



## Help Your Mate

Campaign Pack from Change Grow Live



**Change  
Grow  
Live**



## About the campaign

After an extended period of lockdown due to Coronavirus, we've seen an increase in organised gatherings where young people are coming together to spend time with their friends. These have been well documented in the media, ranging from smaller street gatherings to large scale *'quarantine raves'*.

In the current climate, these environments are placing our young people at real risk. As well as the challenges with social distancing, these gatherings generally include drugs, alcohol, and other risk-taking activity. Often, they are in remote or rural locations without any on-site welfare support or emergency services – with young people having to rely on friends to keep them safe. This trend is one that's likely to continue for several months yet as young people continue to seek ways to socialise around the restrictions imposed on them.

Having consulted with young people, Change Grow Live recently launched a campaign called **'Help Your Mate'** to promote harm reduction messages so young people can stay as safe as possible and look out for each other.

## What's going to happen?

Over the summer of 2020, Change Grow Live will be:

- Releasing a series of weekly harm reduction resources for young people aged 16-25 via social media outlets.
- These will include information, advice and guidance on targeted themes such as Nitrous Oxide, MDMA, Cocaine, safety planning and promoting health and wellbeing.
- There will also be information on how young people can get further support as well as dedicated information for parents and professionals.



# How can you get involved?

Our main objective is to get these key safety messages out to as many young people as possible. Therefore, we're asking colleagues to promote the campaign far and wide, across professional networks and social media channels.

Here are some things you can do:

- Share our content with others! We've been utilising our resource and expertise to make important information available for young people. Share our [landing page](#), which includes information on this weeks theme (Nitrous Oxide).
- We'll be publishing more content weekly over the summer. Like/Follow Change Grow Live and Help Your Mate on social media. When you see us release new pages, share them with others. We'll also be publishing specific information for professionals and families, so watch this space!
- Signpost young people to our [TikTok channel](#), we reached over 700 people with our latest content and want to reach more going forward.
- Connect us to providers/partners who are as passionate as we are about helping young people. Together, we can make more difference!

Most importantly, let's keep in touch. Just email [Nicola.kennedy@cgl.org.uk](mailto:Nicola.kennedy@cgl.org.uk)





## OUR VISION

To develop, deliver and share a whole person approach that changes society.

## OUR MISSION

To help people change the direction of their lives, grow as individuals, and live life to its full potential.

## OUR VALUES

Be open.  
Be compassionate.  
Be bold.



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# Keep in touch

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