 12th August 10.00 – 10.40 join our Trustee Michael Byr...

5 August 2021

Reach
1,541

Reactions Comme... Shares
54 2 7



We are excited to announce that John Swinney MSP will officially o...

4 August 2021

Reach
820

Reactions Comme... Shares
20 0 5



A useful contact list from our Workshop Guide of Perth & Kinro...

19 August 2021

Reach
525

Reactions Comme... Shares
7 0 4



Are you attending one or maybe many of the fantastic free events...

28 July 2021

Reach
489

Reactions Comme... Shares
8 0 3



Delighted that details about our mental health festival have been f...

29 July 2021

Reach
474

Reactions Comme... Shares
31 3 6



Perth and Kinross Mental Health and Wellbeing Facebook Event

Perth and Kinross Mental Health & Wellbeing Festival

Reach

Responses

Audience

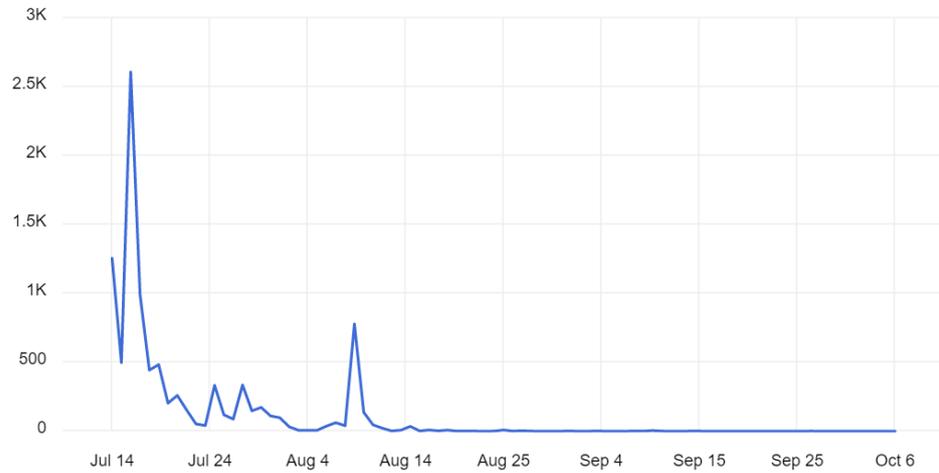
8.5K

People reached

484

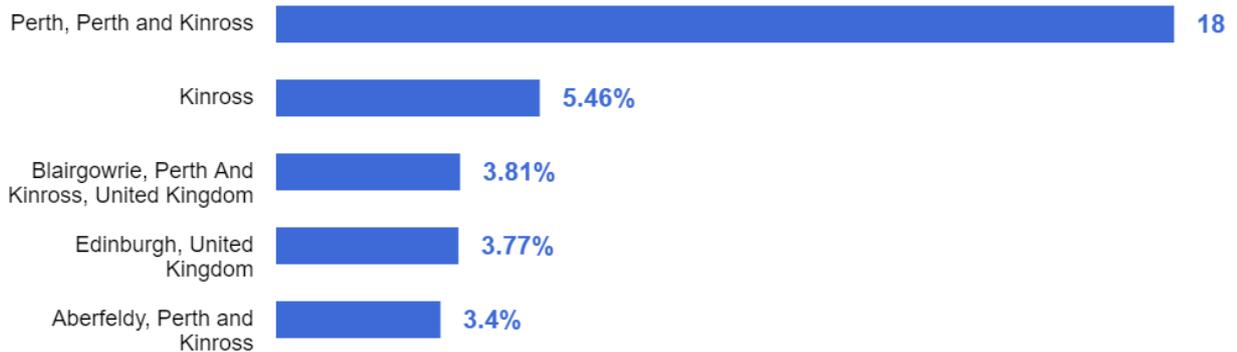
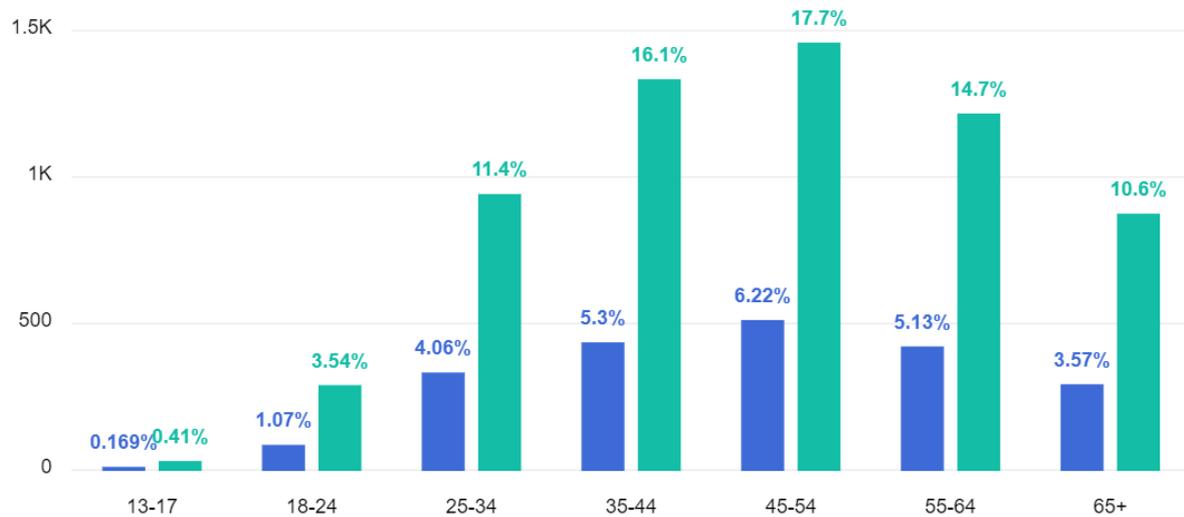
Event Page views

