

# IHEART Report | Quarter 1, 2019

## News & Highlights, Jan – March 2019

**Be part of our  
#MentalHealthRevolution  
match funding campaign**

**Our match-finding campaign will take place on July 7<sup>th</sup> where we have set ourselves the target of raising £500,000 in 48 hours with our #MentalHealthRevolution**

We believe that no child should be left behind when it comes to mental health. And because our programme is working, we know that no child *needs* to be left behind. So we are getting ready to launch the most important fundraising campaign in our short history which will enable us to further the ground-breaking work and extraordinary results that IHEART has already seen over the past 2 years.

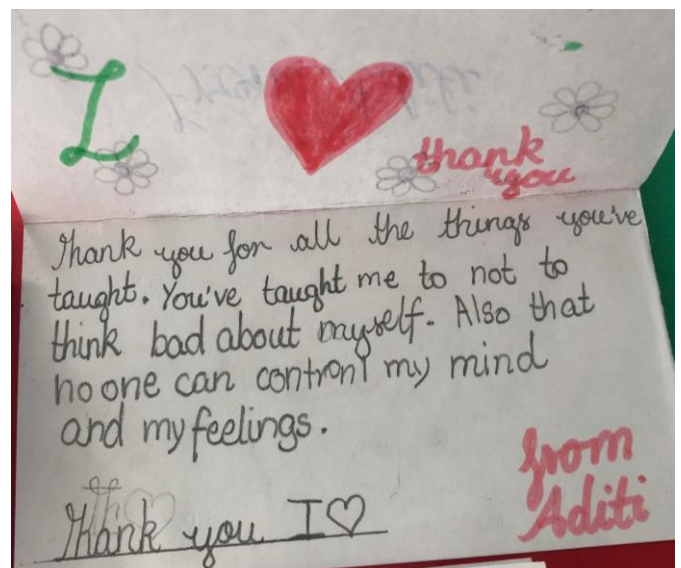
As it's a **match-funding campaign**, we are reaching out to all our friends, colleagues, community members and past and current beneficiaries of our programmes, to ask them to become **Activists** on our behalf. We are asking them - and you! - to **help us raise £200,000**. And while you find that amount, we will work our socks off to find the other **£300,000**.

### Update on our Schools Programme

In just under 15 months, IHEART has been delivered in 35 schools to over 2000 young people in 5 different countries. The past few months have been extremely busy and rewarding for our flagship Schools Programme. Here are some highlights since January:

- Weldon Park Primary School in South Harrow:**  
 90 Year 6 pupils, many from very challenging circumstances, with behavioural, emotional and transition issues. After the 10-week programme, the transformation in many of the boys and girls was captured by headteacher Jamie Rogers:

*"At times during the lesson, I had goose bumps. One of the most behaviourally challenging pupils I have taught in the past decade unexpectedly de-escalated from the point of violence because of the lessons he had learned on the 'Power of Thought'. This alone was a remarkable breakthrough."*



**Thank you IHEART for  
reliving our stress and  
depression Thank you.  
From - Sara**

- Queens Park Community School:** After the successful initial pilot, we are planning training the school's teachers alongside roll-out to more classes. In commenting on the impact on the 50 Year 8 pupils who participated in the programme, Deputy Headteacher Steve Cripps said: *"I can see that the students are learning how to cope with life; they are thinking about both past and present situations in a different way..."*

- **Bromley and Beacon Academy PRU:** The unique environment and conditions of a Pupil Referral Unit necessitated a different approach, so IHEART first trained a cohort of teachers in the Curriculum. Alongside these brilliant and hugely committed educators, we are now co-delivering the programme with very positive initial results to 2 classes of Year 8 pupils. Headteacher Rani Khuldip explains the impact on the teaching staff:

*“There was an odd sense of calm that descended on us all when we were notified of a surprise Ofsted inspection. Everything felt manageable; we were ready for any scenario and simply told staff to do what we do and enjoy the day! We attribute this shift to the IHEART Teacher Training Programme.”*

## IHEART Academy

A significant recent development is the formation of the IHEART Academy. Through this educational institution of special learning and training, we intend to advance our goal of being a leading provider of resilience and mental health preventative education for young people in educational settings. The Academy consists of 4 levels, each one representing a different level of knowledge of the IHEART Framework, including the new **Advanced Internship programme**. Go to <https://iheartprinciples.com/iheart-academy/> for more details.

## Other significant developments from the past few months:

- As this reaches you, **Jodie Moss** is literally going the extra mile by running the toughest footrace on earth.... 6 marathons in 6 days as part of the [Marathon Des Sables](#), a treacherous 250km run in the Sahara desert! Jodie, who has bravely overcome her own mental health struggles, says: *“Our young people are suffering. In order to help them, I am running this gruelling race to raise funds for IHEART, which shows our youth how change can only ever come from the inside-out.”*

Support Jodie via her [justgiving page](#) or by clicking the image below.



