



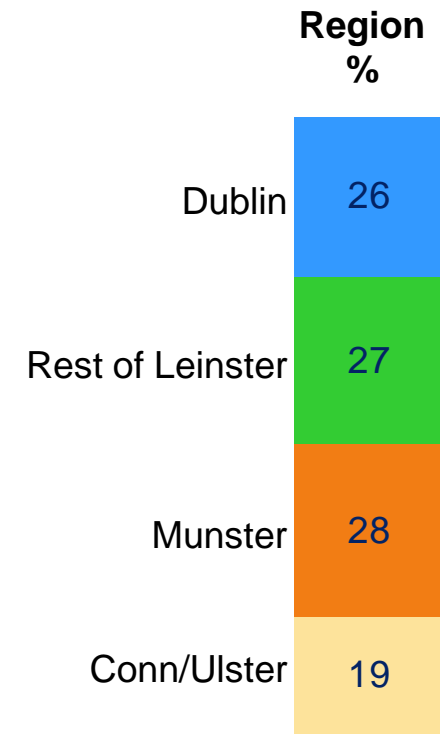
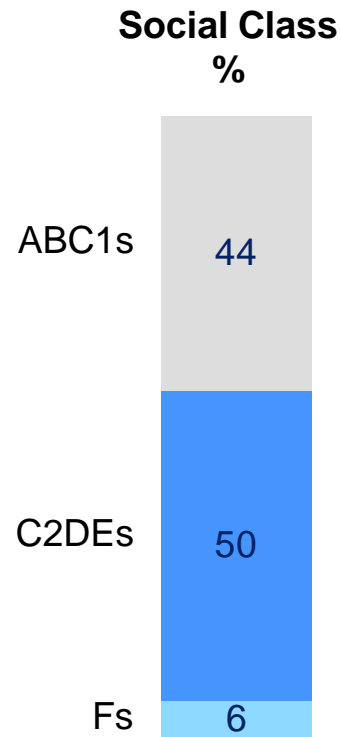
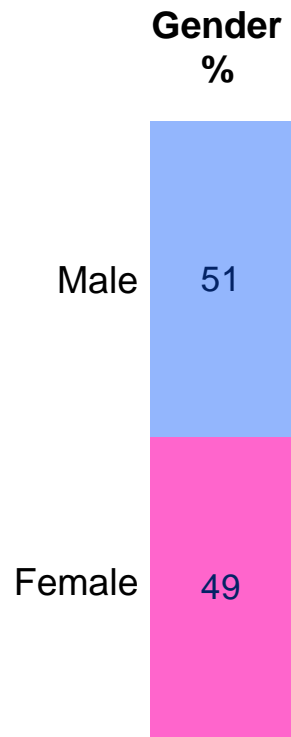
Young People and Mental Health A National Survey

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VB/SB

- H&E This presentation reviews the findings of a survey carried out on behalf of the HSE and Ogilvy by Millward Brown Lansdowne.
- H&E This is a pre-campaign study and was conducted in advance of the launch of the HSE's campaign on young people's mental health (due to start w/c 10th October 2009).
- H&E The main objectives of the study were to determine:
 - H&E Young people's understanding of what mental health is
 - H&E What young people deem to be the biggest problems they face today
 - H&E What young people believe helps and hurts mental health
 - H&E Which coping mechanisms they perceive as helpful in looking after their mental health
 - H&E Awareness of advertising or information about mental health issues
 - H&E Internet usage and awareness of online mental health support services

- ⌘ A questionnaire was developed between the HSE's National Office for Suicide Prevention (NOSP) and Millward Brown Lansdowne.
- ⌘ 505 interviews were carried out face-to-face, in-home among a representative sample of young people aged 13-17 living in the Republic of Ireland.
- ⌘ The sample was quota controlled in terms of gender, age, region and social grade.
- ⌘ Fieldwork was conducted from the 17th August to the 6th of September 2009.
- ⌘ Given the sensitivity of the subject matter of the survey and the age of the target sample, it was necessary to seek ethical approval to conduct this survey. In addition, Millward Brown Lansdowne require parental consent to interview young people under the age of 15.
- ⌘ Ethical approval was granted to the NOSP, and Millward Brown Lansdowne, in agreement with the NOSP, implemented the following procedures to ensure the smooth running of the survey in compliance with the recommendations of the Ethical Approval Committee:
 - ⌘ Written consent was gained from the parent/guardian before commencing the interview
 - ⌘ Written consent was gained from the young person before commencing the interview
 - ⌘ Parents/guardians were asked to remain in the home for the duration of the interview
 - ⌘ Parents/guardians and young people were both given a document listing a range of mental health support services
 - ⌘ Parents/guardians were also given the number of a psychiatrist and a psychologist who they could call for support if required

Sample profile





Internet Usage & Websites Visited

9 in 10 teens access the Internet at least weekly

Base: All Young People Aged 13-17 (505)



*Caution: small base

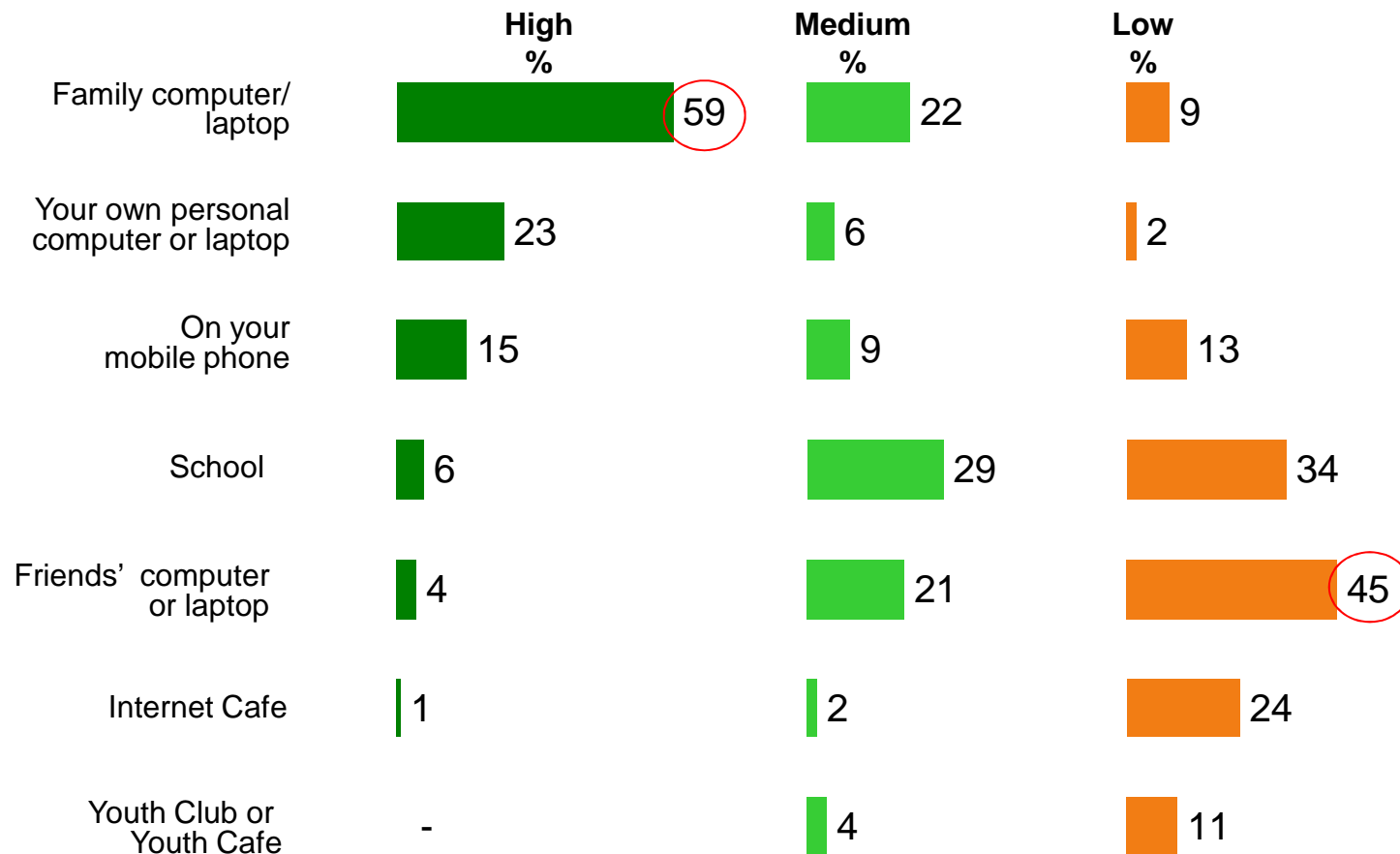


Q. How often, if at all, do you access the internet?

Most teens using the Internet access it from multiple locations, most frequently from a family computer



Base: All Internet Users (491)



***High : everyday; 4-5 times/week**

Medium : 2-3 times/week ; at least once a week

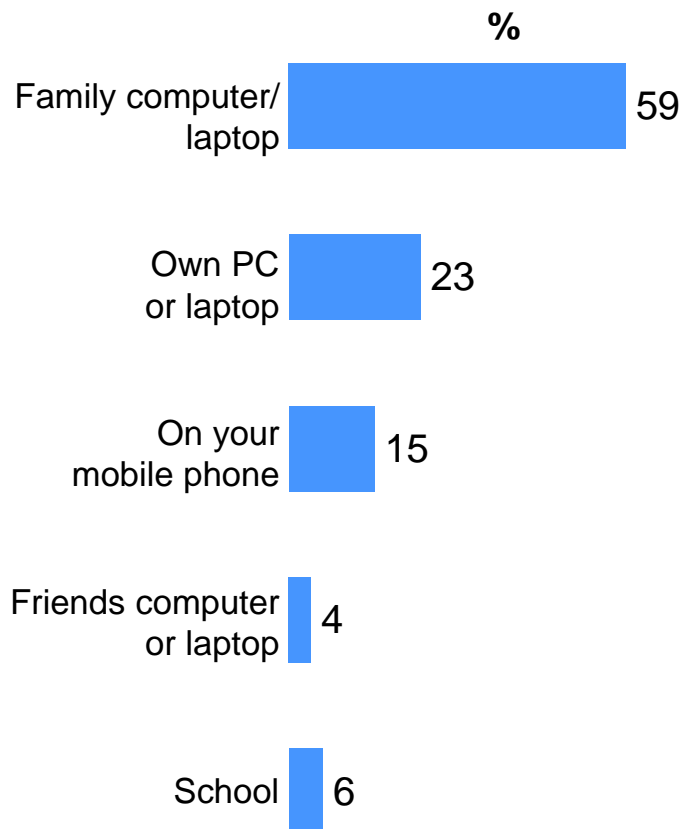
Low : a couple of times a month ; less often



Q. We're also interested in how and where you access the Internet. How often, if at all, do you access the Internet in each of the following places?

