

A resource engaging school communities in youth wellbeing

Empowering parents and educators with evidence-based knowledge and practical solutions around mental health.



Welcome to SchoolTV

SchoolTV serves as an invaluable resource for school communities, aiming to support the mental health and wellbeing of students.

Raising confident, happy, and resilient young people in today's world presents numerous challenges. SchoolTV bridges the gap between schools and parent communities, strengthening relationships and equipping them with the knowledge to empower confidence and navigate the complexities of modern-day parenting.

Many schools are already making commendable efforts to support student wellbeing. By integrating SchoolTV into existing programs, these efforts can be further enhanced, providing valuable insights into community concerns.

SchoolTV plays a crucial role in facilitating understanding, breaking down barriers, and finding common ground for schools and families across the globe. By working together to build parenting capabilities, we can foster an environment for students to thrive and improve educational outcomes.

SchoolTV looks forward to partnering with your school to support the mental health and wellbeing of all students.



Because parenting doesn't
come with instructions



Customised Content

Schools have the ability to publish content that reflects the needs of their community



Specialist Interviews

Interviews with leading specialists in their fields from the UK and internationally



Curated Resources

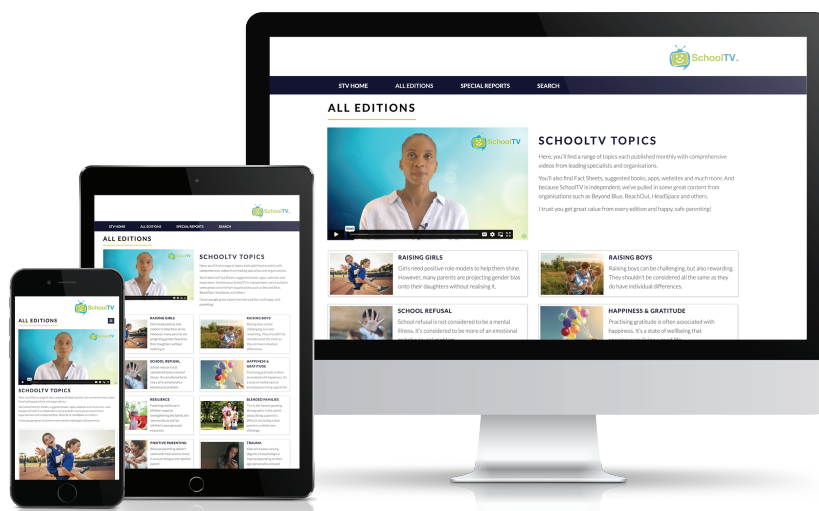
Credible resources from key organisations are curated into single topics for easy reference



Multilingual Translation

Multicultural families can translate the resource into various languages for better clarity and understanding

Unique features of SchoolTV



Wellbeing Dashboard

Select and publish topics for easy content promotion, saving staff time and resourcing



Topics and Special Reports

Access to a range of youth mental health topics and special reports with new content added regularly



Wellbeing Barometer

Provides a snapshot of concerns affecting the school community to highlight areas for further resourcing



Wellbeing Planner

Allows schools to plan topics to reflect seasonal school events or annual awareness days



Reporting Analytics

Real-time access to reporting analytics measuring community usage, survey results and overall sentiment

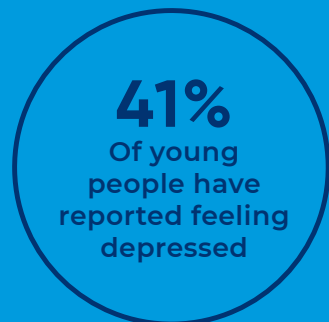
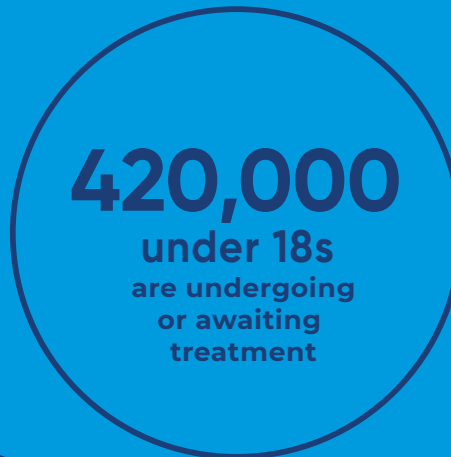
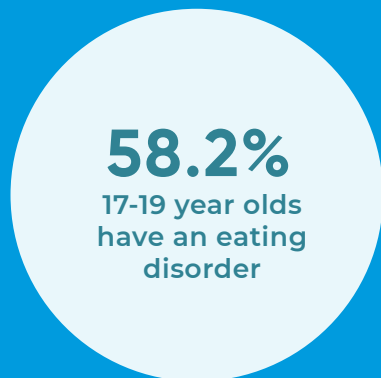
The state of youth wellbeing



