

A resource engaging school communities in youth wellbeing

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



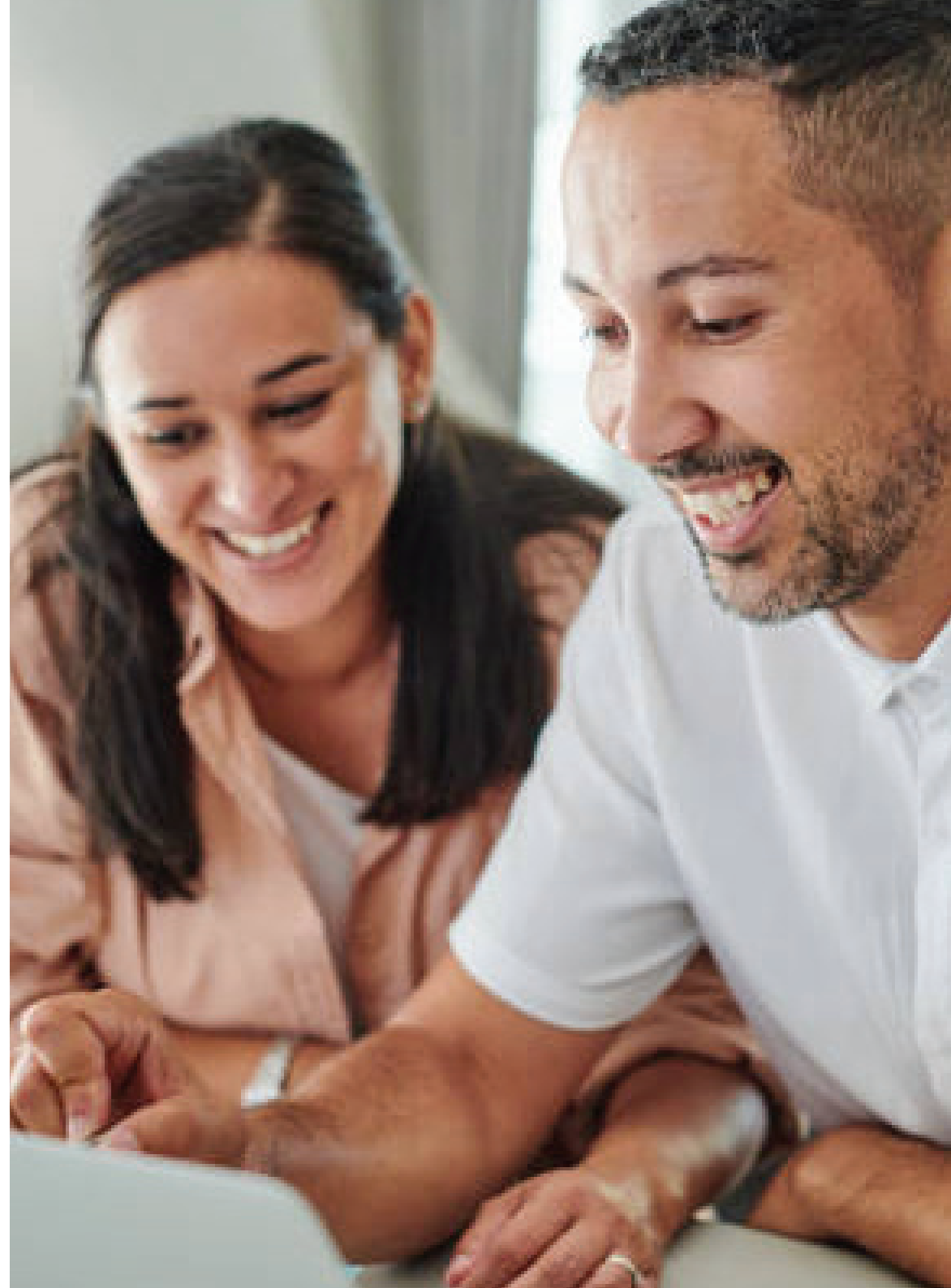
Bridging the gap between schools, families and students.