Demographics: High Usage of Internet by Location of internet use

Base: All Who Access the Internet (n=491)



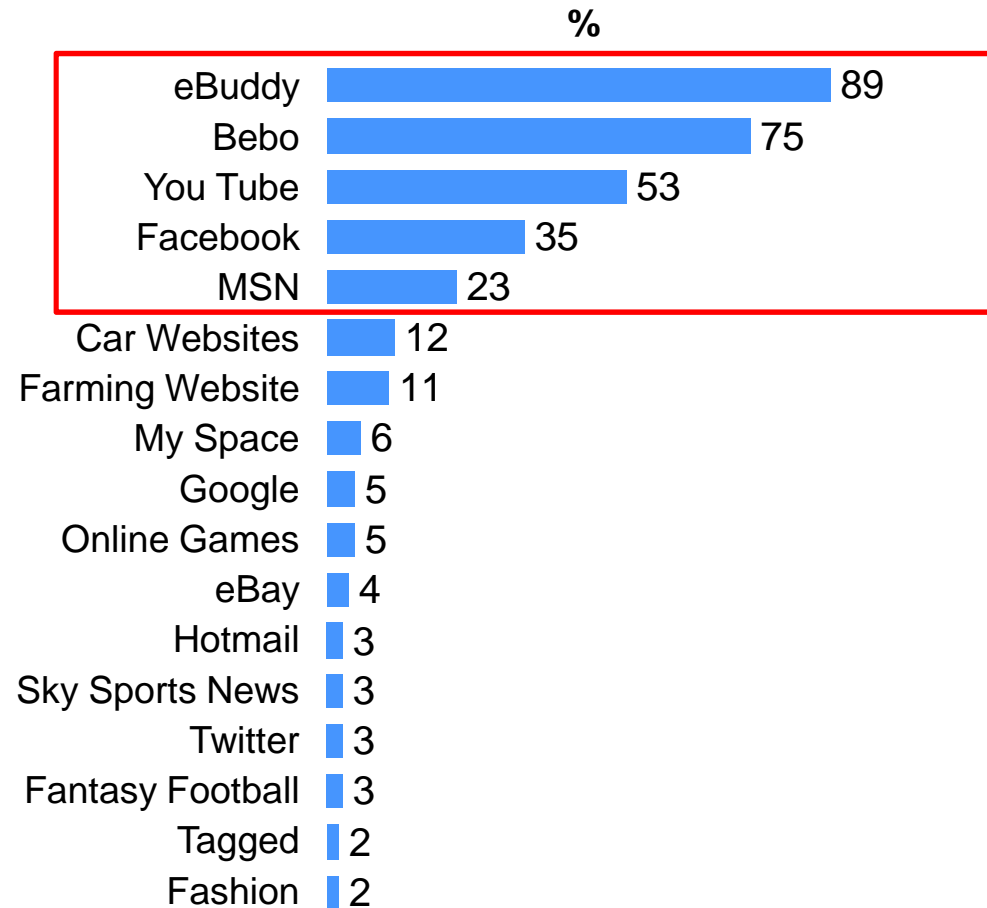
<u>Gender</u>		<u>Age</u>					<u>Social Class</u>				
Male %	Female %	13 %	14 %	15 %	16 %	17 %	AB %	C1 %	C2 %	DE %	F* %
56	62	57	59	57	62	60	65	62	56	55	61
21	25	15	21	22	24	35	26	24	16	30	15
13	17	9	16	17	12	20	16	15	12	19	4
1	7	2	5	3	5	4	8	4	1	6	-
6	7	4	6	7	8	8	2	5	7	10	11



Q. We're also interested in how and where you access the Internet. How often, if at all, do you access the Internet in each of the following places?

Instant messaging, video and social networking sites are the top favourite sites among teens

Base: All Who Access the Internet (n=491)



*Answers less than 2% not listed

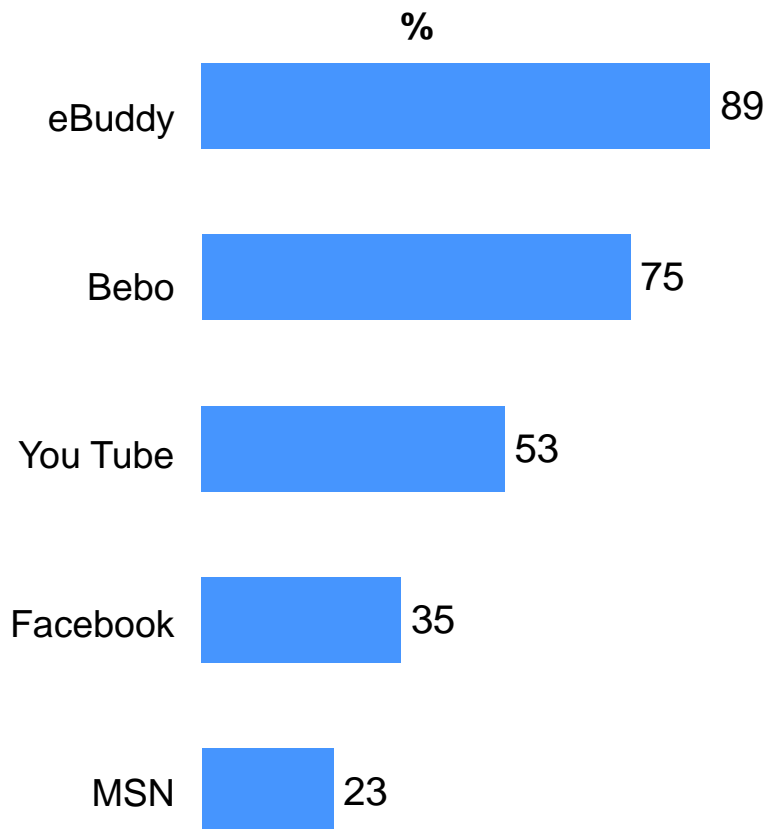


Q. We're also wondering what your favourite websites are, can you please tell me your top three favourite websites?

Females more likely to rate social networking sites i.e. bebo and Facebook as top 3 websites, while YouTube is more popular among males



Base: All Who Access the Internet (n=491)



		<u>Age</u>					<u>Social Class</u>				
<u>Gender</u>		13	14	15	16	17	AB	C1	C2	DE	F*
Male	Female	%	%	%	%	%	%	%	%	%	%
89	88	82	88	89	94	90	91	94	85	86	88
70	80	62	84	77	76	77	76	75	71	77	85
58	48	48	61	49	59	47	56	56	48	53	54
30	40	21	26	41	40	50	46	42	26	32	26
15	31	27	23	21	22	20	16	24	24	27	15

*Caution: small base



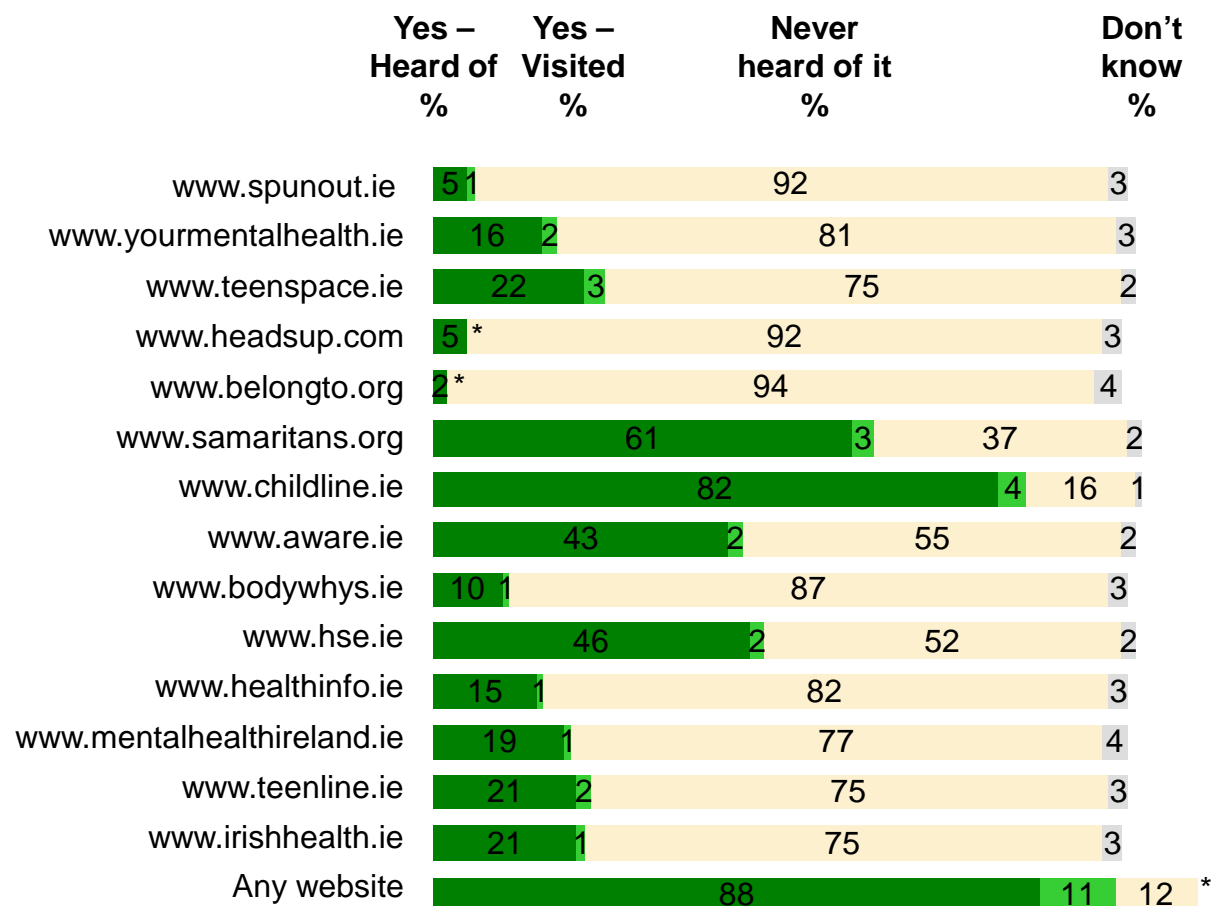
Q. We're also wondering what your favourite websites are, can you please tell me your top three favourite websites?

Select awareness of websites.

Where awareness of websites is high, visits are low



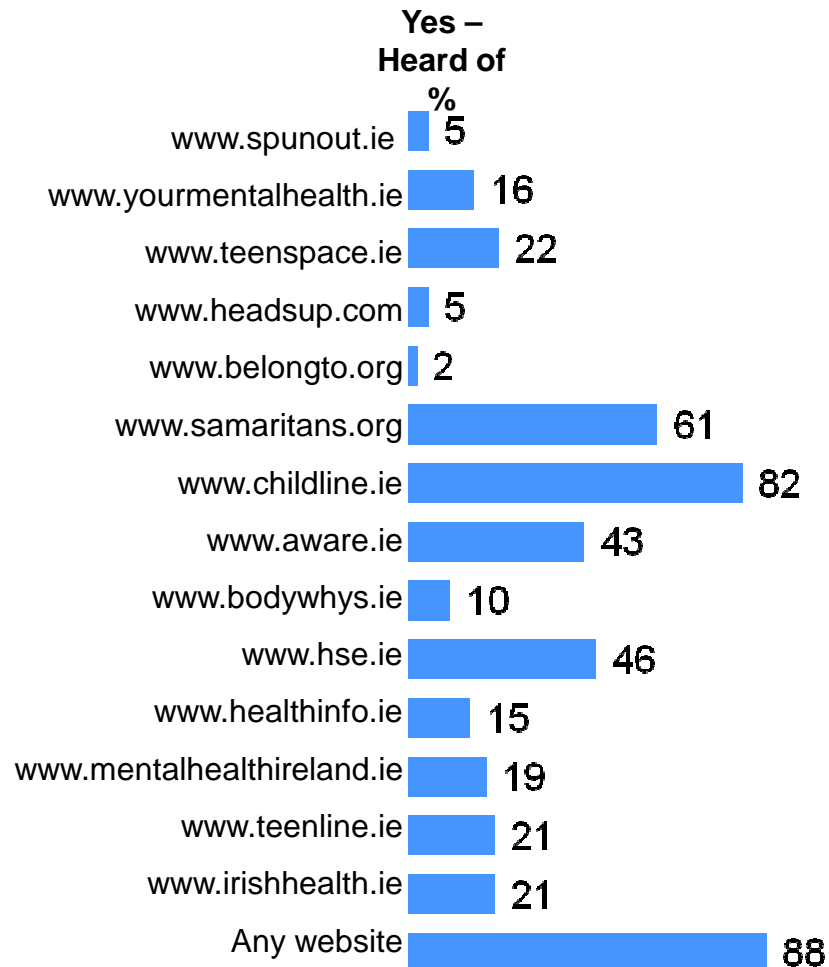
Base: All Young People Aged 13-17 (505)



Q. We're interested in using technology to provide support for young people on mental health matters. For each website on this card can you tell me if you have heard of it or visited it before or not?