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Mental ill-health represents a major threat to the health, survival and the future potential of young people around the world. Mental disorders are the chronic diseases of the young.

World Economic Forum



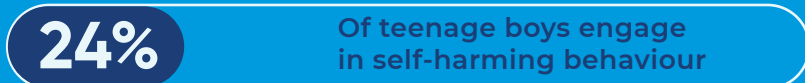
1 in 3 Primary students are obese or overweight



1 in 4 Young people require services for mental health problems



1 in 6 15-16 year olds have a mental health problem



Top 3 Issues for teenagers

1. School pressure

2. Mental health

3. Body image

The benefits of a whole school approach to student wellbeing



Wellbeing Staff

- Provides immediate access to 'on-time' resources
- Complementary to existing school wellbeing resources
- Access to real-time reporting analytics
- Topics scheduled to align with existing school agenda
- Focuses on early intervention and prevention



Educators & Other Staff

- Improves communication with parents and caregivers
- Helps staff identify student wellbeing issues
- Reinforces early intervention and prevention measures
- Starts conversations on issues affecting young people
- Some resources can be used as in-class handouts



School Leaders

- Supports and complements a school's wellbeing offering
- Helps strengthen the school-family partnership
- Supports a whole school approach to wellbeing
- Enables students to thrive and achieve academically
- Meets parents expectations when seeking advice



Parents & Caregivers

- Credible, accessible resources for parents and caregivers
- Provides an on-going stream of fact-based information
- School-branded to ensure a level of trust and dependability
- Empowers confidence in having parenting conversations
- Streamlines information and multiple resources in one place

The SchoolTV framework supporting child and adolescent wellbeing

SchoolTV incorporates two key frameworks: 'The Five World Model' and the 'Social Development Model.' These frameworks are supported by the community, which plays a crucial role in the wellbeing of young people. By considering these various domains, we can effectively highlight the influence of protective and risk factors in the development of resilience and the prevention of mental health issues in children and adolescents.

Individual World

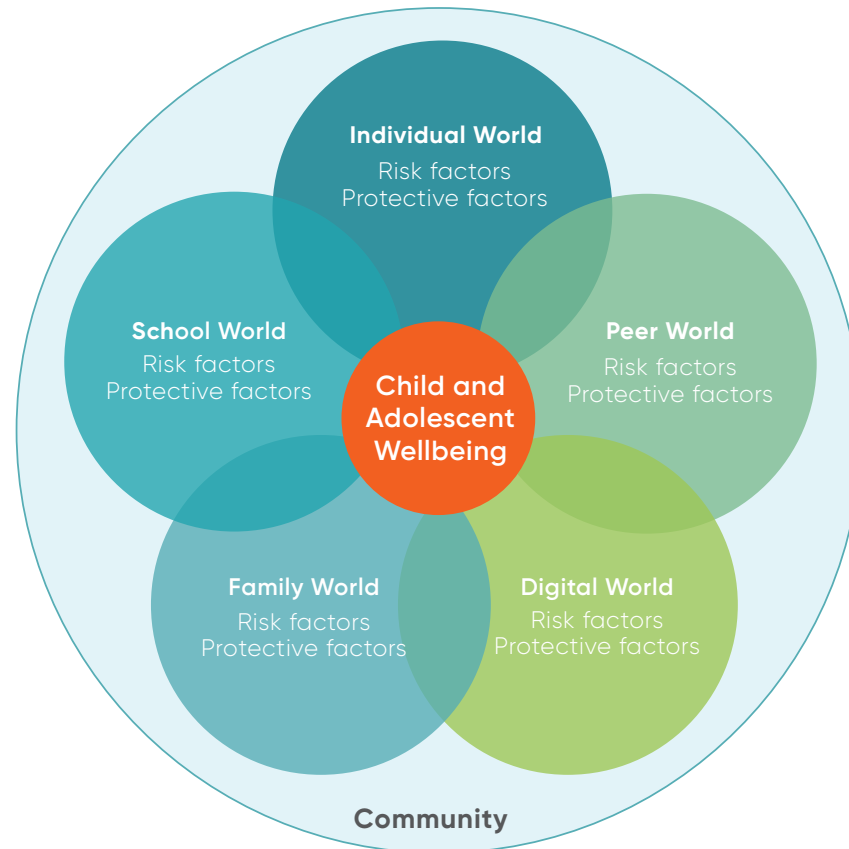
A young person's sense of self is crucial to their development, including their self-esteem, self-worth, and identity.