SchoolTV underpins student wellbeing by supporting and strengthening a school's initiatives, providing a consistent and evidence-based wellbeing approach across the whole community.

SchoolTV is a fully branded, school-specific wellbeing platform that complements — not replaces — existing wellbeing frameworks by enhancing the mental health literacy of parents, caregivers and educators. It empowers schools with expert-led resources that inform, support and engage the entire community—creating a more connected and confident approach to student wellbeing.

Rather than relying on fragmented or outdated sources, SchoolTV brings everything together in one trusted platform. Featuring interviews with world-leading experts and a host of aggregated resources from key organisations, it offers practical guidance on a wide range of topics relevant to modern-day family life.

Youth wellbeing is one of the biggest challenges facing schools and families today. With rising concerns around mental health, social pressures, online risks, and academic stress, schools need proactive tools that help equip educators—and especially parents—with the knowledge and support to raise happy, healthy and resilient young people.





Customised Content

Select, choose and promote suitable content at a relevant time that reflects the needs of individual school communities.



Specialist Interviews

Leading global experts in child and adolescent development, offer practical guidance on a wide variety of youth wellbeing related topics.



Curated Resources

Resources from key organisations are aggregated into single topics for easy reference offering additional support.



Multilingual Translation

Users can easily translate the platform into multiple languages, making the content more accessible and easier to understand.

Unique features of SchoolTV



Admin Dashboard

Manage content, monitor engagement, access survey insights, and download promotional materials to support effective implementation.



Library of Topics

Expert-led content designed to empower parents, caregivers and educators with the confidence to support young people in today's ever-changing world.



Surveys and Polls

Provide opportunities for users to share their voice, helping schools better understand the needs of families to shape future wellbeing initiatives.



Wellbeing Planner

Displays all upcoming or scheduled topics to reflect seasonal school events or annual awareness days. Just set and forget!



Reporting Analytics

Access to real-time data measuring community engagement, helping to identify where additional support or resources may be needed.

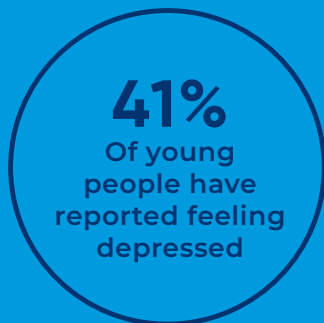
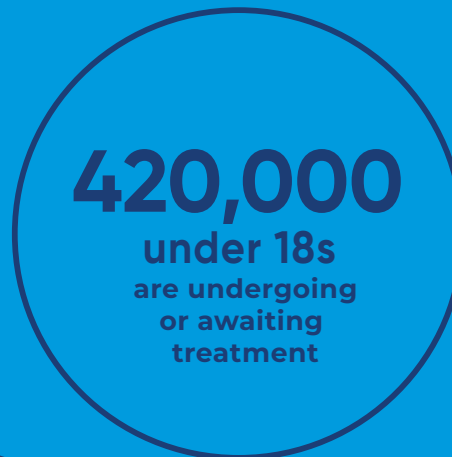
The state of youth wellbeing



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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



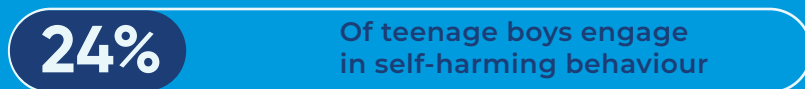
1 in 3 Primary students are obese or overweight



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.

A photograph of a family of three in a modern living room. A young boy with dark hair, wearing a yellow shirt, stands behind his father. The father, with grey hair and a beard, is sitting and looking towards the right. A woman with curly hair, wearing a blue tank top, is leaning over the father's shoulder, smiling. The background shows a contemporary interior with a white sofa, a dark armchair, and a large window.

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 Abdinisir
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



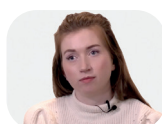
Prof. Lisa Doodson
Founder
Happy Steps



Jess Chalmers
Online Child
Safety Expert



Natasha Eeles
Founder
Bold Voices



Stevie Goulding
Senior Manager
YoungMinds



Lady Lucy French
Founder of 'Never



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.





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