Older teens and those in higher social groups more aware of mental health websites

Base: All Young People Aged 13-17 (505)



<u>Gender</u>		<u>Age</u>					<u>Social Class</u>				
Male	Female	13	14	15	16	17	AB	C1	C2	DE	F*
%	%	%	%	%	%	%	%	%	%	%	%
4	5	2	5	7	4	7	6	5	4	4	4
13	18	16	13	12	15	24	24	14	15	11	23
22	22	19	18	25	27	21	23	20	26	21	19
4	7	2	10	1	6	8	12	5	4	3	4
3	2	-	3	3	2	2	3	2	1	1	8
59	63	52	53	62	68	72	70	66	58	51	69
81	83	80	81	83	85	82	80	89	77	82	80
41	45	37	42	45	43	51	48	50	41	34	38
6	14	6	8	10	15	8	14	11	10	6	7
44	48	46	40	39	54	50	56	51	34	43	62
13	17	14	23	11	11	15	13	15	18	11	19
19	20	14	25	12	24	21	27	20	19	15	16
19	24	15	24	26	22	21	19	23	21	21	23
24	19	17	26	15	23	26	29	21	21	14	36
88	88	81	89	88	93	87	89	94	83	85	88

*Caution: small base



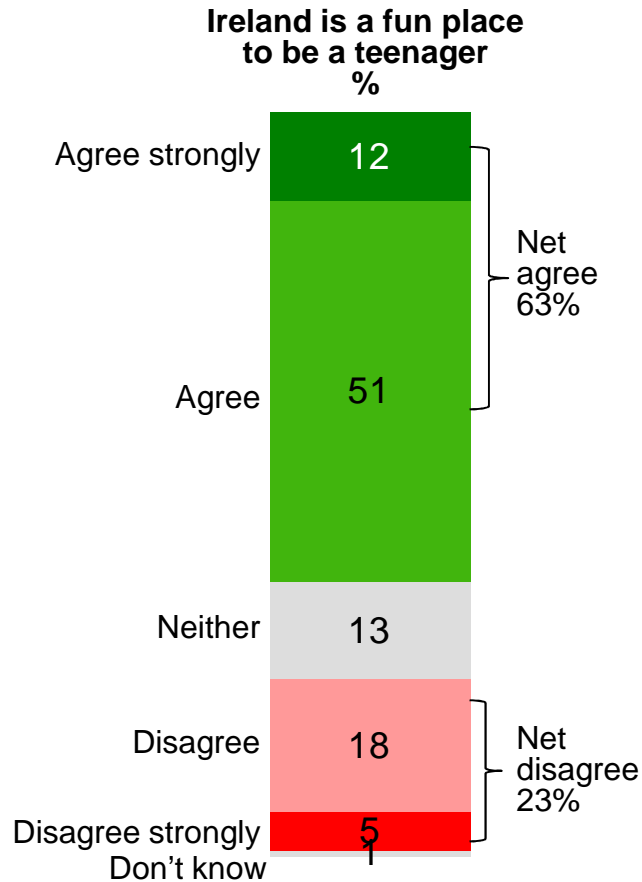
Q. We're interested in using technology to provide support for young people on mental health matters. For each website on this card can you tell me if you have heard of it or visited it before or not?

A photograph of three young people in school uniforms (white shirts and dark blue sweaters) looking down together, possibly at a book or a device. The image is partially obscured by a semi-transparent white grid pattern at the top.

Attitudes to Mental Health Matters

Most agree Ireland is a fun place to be a teenager but there is some concern about Ireland's future

Base: All Young People Aged 13-17 (505)

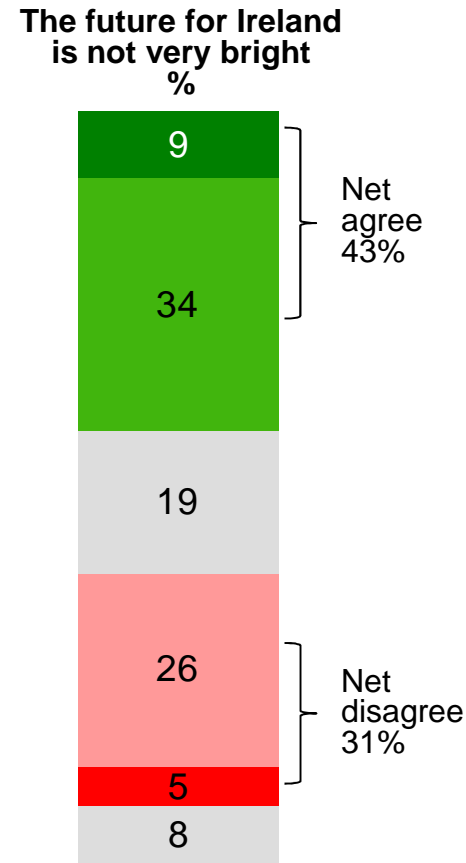


Higher among:

13yrs	73%
14yrs	73%
ABs	67%
Males	67%
Dublin	67%

Higher among:

Females	27%
16-17yrs	29%
DEs	33%
R.O.L	26%



Higher among:

Females	48%
13yrs	49%
DEs	49%
Munster	54%

Higher among:

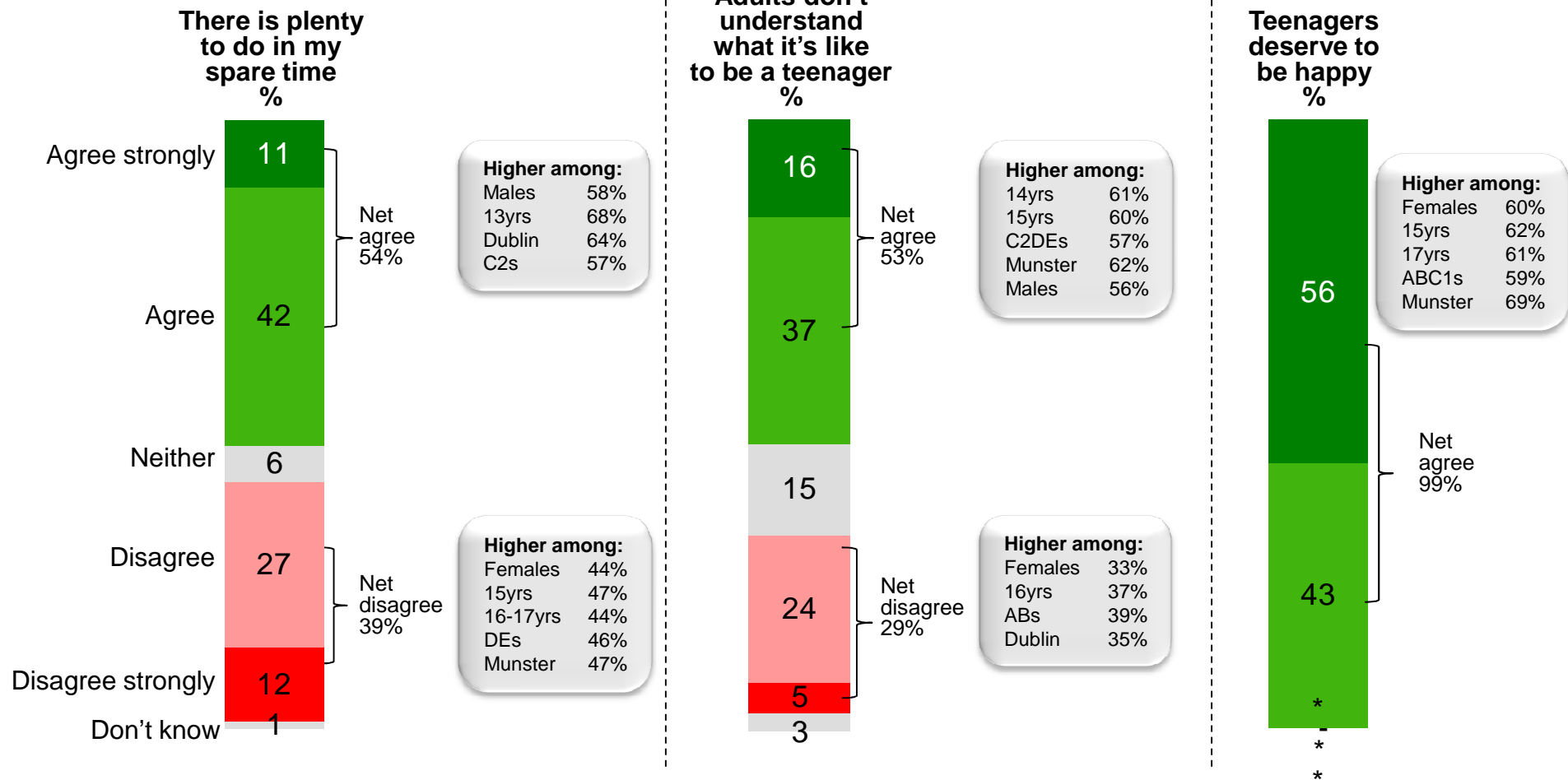
Males	35%
ABs	37%
R.O.L	43%
C1s	34%



Q. We are interested in learning more about what it's like to be a teenager in Ireland today. To help us, can you tell us to what extent to you agree or disagree with each statement?

