



**Place2Be Head Teacher Interview Briefing  
Heads Together launch – 16<sup>th</sup> May 2016**

Place2Be is one of seven charity partners of the new Heads Together campaign. Led by The Royal Foundation of The Duke and Duchess of Cambridge and Prince Harry, the campaign aims to end stigma around mental health. At this year's London Marathon, it was announced that Heads Together will be the Virgin Money London Marathon 2017 Charity of the Year.

On Monday 16<sup>th</sup> May, Heads Together will officially launch with a press event at the Queen Elizabeth Olympic Park. Media interviews with Head Teachers at our partner schools provide a fantastic opportunity to showcase your commitment to Children's Mental Health and the importance of providing emotional support to children in school.

**Top tips**

Listed below are some tips that we hope will be helpful to you when speaking to media.

The media will want to know all about why Place2Be is so important to your school and the positive impact it has on the whole school community. You might find it helpful to think about:

- The types of issues children can face and the impact this can have on their learning
- Why schools are in a unique position to provide emotional support
- The positive impact that counselling has on children's behaviour and ability to learn
- The benefit that providing emotional support to children in school can have on the whole school community including teachers and parents

**Points for consideration:**

- As you will know, protecting the identity of the children we work with is of paramount importance so please be sure not to disclose any information that will identify any children

**Supporting stats and facts:**

- One in five children will experience a mental health difficulty at least once in their first 11 years
- Around half of adult mental health disorders begin before the age of 14