

#BEE WELL



#BEEWELL PARTNER CASE STUDY

Plan International UK are a charity that strives for a just world that advances children's rights and equality for girls. This case study outlines how their Young Health Programme in Greater Manchester has worked with the #BeeWell movement.

How did you get involved in #BeeWell?

The Young Health Programme UK (delivered by Plan International UK in partnership with AstraZeneca) launched in Greater Manchester in March 2021 and has a focus on supporting all young people to realise their right to good mental health and wellbeing.

The #BeeWell initiative and survey is extremely well aligned with this programme's values and we were keen to bring together both our resources and work together.

On reviewing the #BeeWell data at the time, it was clear that the Young Health Programme UK's interest in gender and mental health was also echoed in the survey findings. In response, we formed a partnership to mobilise #BeeWell Coalition members and other partners to come together to take action on mental health and gender and support young people across Greater Manchester.

Together, we created a sub-group of the existing #BeeWell Coalition with the vision of tackling and taking action on mental health and gender inequality.

We have been able to use the #BeeWell findings to help shape the thematic areas we cover as part of the Community of Practice we're developing. These areas have so far included positive masculinity, body image and social media use.

By working in partnership with #BeeWell we have developed a diverse group of organisations who are actively engaging in the gender & mental health Community of Practice. We've been able to utilise #BeeWell's connections across Greater Manchester to ensure we're reaching organisations who can most benefit from these sessions.

How would you reflect on your experience with the #BeeWell programme?

The #BeeWell programme is a fantastic asset for organisations and practitioners across Greater Manchester. We're so lucky to have access to this resource and to have the collaboration opportunities it presents in networking with other organisations, learning about new programmes and projects and expanding our toolkits for supporting young people and their wellbeing.



What impact have you seen as a result of getting involved in the programme?