Universal agreement that teenagers deserve to be happy, but half feel misunderstood by adults

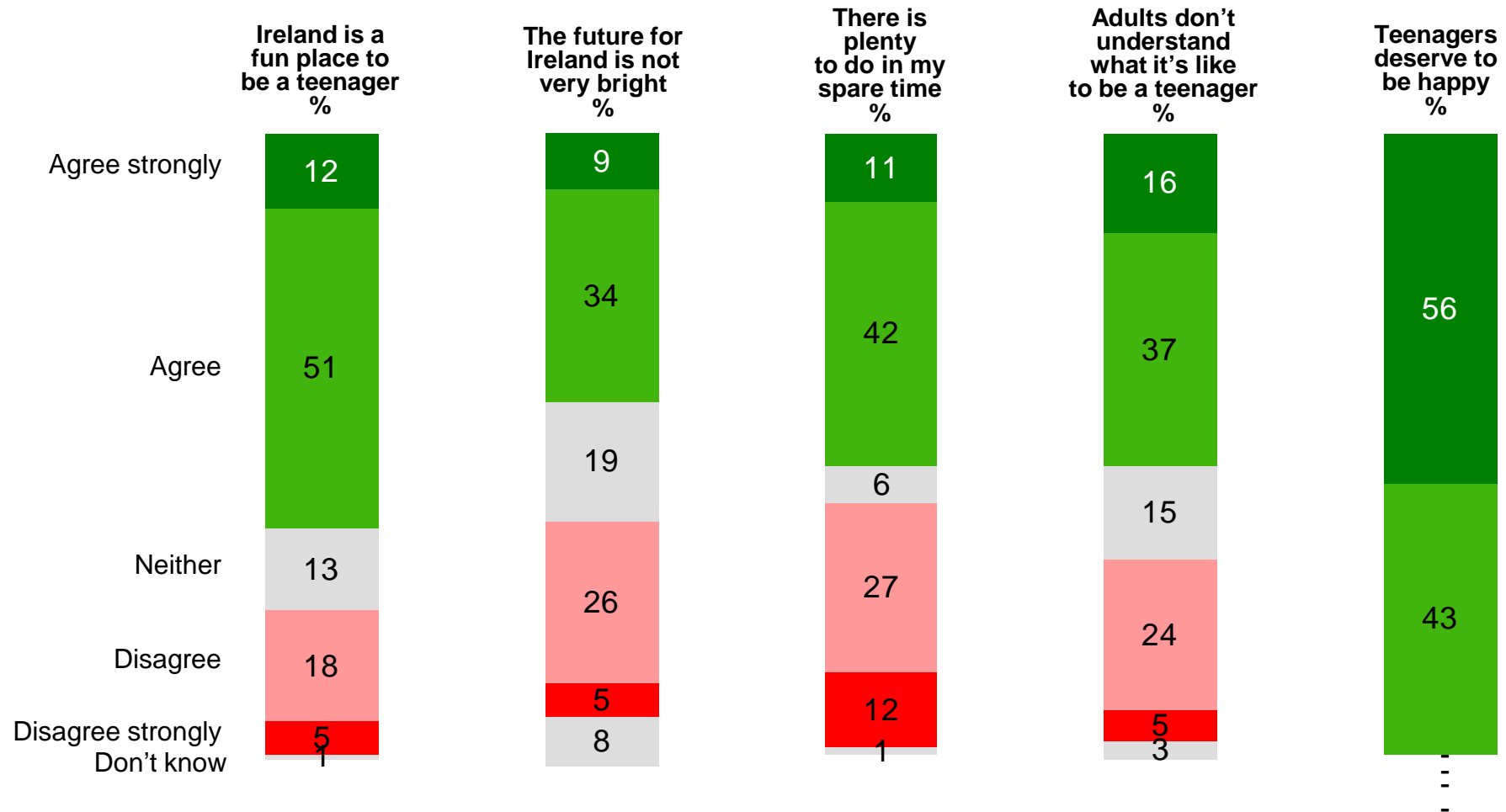
Base: All Young People Aged 13-17 (505)



Q. We are interested in learning more about what it's like to be a teenager in Ireland today. To help us, can you tell us to what extent to you agree or disagree with each statement?

Summary: What it's like to be a teenager

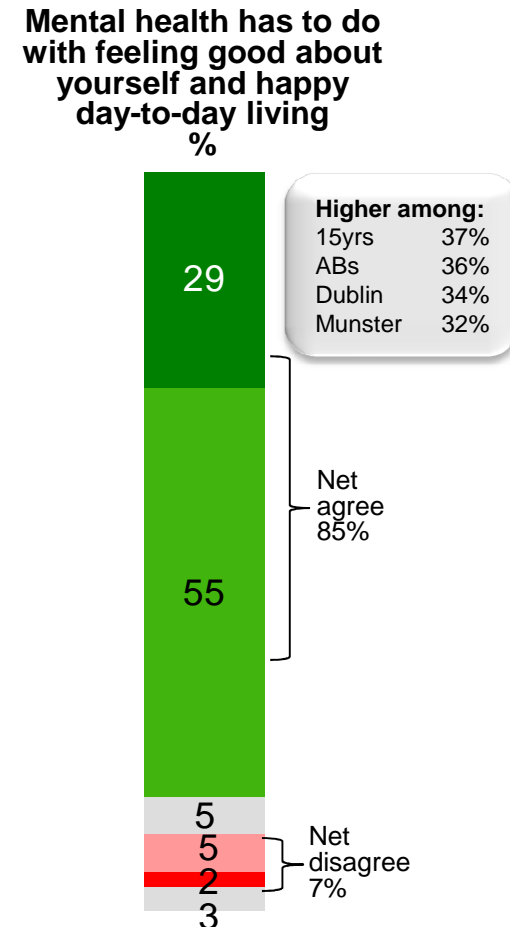
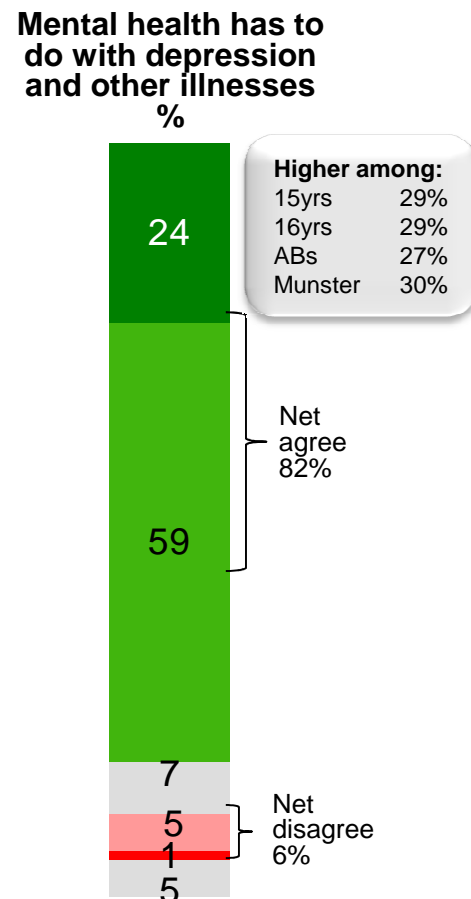
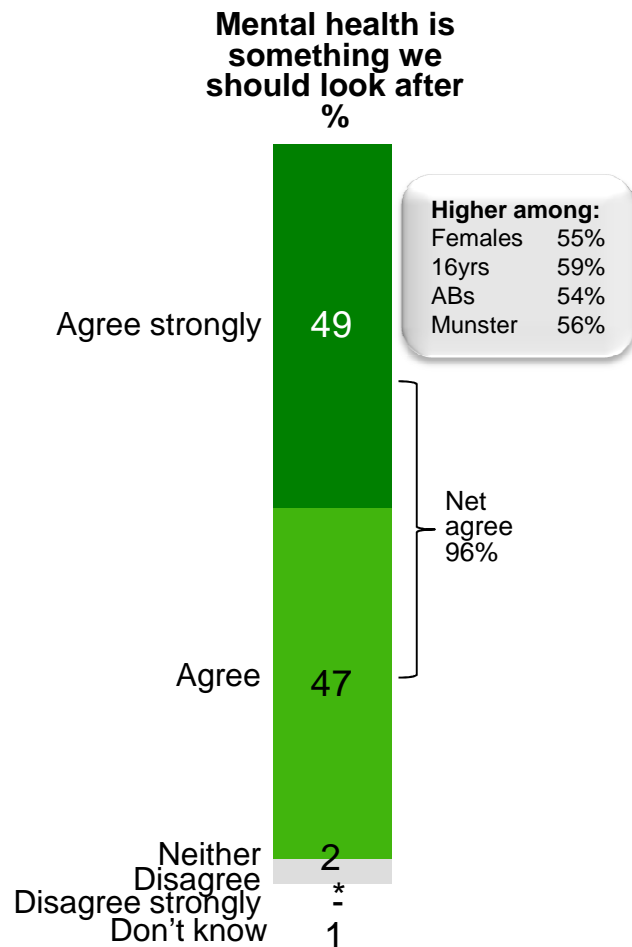
Base: All Young People Aged 13-17 (505)



Q. We are interested in learning more about what it's like to be a teenager in Ireland today. To help us, can you tell us to what extent to you agree or disagree with each statement?

Good understanding that mental health has positive as well as negative aspects

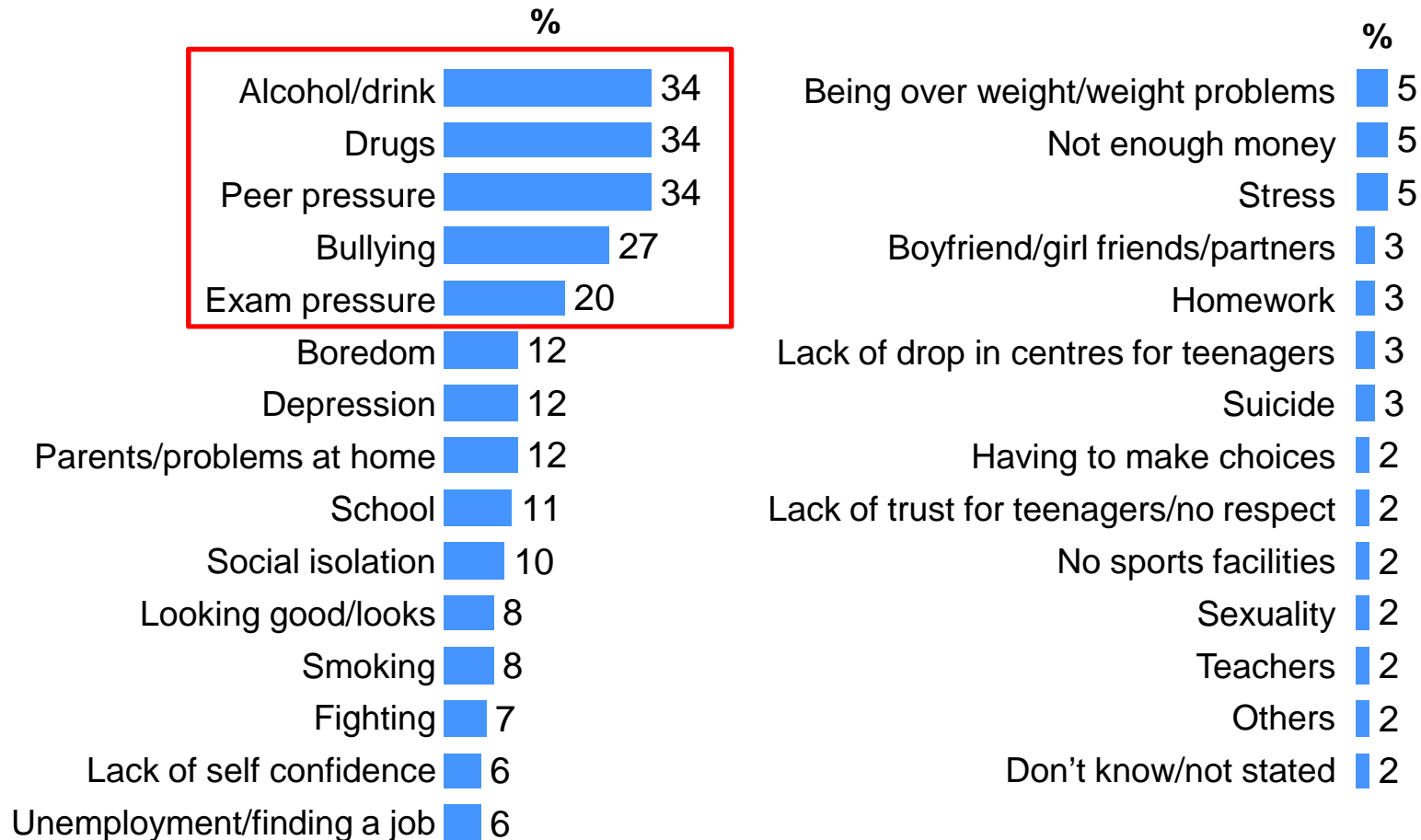
Base: All Young People Aged 13-17 (505)



Q. Can you let us to what extent you agree or disagree with each statement?

Teens believe that alcohol, drugs & peer pressure are the 3 biggest problems they face

Base: All Young People Aged 13-17 (505)