School World

Positive school experiences can foster a sense of belonging and achievement, whilst negative experiences can lead to feelings of disengagement and isolation.

Family World

The family environment plays a significant role in the development of a child's relationships with parents, siblings, and other family members.



Peer World

Interactions with peers can be critical for social and emotional development and provide a sense of belonging and social support.

Digital World

This is a distinct social context that presents unique opportunities, risks and challenges that impacts a young person's identity formation.

Community

Engaging with the broader community can have a significant impact on development, sense of purpose, belonging and emotional growth.



Remaining Relevant

Every parent's journey is unique and the obstacles faced along the way can differ greatly. At SchoolTV, we aim to provide families with the necessary support during each stage of a child's development.

The content and guidance is readily accessible when parents need it the most. SchoolTV covers a wide range of topics specifically designed to assist families with children aged 5-18 years. Regardless of a child's age or stage, the extensive collection of resources will ensure that families feel empowered with the knowledge to effectively support their children.

Topic Editions and Special Reports

SchoolTV is an ever expanding library of topics designed to support the mental health and wellbeing of primary and secondary students. Schools have the ability to publish and share content that reflects the needs of their community. Every year new content is produced and updated, including video interviews with leading specialists and a host of resources from key organisations such as fact sheets, articles, apps, books, websites, podcasts and other videos.



Mental Health Series

- State of Youth Mental Health
- Grief & Loss
- Suicide & Self Harm
- Youth Anxiety
- Trauma
- Depression



Healthy Body Series

- Mindfulness
- Body Image
- Sleep
- Eating Disorders
- Diet & Nutrition
- Physical Activity & Exercise



Cybersafety Series

- Cyberbullying
- Digital Wellbeing
- Internet Addiction
- Managing Screen Time
- Online Pornography
- Sexting



Positive Parenting Series

- Friendship & Belonging
- Understanding Adolescence
- Raising Girls
- Raising Boys
- Blended Families
- Resilience
- Positive Parenting
- Sibling Relationships



School Survival Series

- School Refusal
- School Transitions
- Surviving Final Year
- Exam Nerves
- Bullying



Diversity & Inclusion Series

- Cultural Diversity
- Neurodiversity
- Gender Diversity

Special Reports

- Racial Discrimination
- Toxic Achievement Culture
- The Cost of Living Crisis
- The Wellbeing Barometer
- Transition to High School
- Gambling & Young People
- Healthy Study Habits
- Trauma Recovery
- Managing Overwhelm
- Discussing War & Conflict
- Navigating AI Relationships
- Eating Anxiety

