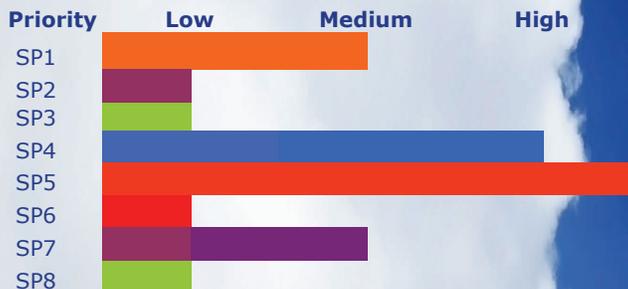


## Relevance to CYPP Strategic Priorities



## Stories of Your Success

### How Long Would You Wait?

by Eloise Malone, Effervescent

#### What did you do ?

Effervescent worked with service users and nurses/team leaders from the Early Intervention (Psychosis) Team Cornwall to make an online marketing campaign which would prompt the public and practitioners such as doctors, housing support workers, youth workers etc to make the earliest possible referral to the team, if they see someone showing signs of mental distress. This is the first time a marketing campaign has been used as the focus of a creative project designed to improve outcomes for the service users taking part, as well as benefitting future service users and giving Professional Development to staff.



#### How long did the project take to implement ?

The project took ten days contact time with the group of 16 – 24 year old service users and members of the Early Intervention Team. In that time, Effervescent's six artists (camera operator, director, writer, film score musician, web technician and designer) worked with the group to:

- come up with the idea for the film
- organise the shoot, design and make costumes
- shoot the film, edit it with the group
- make the music, and design the website and postcard collection.

#### Who were the key partners ?

Carn Brea Leisure Centre lent us their pool to shoot the film in, Groundwork South West helped us with organisation and some funds.

#### What challenges did you overcome ?

The major barrier was raising the funds. However, we are monitoring the early referrals to the team, and as we know earlier referrals lead to much better outcomes, we hope to show the cost was recovered through savings made by helping users recover faster and more successfully. Previous work in partnership with Effervescent and the Team has shown projects of this nature improve recovery outcomes for the participants, too.

#### What difference has the project made?

At the beginning of the project none of the participants were engaging in education, training, work or volunteering. 50% of the participants started a course, work or volunteering within a fortnight of the project's completion. We're continuing to monitor the impact of the marketing campaign but it has received nearly 10000 hits on the internet through YouTube, [www.howlongwouldyouwait.com](http://www.howlongwouldyouwait.com), Chew TV, and local online networks.

#### What made this project a success ?

Thorough planning of roles and responsibilities; trust between project partners; careful support for the participants with transport laid on – days were long and tiring, especially when filming under water; a strong artistic team with a good track record; consideration of the partner's brands – does this give the right message about the partners and can they all feel proud of the work?

#### For more information:

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