*Answers less than 2% not listed

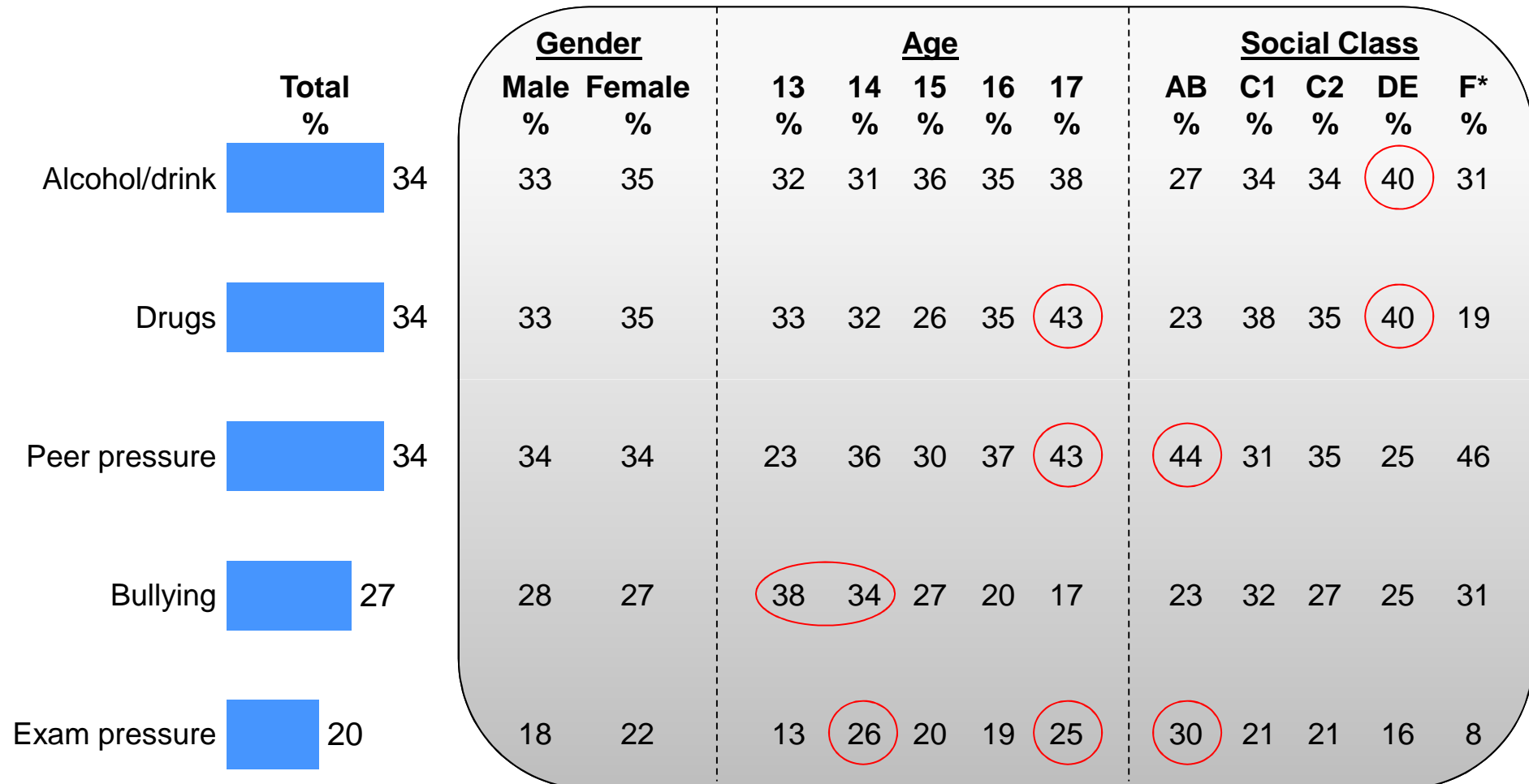


Q. When it comes to mental health, what do you think are the three biggest problems young people your age face today?

Bullying a problem facing younger teens

Drugs & peer pressure a problem for older teens

Base: All Young People Aged 13-17 (505)



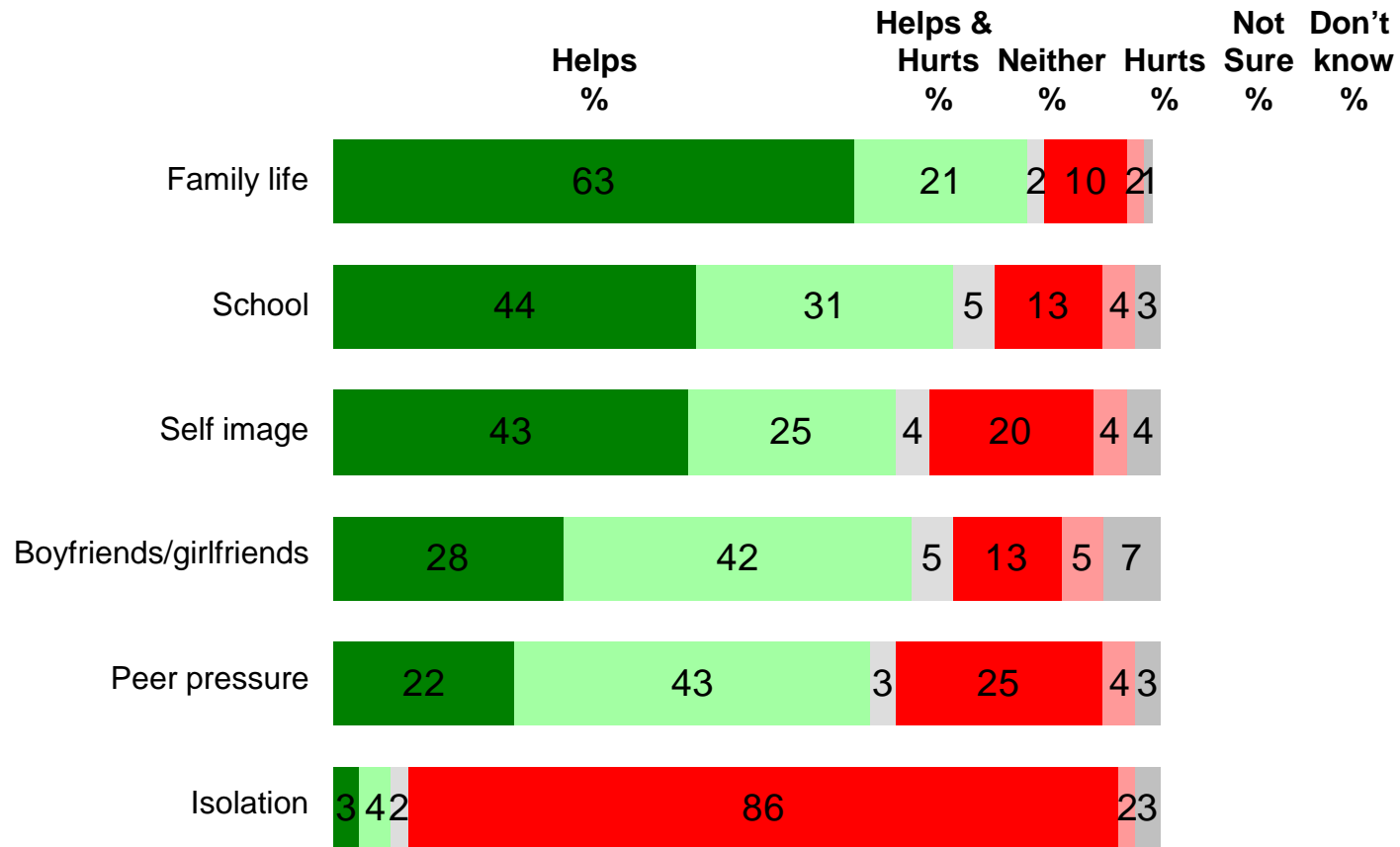
*Caution: small base



Q. When it comes to mental health, what do you think are the three biggest problems young people your age face today?

Family life is seen as the primary influencer in mental health

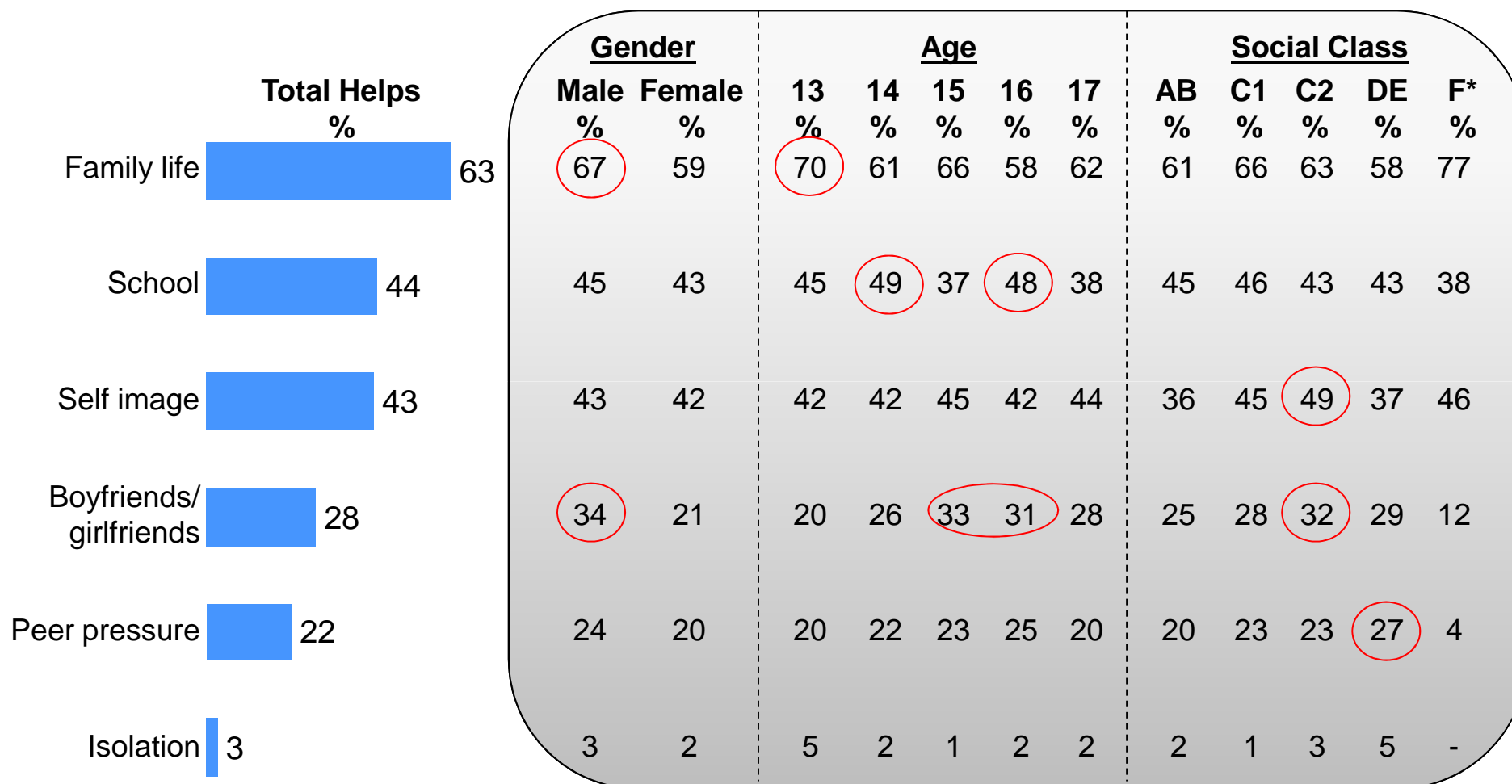
Base: All Young People Aged 13-17 (505)



Q. Some people your age recently told us about what helps and what hurts mental health. Can you tell me which of these can help or hurt the mental health of young people of your age?