Interviews with leading wellbeing specialists



Laverne Antrobus
Child Psychologist



Dr Nihara Krause MBE
Founder
Stem4



Dr Joe Stammeijer
Psychiatrist & Lecturer
University of Sussex



Will Gardner OBE
CEO
Childnet



Anita Cleare
Positive Parenting Project



Dr Elizabeth Milovidov
Digital Parenting Expert



Kadra Abdinasir
Director for Policy
Centre for Mental Health



Vicki Shotbolt
Founder & CEO
The Parent Zone



Prof Sonia Livingstone OBE
London School
of Economics



Fiona Spargo-Mabbs OBE
Director & Founder
DSM Foundation



John Carr OBE
UK Council for Child
Internet Safety



Dr Max Davie
Specialist & Co-founder
ADHD UK



Antonis Kousoulis
Director
Mental Health Foundation



Ellie Olds
Nutritionist
Holroyd Howe



Dr James Cusack
CEO
Autistica



Rebecca Jennings
Author & Founder
RAISE Education



Dr Sue Roffey
Director
Growing Great Schools



Dr Fran Boudour
Founder
Little Bird Psychology



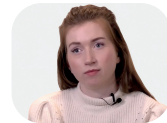
Prof. Lisa Doodson
Founder
Happy Steps



Jess Chalmers
Online Child
Safety Expert



Natasha Eeles
Founder
Bold Voices



Stevie Goulding
Senior Manager
YoungMinds



Lady Lucy French
Founder of 'Never
Such Innocence'



Dr Nathalie Noret
Lecturer
The University of York



Julie Stokes OBE
Founder
Winston's Wish



Dr Jo Robinson
Associate Professor
Orygen



Prof Emma Bond
Socio-Technical Researcher
University of Suffolk



Debi Roberts
CEO
The Ollie Foundation



Vicky Gutteridge
Mental Health &
Wellbeing Trainer



Layla Gordan
Nutritional Therapist



Jeremy Lyons
Psychologist & Co-founder
BreathUnion



Louise Lyons-Appiah
Co-founder
BreathUnion



Dr Jerricah Holder
Child & Educational
Psychologist



Andy Robertson
Founder
Family Gaming Database



Dr Emma Woodward
Child & Adolescent
Psychologist



Nicola Harvey
Founder & Practitioner
Harvey Heals Wellbeing



Lucy Bailey
Chief Executive & Founder
Bounce Forward



Alexandra Foster
Special Needs Educator
Unicorn School



Steven Mervish
Speaker & Director
Drugsline Education



Janey Downshire
Counsellor & Co-Founder
Teenagers Translated



Hayley Sherwood
CEO & Founder
Idecision Ltd



Lauren Seager-Smith
CEO
For Baby's Sake



Darryl Christie
Psychotherapist
Mentally Well Schools



Kate Winstanley
Director
Community Alcohol
Partnership



Anna Alexander
Co-founder
Split Banana

Leading experts and researchers in youth wellbeing from across the globe are interviewed for SchoolTV. Each edition includes content from specialists in their respective fields providing hours of relevant and practical information.

Curated resources from key organisations



A popular feature of SchoolTV is its ability to aggregate curated content from many leading and key organisations supporting youth mental health. Each edition includes fact-based, credible and relevant content for users, delivered on a single topic.



SchoolTV Dashboard

The Dashboard is designed to streamline content customisation, provide access to powerful data and includes a suite of marketing resources to help make the process of engaging your school community in student wellbeing simple and time efficient.



Wellbeing
Planner



Reporting
Analytics

Community Promotion

Seamlessly share wellbeing content within newsletters, EDM's and social posts across all topics to provide staff and parents with a common language for student wellbeing.



Wellbeing
Barometer



FAQs

Measure Engagement

Access real-time reporting analytics to view community usage, survey results and insights to highlight areas of concern which may require further resourcing.



School
Admins



Marketing
& Promotions

Customise Content

The publishing topics feature allows you to select topics you would like visible on your SchoolTV platform to manage the content you wish to share with your community.



How To
Videos



Publishing
Topics

School Administration

The Dashboard is designed to save time and help communicate easily to your school community. Here you will find all the functions needed to manage your SchoolTV site.

Subscription Packages

Standard

- School branded
- New editions annually
- Integration of school counsellor(s)
- Archive library of past editions
- Launch and marketing web page
- Supporting resources and marketing collateral
- Special video reports on major and current day events

>600 students
£4,200*
Annually

≤600 students
£7
Per pupil

Premium

Most popular choice

Includes all the features of a
Standard Package



- Access to the **reporting analytics feature** showing data usage and other important statistics relevant to your school
- **Publishing and scheduling control** over Edition Topics and Special Reports

>600 students
£5,500*
Annually

≤600 students
£9
Per pupil

Multi-site

Includes all the features of a
Premium Package



- The ability to customise content for **up to three campuses** with the option to purchase subscriptions for any additional campuses

Contact Us

*excludes VAT



iAWARDS
Victorian Winner
Education & eLearning