- Meanwhile, another brave warrior **Richard Silver**, is literally fighting for IHEART by taking part in a charity boxing event next weekend. All funds raised by Richard are generously going towards supporting the IHEART programme. Support Richard via his [justgiving page](#).
- The IHEART Membership Association – a professional body consisting of practitioners and teachers who have trained as certified IHEART facilitators – **has now topped 150 members**.
- Following its recent translation into Swedish, our Scandinavian colleagues in Norway have been inspired to begin **translating the IHEART Curriculum into Norwegian**.
- We recently received a generous grant award enabling the delivery of the IHEART programme to a group of pupils within a single school over a 3-year period, providing an excellent opportunity to conduct a fully evaluated longitudinal study assessing the programme's impact.

- In late January, IHEART Education Committee Chair and Assistant Headteacher at Langley Park Secondary School, Zia Brooks, spoke at the Annual **Challenge Partners Conference** on the impact of this new approach to mental health education in her school.
- **New Partnership with Movement to Work:** We are delighted to be partnering with MtW on a number of projects. MtW is a collaboration of UK employers committed to tackling youth unemployment and other challenges facing young people through high-quality work experience opportunities. MtW's employer members include Accenture, Barclays, BT, Centrica, the Department for Work and Pensions, Diageo, HSBC, IBM, Marks and Spencer, NHS, and Tesco, amongst others.

## New Programmes & Projects

A host of new programmes and trainings have kicked off since the beginning of the year, including:

- A series of IHEART workshops to the Business and Accounting students at **Northampton University**, at the initiative of IHEART Higher Education Lead, Matt Halfin. In post-programme survey results, 86% of students reported that they found the workshop extremely useful in helping them to deal with stress.
- **At Julian's School in South London**, 8 members of staff are being trained in the IHEART Curriculum while the programme is being delivered to 85 Year 6 pupils at the same time. This new model for teacher training means that we can embed the IHEART approach, which is core to our strategy of building sustainability within schools.
- Two back-to-back Curriculum Facilitator trainings were run in February for 45 people in total; since January 2018, over **150 practitioners (including 40 teachers) have trained to become certified IHEART facilitators.**
- All 160 boys and girls of the **Brighton & Hove Albion Football Academy** have now participated In in the IHEART Programme over the course of the 2018/19 season. Is it mere coincidence that the men's senior team made it all the way to semi-finals of the FA Cup, losing by a single goal to Manchester City at Wembley? Go Seagulls!

## Impact

Under the watchful guidance of our expert research and evaluation advisors, we continue to rigorously measure the impact of our programmes. Here are some recent summary results:

In the recent programme delivered to 90 Year 6 pupils at a Primary School in Harrow:

- **95% of participants noticed a change in themselves post-programme**
- **100% would recommend the programme to a friend**

In the recent programme delivered to 60 Year 7 pupils at a Secondary School in Bromley:

- **73% of participants noticed a change in themselves post-programme**
- **95% would recommend the programme to a friend**

In the recent programme delivered to the students and players at a Premier League football academy:

- **70% of participants noticed a change in themselves post-programme**
- **98% would recommend the programme to a friend**

As we continue to increase resources and investment in this crucial area, we expect to see some significant outcomes and results over the coming months. Watch this space!

## IHEART in the Media

- We joined **LBC** for a conversation on PRU's and how the IHEART programme is impacting young people in this crucial and highly topical area.
- **BBC Radio 4** will be interviewing Jodie Moss in July at the WOMAD festival and **the JC** has just run a feature on her in this week's paper.
- We were featured on **FNews** with Movement to Work and London Youth, discussing how employment is key to addressing knife crime
- Similarly, our work was mentioned in **The Evening Standard**: 'Will Brexit boost London's Youth?'

## Key Areas for Future Development

In addition to continuing to expand our offering across all platforms, we have identified the following key areas to focus on over the coming months.

- **Investors in Resilience & Wellbeing – IHEART Quality Mark:** We are planning to soon launch the Gold, Silver and Bronze quality marks that will help encourage and support schools and educational institutions that are committed to building cultures of sustainable resilience.
- Written by IHEART CEO, Brian Rubenstein, *Escaping the Illusion* has already received brilliant feedback from teenagers who have learnt about the IHEART educational approach in the form of a page-turning novel. **Our aim is to provide each young person who completes the IHEART programme with a written or audio version of the book. If you would like to sponsor this project, please let us know.**
- **Trustees** – as we are committed to robust governance and expanding our network of professional expertise, we continue to look to add trustees with both for-profit and non-profit experience. To this end, Ila Garner-Patel, who has extensive experience at senior level in the pharmaceutical sector as well as being an expert strategist and consultant, recently joined our Board of Trustees.

If you are willing and/or able to contribute in any of the above areas, please do be in touch.

## Upcoming and Dates for the Diary

- **The next Facilitator Training course takes places from May 19-22.**
- IHEART Founder, Terry Rubenstein, will be presenting alongside Assistant Headteacher Zia Brooks, at the **Inspired Leadership National Headteachers Conference on 6 – 7<sup>th</sup> June.**

That's all for now! Wishing you all the best and, on behalf of Terry, Jeremy, the trustees and the whole IHEART team, thank you for your passion, friendship and ongoing support.



**Brian Rubenstein**  
CEO

[www.iheartprinciples.com](http://www.iheartprinciples.com)

*Uncovering resilience in the next generation*

IHEART (registered charity: 1173025), a non-profit organisation dedicated to educating young people about their natural resilience, innate health and mental wellbeing.