Males more likely to rate family life and friends as helping mental health

Base: All Young People Aged 13-17 (505)



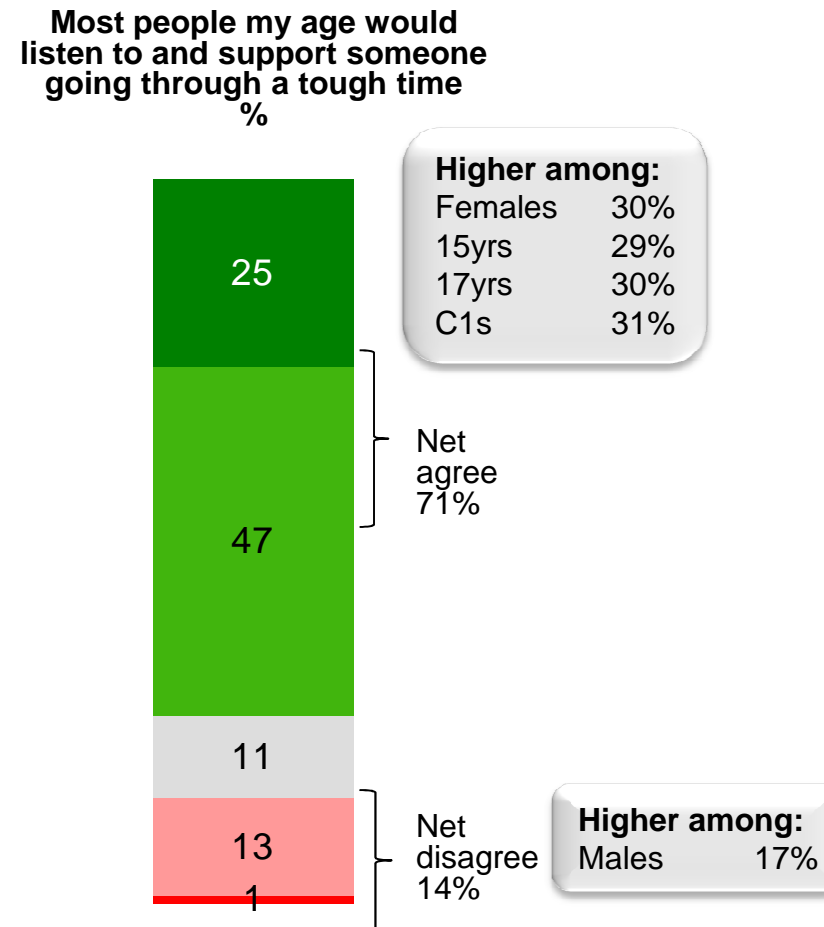
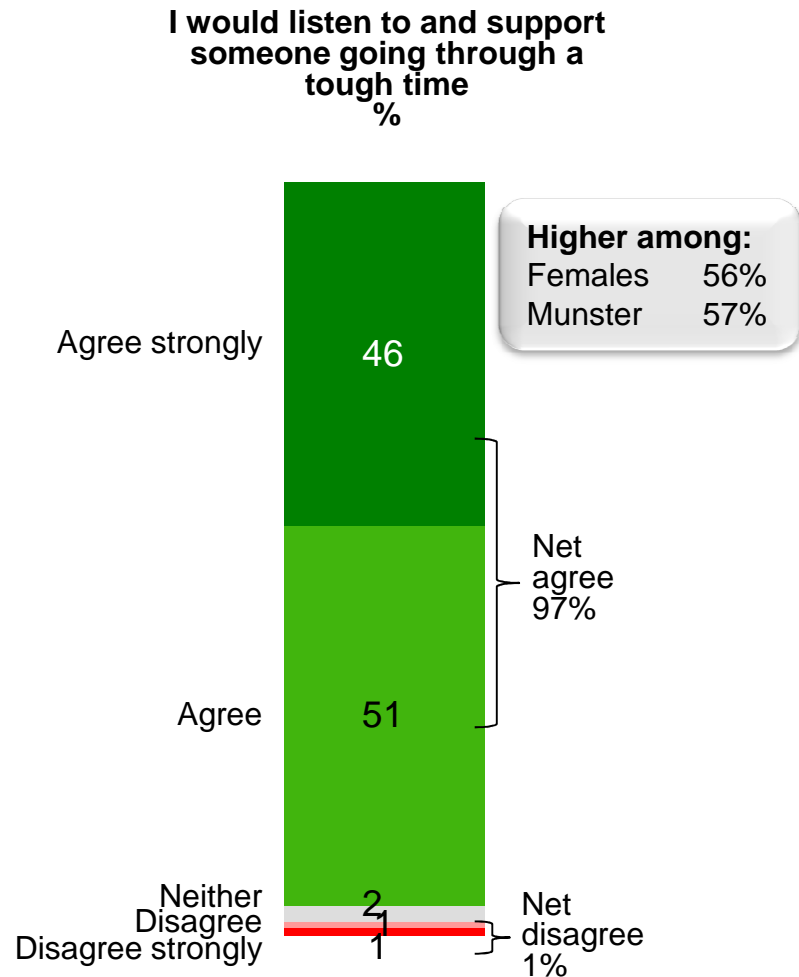
*Caution: small base



Q. Some people your age recently told us about what helps and what hurts mental health. Can you tell me which of these can help or hurt the mental health of young people of your age?

Promoting teens to support each other could be a good campaign

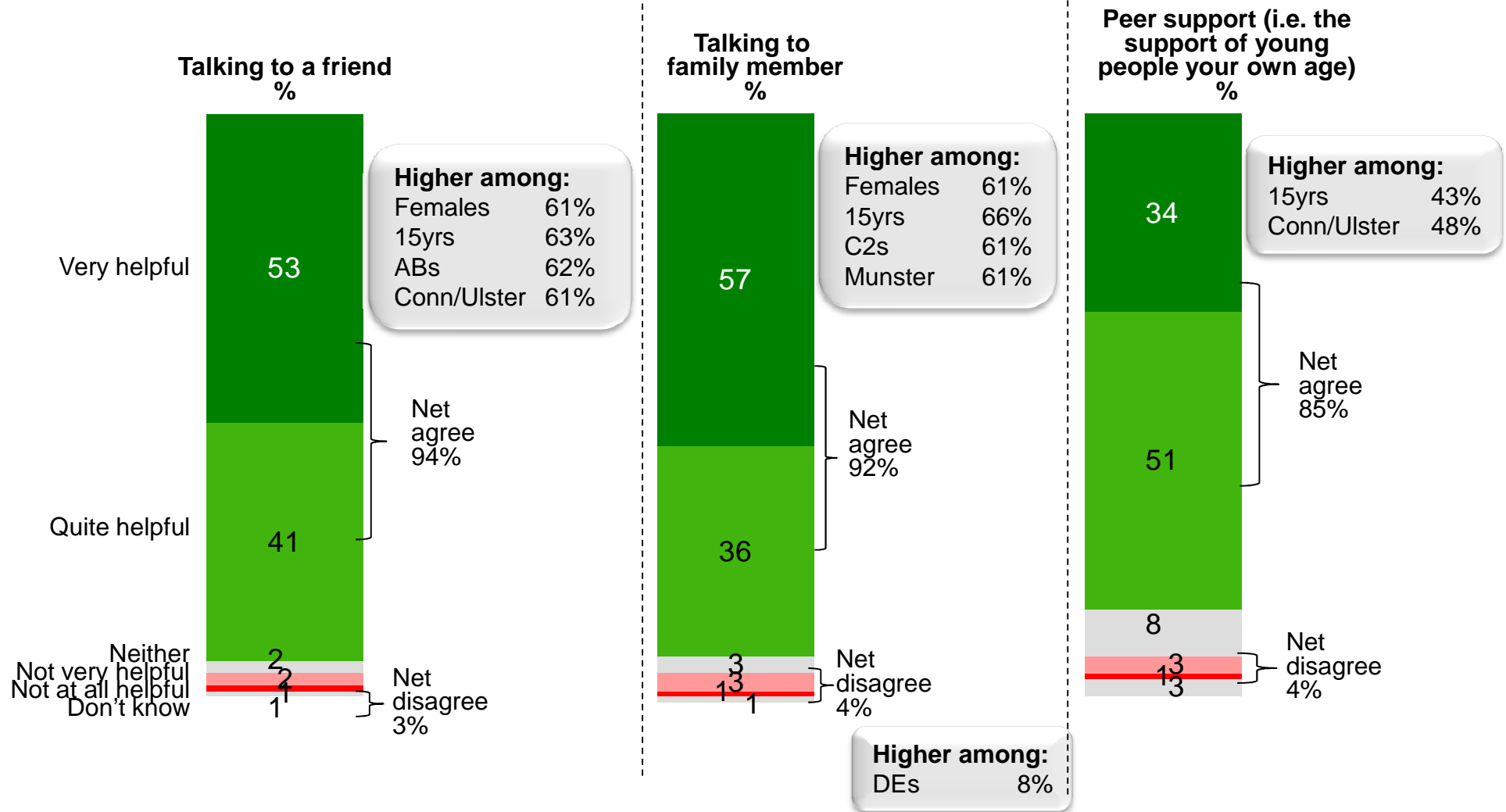
Base: All Young People Aged 13-17 (505)



Q. We want to know what you think and what your friends and wider peer group think. Can you tell me to what extent you agree or disagree with these statements?

Most teens feel those people close to them are most helpful in looking after mental health

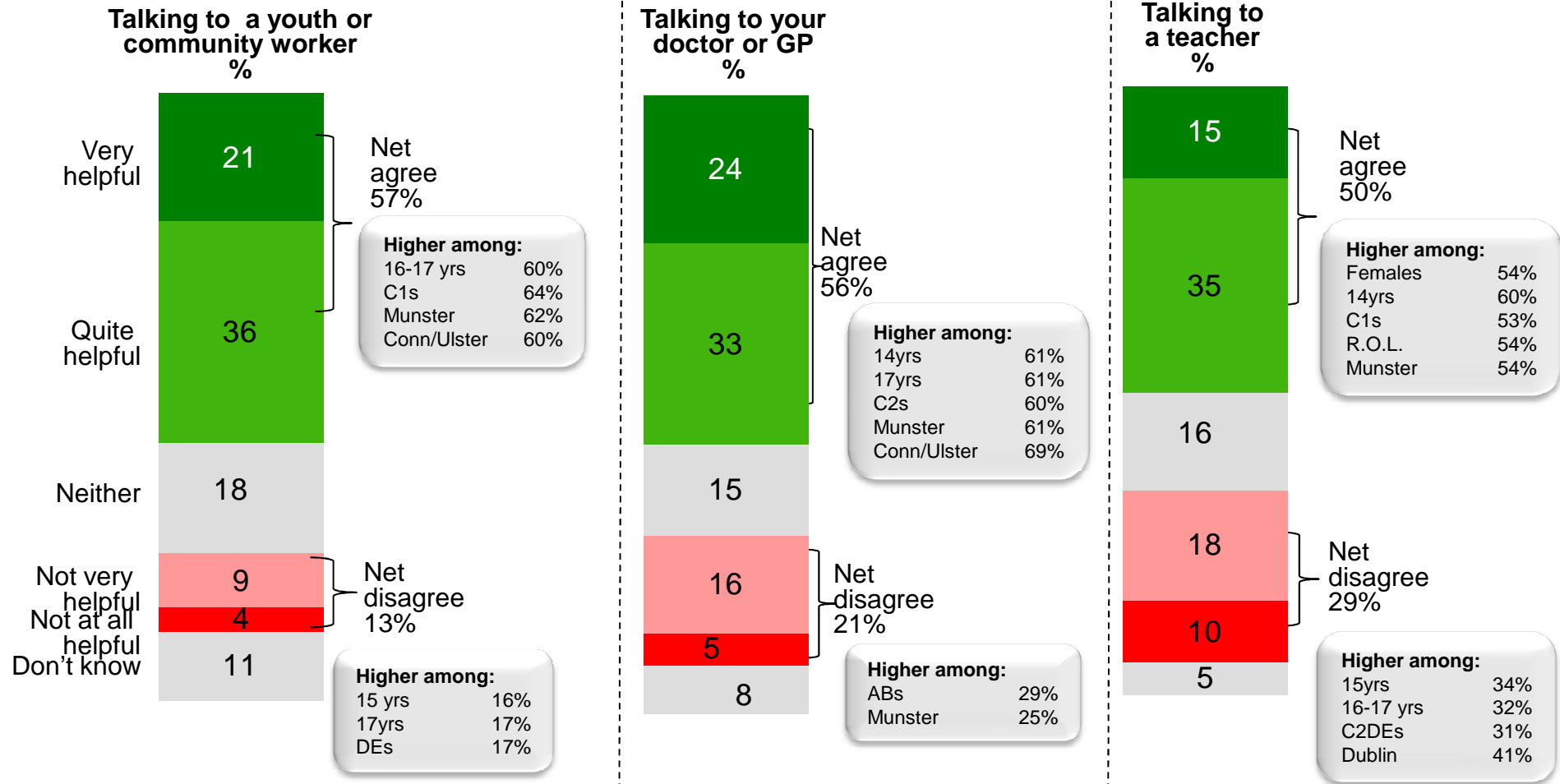
Base: All Young People Aged 13-17 (505)



