REGIONAL CYP PRESS TEMPLATE

**New 24/7 Mental Health Service Launched to help [insert county / region]’s Children & Young People**

[Date, Location]- [Insert county, region], along with other parts of the country, is experiencing a surge in the number of children and young people seeking help for their mental health. Exacerbated by the recent pandemic, numbers have reached record levels across the UK. To meet the unprecedented scale of need, [insert NHS trust] is partnering with SilverCloud Health, the UK’s leading provider of clinically proven digital CBT, to provide support to children and young people whenever and wherever they need it.

*“With anxiety problems being the most common mental health issues faced by young people currently. It is now more important than ever to supply digital solutions to complement our face-to-face children and young people’s mental health support,”* says [insert name and title] from [insert NHS trust].

In March 2022, 90,789 young people were referred to Child and Adolescent Mental Health Services.1 Nearly 1 in 5 of those aged 3-17 experience a mental health disorder each year2, but due to barriers to access and seeking care, most go undiagnosed and treated. Through the SilverCloud digital platform, children of [insert region/county] can now access the mental health support they need using their phones, tablets or computers at any time.

*“Supporting our children and young people is one of SilverCloud’s no.1 priorities,”* says **Professor John Sharry, Clinical Director and Co-Founder of SilverCloud Health.** *“It is such a critical age group to support as mental health difficulties at a young age can leave a lasting impact. Backed by almost two decades of clinical research, we create programmes which are designed to complement or work in isolation to face to face therapies.”*

Supporting someone struggling with their mental health can be challenging and place strain on the family as a whole. By introducing the children and young people programme, caregivers and guardians also have access to online programmes designed to support their child in dealing with worry and anxiety, whilst learning helpful strategies to deal with their own anxiety.

By introducing SilverCloud’s programmes, access to treatment is flexible and faster, waiting times are reduced and less clinical support time is required. The programmes support progress at the user’s pace of learning; equipping them with techniques that they are then encouraged to put in place in day-to-day life. They can also support individuals who may not be able to travel, or do not want to attend face-to-face treatment.

-Ends-

**References**

1. Number of young people referred over mental health highest ever, says charity | Evening Standard. Accessed June 20, 2022. https://www.standard.co.uk/news/uk/government-nhs-b1006191.html

2. Increase in child and adolescent mental disorders spurs new push for action by UNICEF and WHO. Accessed June 22, 2022. https://www.unicef.org/press-releases/increase-child-and-adolescent-mental-disorders-spurs-new-push-action-unicef-and-who

**Notes to Editors**

SilverCloud’s services for CYP include a growing suite of digital programmes with tools for young people and their carers to understand and manage anxiety and depression. Designed with input from young people, parents, schools and therapists, the content is based on [NICE Guidance](https://www.nice.org.uk/news/article/offer-digital-cbt-to-young-people-with-mild-depression-nice-says) using Cognitive Behavioural Therapy (CBT).

The CYP programme suite consists of:

* **Supporting an Anxious Child**: for parents / caregivers of children aged 5-11
* **Supporting an Anxious Teen**: for parents /caregivers of teens aged 12-18
* **Space from Anxiety for Teens**: for teens aged 15-18
* **Space from Low Mood for Teens**: for teens aged 15-18
* **Space from Low Mood & Anxiety for Teens**: for teens aged 15-18

**CYP Northpoint Case study**

In 2019, Northpoint Wellbeing worked closely with the SilverCloud Health clinical team to review the need in children’s services. The research resulted in the development of a new digital therapy programme to treat anxiety in young people. As SilverCloud’s first CYP client, Northpoint Wellbeing has just reached 1000 activations.

* The impact at Northpoint Wellbeing has been positive.
* 89% of young people found the programme relevant to them.
* 84% found the programme helpful and found that it supports them towards their goals.
* Average of 10 programme sessions per user.

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**About SilverCloud Health**

*SilverCloud Health is the world’s leading digital mental health company, enabling providers, health plans and employers to deliver clinically validated digital health/therapeutic care that improves outcomes, increases access and scale while reducing costs. The company’s multi-award-winning digital mental health platform is a result of over 18 years of clinical research with leading academic institutions. Today, SilverCloud is being used by over 500 organisations globally to meet their populations’ mental health needs. Global experts have deeply validated the platform through full randomized control trials and real-world data from over half a million SilverCloud users. The platform continues to lead the industry with its effectiveness, engagement and range of clinical programs that encompasses the spectrum of mental health needs. Learn more at* [*www.silvercloudhealth.com*](https://www.silvercloudhealth.com/)*.*

*SilverCloud Health was recently acquired by* [*Amwell*](https://business.amwell.com/) *(NYSE: AMWL), a leading global telehealth platform that connects and enables providers, insurers, patients, and innovators to deliver greater access to more affordable, higher quality care. The acquisition provides SilverCloud with an opportunity to expand its delivery of proven behavioural healthcare capabilities to further advance the reach and impact of care teams around the globe. To learn more visit:* [*https://business.amwell.com*](https://business.amwell.com/)*.*