Event lifetime ▾



People reached ▾

26% Men 74% Women



PARTNER FEEDBACK



All organisations would be interested in taking part next year and attending a quarterly meeting to discuss the event.

Ideas from the partners for attracting more people:

- More face to face sessions
- Get local employers onboard to encourage their staff to attend
- Target carers, family and friends offering support for those supporting others
- Sharing experiences of this years festival
- Continuous support and updates throughout the year

60% of the partners think a weekend in person festival could potentially work, if some of the events were able to be streamed online alongside it.

Partner Testimonials

"We really enjoyed the opportunity to work in partnership with Trauma Healing and other local organisations throughout the festival. Roxanne and the team's dedication was clear and it was hard not to get swept up with their enthusiasm and dedication. A very positive experience with a great local organisation, we cant wait to do it again!"

"The organisers had a shared passion to make a difference in PErth and Kinross and raise the awareness of so many amazing organisations carrying out fantastic work on a daily basis

Roxanne and her team were professional and highly considerate of the pressures that all such organisations are constantly under. All Strong were delighted to contribute to a work of collaboration that was created from a place of positive intent and simply trying to alleviate some of the negative effects of all the lockdowns."

"The team who coordinated the festival were exceptional. They were supportive in planning and excellent in giving feedback."

"We thoroughly enjoyed being part of the first ever Perth & Kinross Mental Health & Wellbeing festival. The range of events was fantastic and really offered something for everyone. It was well organised and you felt the appreciation of your support from the participants and organisations. We look forward to seeing the festival grow in strength each year and hope to be part of it again. Thank you for all of your effort in setting this up."

"I was disappointed my events were not better attended. However, if it helped one person, then it would have been worthwhile."

CONCLUSION

Overall, the Festival has been very successful, with lots of positive feedback being received. The festival attracted a significant amount of interest with 266 people signing up with 82% of attendees saying that it increased their awareness of mental health. The fact that 59% of those that signed up had experienced poor mental health in the last 12 months demonstrated the importance of the festival and there is indeed a need for it to continue. We received some feedback that an in-person festival would be beneficial so we will look at delivering a blended approach next year which is accessible for more people.

Trauma Healing Together would like to thank their partners for all their hard work and contributions they made to the festival. We have received £6000 to run the festival again next year from the Community Investment Fund and look forward to working together with existing and new partners to deliver this.