Q. How helpful or not do you think the following are likely to be in looking after your mental health?

Professional people are not seen as helpful in looking after mental health to the same extent

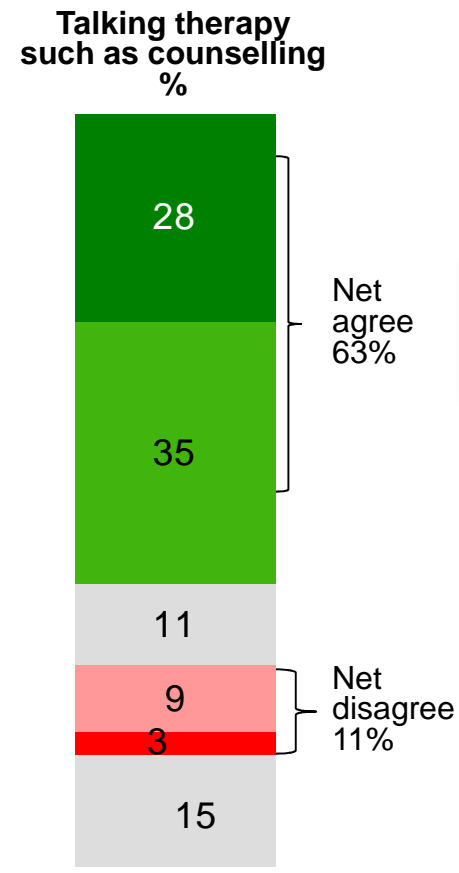
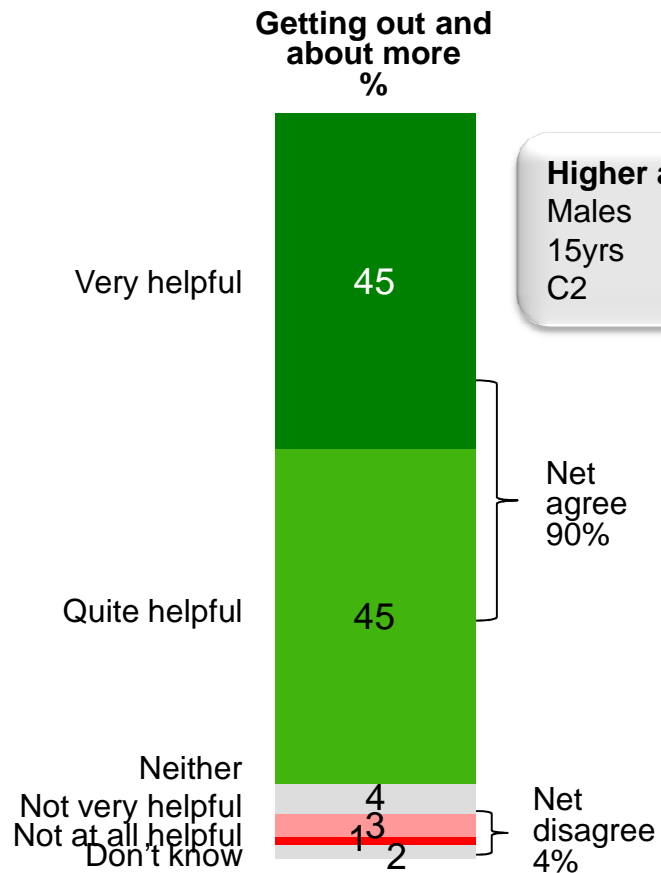
Base: All Young People Aged 13-17 (505)



Q. How helpful or not do you think the following are likely to be in looking after your mental health?

Being active and socialising is seen as markedly more helpful than talking therapy.

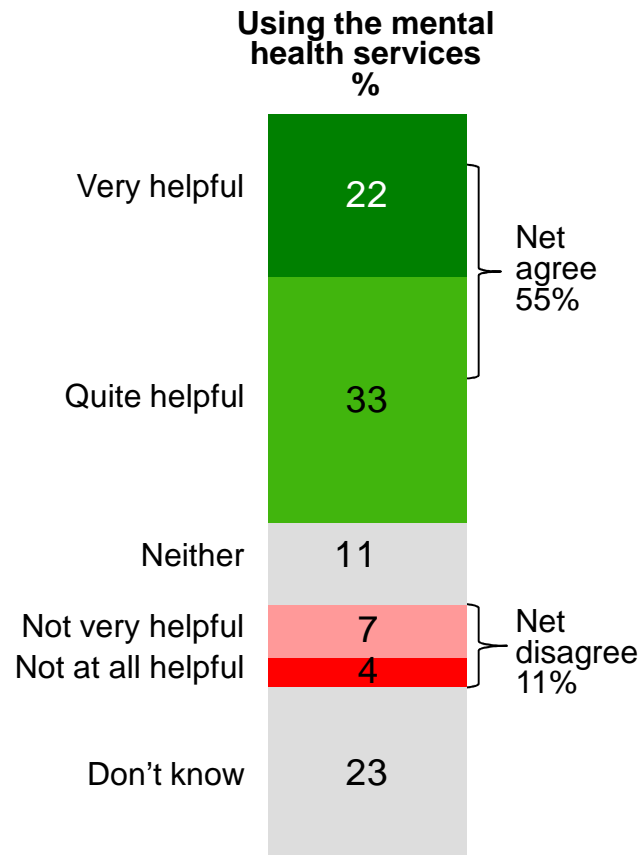
Base: All Young People Aged 13-17 (505)



Q. How helpful or not do you think the following are likely to be in looking after your mental health?

Teens readily recognise that social networking is not as helpful in looking after mental health

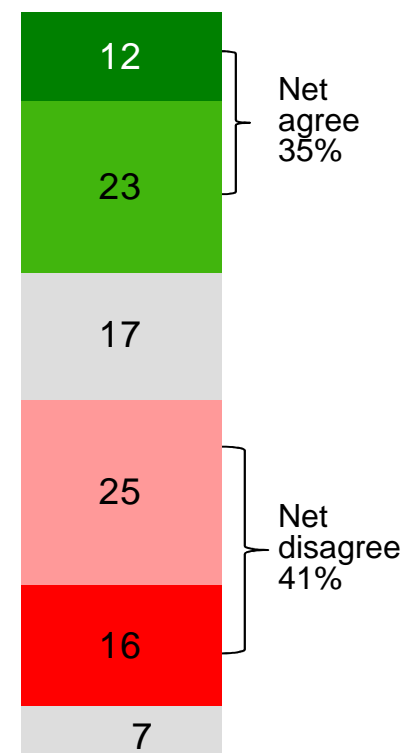
Base: All Young People Aged 13-17 (505)



Higher among:
 13yrs 59%
 17yrs 59%
 Munster 61%
 Conn/Ulster 60%

Higher among:
 15yrs 16%
 Munster 16%

Bebo/Facebook/MySpace or other social networking website
%



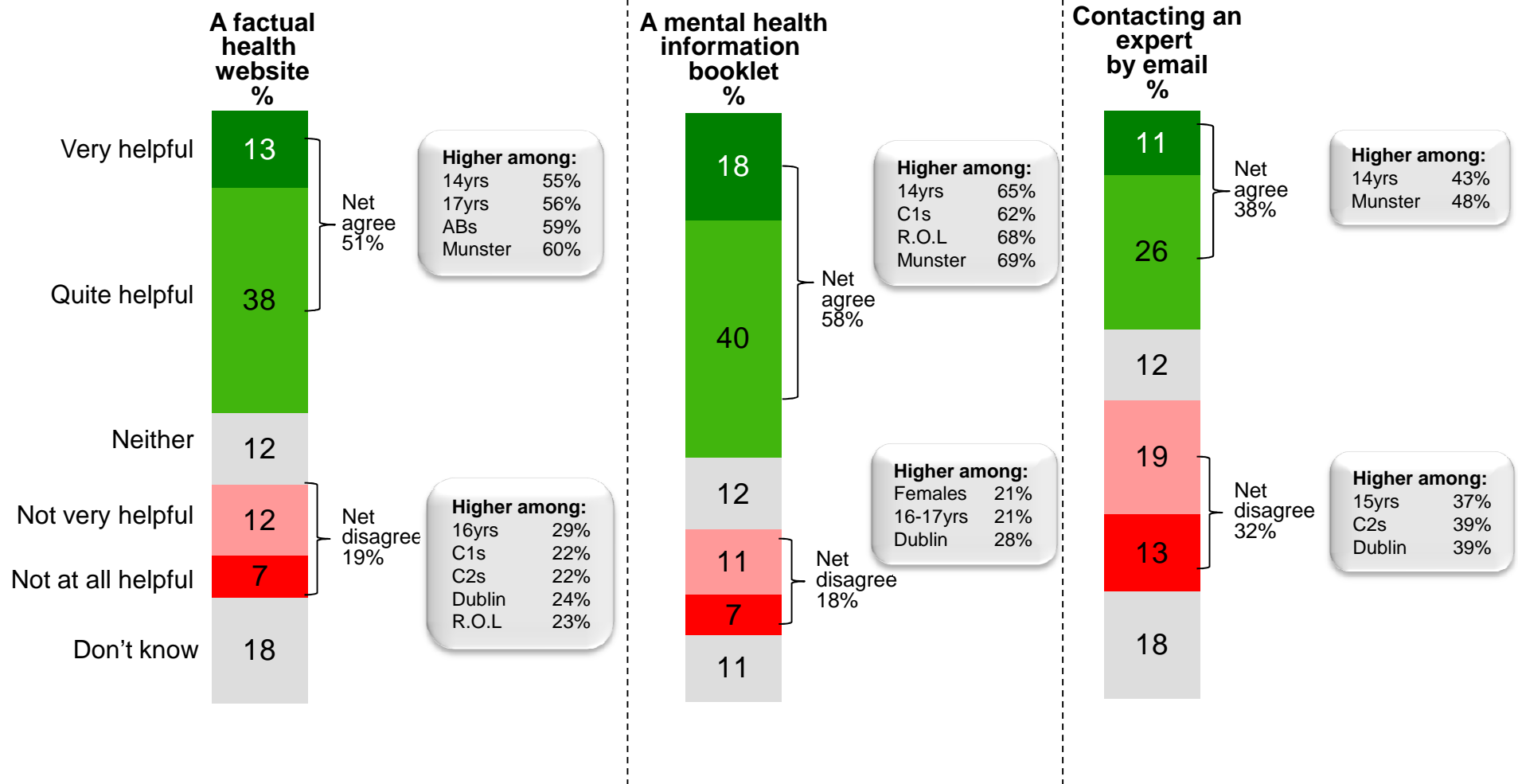
Higher among:
 13yrs 42%
 C1s 39%
 DEs 40%
 Munster 40%

Higher among:
 14yrs 44%
 17yrs 44%
 ABs 47%
 R.O.L 50%



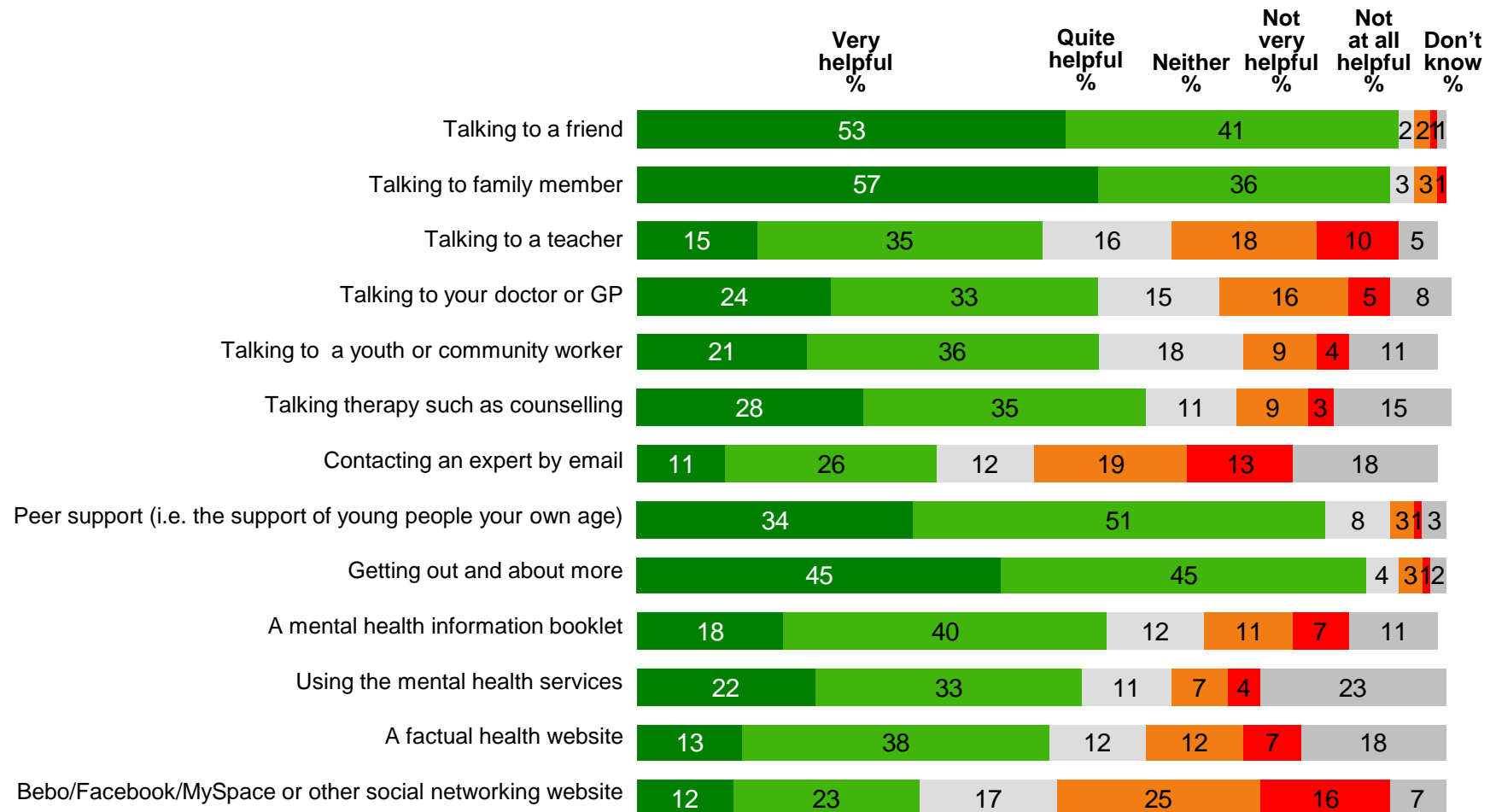
Self service of information are rated as more helpful than asking an expert in looking after mental health

Base: All Young People Aged 13-17 (505)



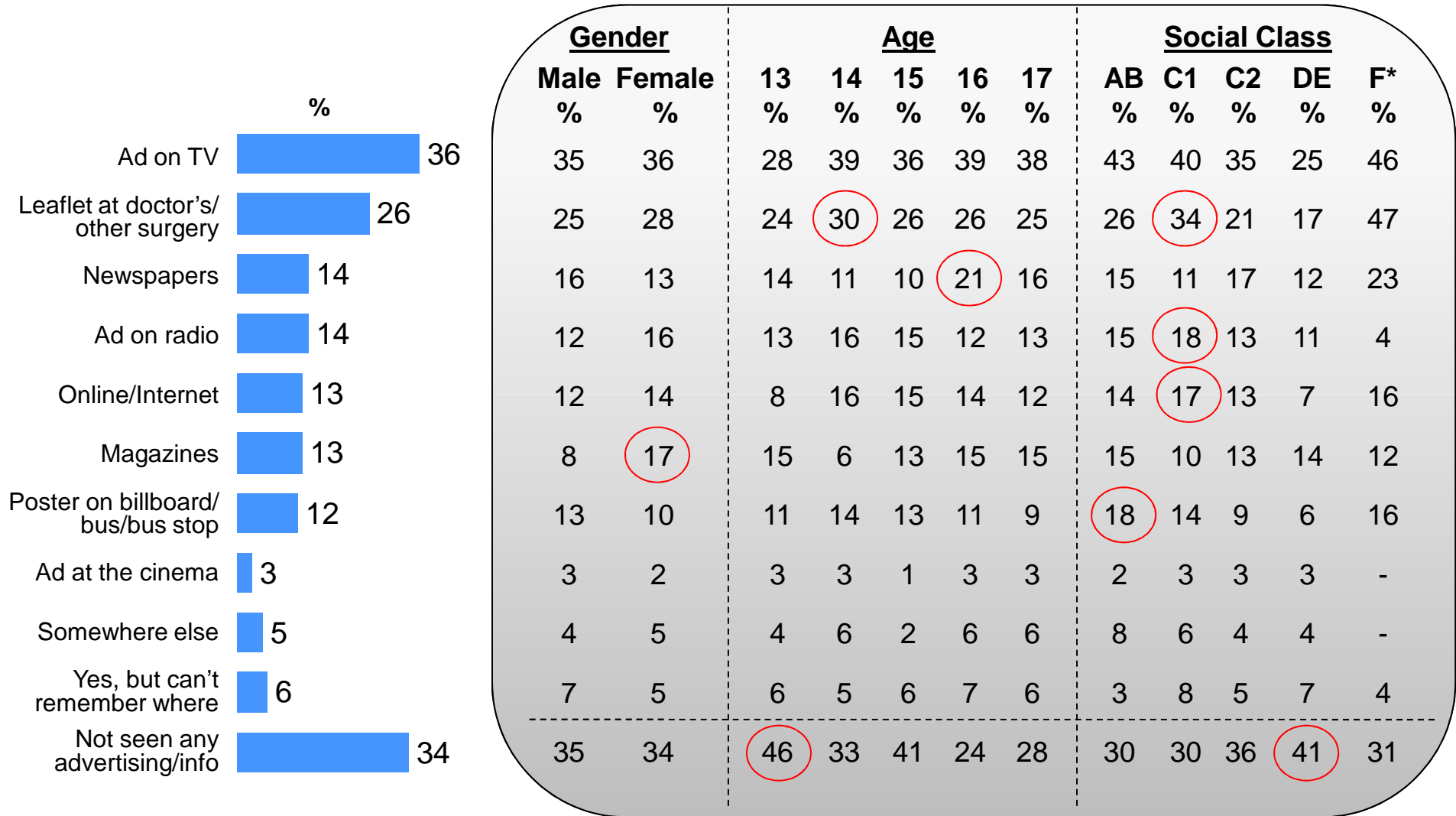
Summary: Helpful aids in looking after mental health

Base: All Young People Aged 13-17 (505)



Q. How helpful or not do you think the following are likely to be in looking after your mental health?

Youngest teenagers, and those in the DE social group are more likely to say they have not seen any advertising/info about mental health



*Caution: small base



Q. In the last year have you seen/read/heard advertising of info about mental health/ mental health problems or mental illness in any of these places?

- There is near universal use of the Internet among teens, and a high frequency of Internet usage.
- Currently no mental health website “calls out” to young people to visit it, even where awareness of these sites is high.
- Current teen web usage is centred around online chat, video and social networking – how could these tools be used to encourage use of a mental health based website?
- The vast majority of teens also believe that they “deserve to be happy” and that “Ireland is a fun place to be a teenager”, yet there is a feeling among over half that they are misunderstood by adults.
- Giving teens “permission” to be happy in communicating with them could help them connect with a positive mental health message.
- There is a good balance of understanding that mental health has to do with both positive and negative experiences – any campaign should consider providing a balanced message that mental health is **as concerned** with depression and other illnesses as it is about feeling good and happy day to day living.
- While teenagers rate their own readiness to be available to support someone going through a tough time highly, they are somewhat less inclined to rate the likelihood of their peers to do the same.
- Unprompted, teens list alcohol, peer pressure and drugs in equal measure as the top 3 problems they face today, while bullying and exam pressure are also in the top 5.
- Older teens (17 year olds) are more likely to name drugs and peer pressure as the most pressing problems, while a higher instance of younger teens (13 year olds) think bullying is the biggest problem they face.
- Any campaign taking account of these issues should consider the different responses by age.

Conclusions - II

- When asked their opinions of what helps or hurts mental health, over 6 in 10 believe that family life can help mental health, while isolation is regarded by most as something that hurts mental health.
- Boyfriends/girlfriends and peer pressure were regarded as having the power to both hurt and help mental health.
- The importance of family in helping mental health is also backed up by teens being more likely to say that talking to someone who would be personally known to them e.g. Family, friend or peer would be helpful in looking after mental health than they were to say talking to a professional such as a doctor, community worker or teacher would be.
- There seems to be more of a disconnect when asking about helpfulness of online resources in looking after mental health, with social networking, contacting an expert by email and a factual health website scoring lower “helpful” scores than the more personal contact options. While these helpful scores are by no means low, they could more likely to be seen as secondary sources of help.
- In terms of awareness of advertising, over a third had claimed to have seen a mental health related TV ad, with a further quarter of teens saying that they’d seen a leaflet at a doctor’s surgery. Those aware appear to be aware of a variety of sources of mental health information, as over a third of teens have not seen any advertising at all. This is higher among 13 year olds, and those in the DE social grouping.



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