#worthliving  #attemptlife

TOGETHER, WE CAN SAVE A LIFE
BACKGROUND TO THE PARTNERSHIP

The partnership between McCann Health and Ideas Foundation came about after Marcia Goddard of McCann Torre Lazur got in touch following our win at the Creative Floor Awards.

A conversation about mental health issues in young people and an existing partnership between McCann Health and the International Foundation for Suicide Prevention led to the #worthliving 3.0 brief being born.

“It has been a rewarding experience partnering with the Ideas Foundation and working with students across the globe to raise awareness of suicide prevention in the youth.”

– Katharine Imbro, McCann
THE CHALLENGE

Suicide is a universal and permanent tragedy. It has a unique stigma that deters the world from talking about it. It also leaves those hurting to suffer alone and in silence.

This can keep people who are suicidal from seeking the help they need, leaving friends and families of victims behind to try to understand something so unimaginable.

We want to change that by reducing the stigma of suicide through open dialogue and improving support and understanding for those suffering.
The suicide rates among young people aged 10 to 24 years are especially frightening. It is the second leading cause of death among young adults in Western countries.

We will launch #worthliving3.0 on September 10, 2016. This year, we want to focus on suicide prevention in our youth. The 5 signs of suicide may be known to some, but not everyone knows what to do once they recognize the signs. We want to help young people make connections and know what to do if they suspect someone they know is vulnerable to suicide.

Goals:
• Reach 25 million impressions worldwide
• Set a new Guinness World Record
#worthliving 3.0 was taken into 2 schools in London and Manchester. 27 students from Kingston College and 16 students from St Ambrose Barlow worked quickly to pull their ideas together in just over 2 weeks.

Students were briefed by the McCann team in New York via Skype, a new concept for both us and them. The 9 teams then worked tirelessly on their ideas and pitches, before coming together to pitch to the New York team at the McCann offices in London. The standard was high and 3 winners were invited to the final pitch with senior professionals from McCann Health in New York, which also took place via Skype.

The students pitched against McCann interns, so competition was high, but a group from Kingston College were crowned the winners.

“Students from across the globe were invited to participate in a creative challenge where they worked together to generate a big idea that could be rolled out to their peers in both a social and educational way. We told the students there were no boundaries; we encouraged them to explore and have fun with their ideas.”

– Marcia Goddard, McCann
“It was great to see the passion of the students and kudos to the winning team for managing to inspire the McCann audience during their presentation. Their insight was really strong and well delivered.”

– Vangelis Skouras

“The Sound research partnered with us to provide students with support in researching and gaining insight into the young people who are experiencing mental health challenges.

Students took part in a market research workshop, delivered by Ana and Vangelis, to educate them on the importance of research in answering a brief and how observational research can underpin their work.

The Sound set up and moderated an online forum of 10 respondents, all suffering mental health challenges. Students were able to access the conversations and also ask questions, both of which were invaluable in feeding their ideas.

“I was impressed by the level of the students’ engagement and how well the Ideas Foundation were able to motivate them.”

– Ana Mihov
Our website

WHAT THE JUDGES SAID:
“The Thought Note campaign did the best job of meeting all the criteria of the brief as well as presenting us with a truly original idea that we believe is the perfect fit for #worthlving 3.0.”

THE WINNING IDEA

The winning idea, from Kingston College, is a website that allows young people to anonymously post a video, message, or image about how they are feeling as well as short, positive comments to help someone else. The campaign centers around orange sticky notes, which are used to share comments.

“This will be more than a traditional awareness campaign as we will be working on a corresponding educational initiative based on student ideas for how to talk about suicide in schools.”

- Jennifer Dee, McCann
To continue the campaign, 80 young men from the Amoss Bursary Trust were given the brief as part of their annual conference in July, which was launched by the winning team from Kingston College. Over the next 3 days, they worked on answering the brief before pitching back to a panel of Ideas Foundation judges.

To top it all off, they were lucky enough to visit the McCann Health offices in New York, where they met the team and pitched their ideas. A once in a lifetime chance!

“Polished, polite, articulate, confident, powerful, and intelligent are just a some of the words that come to mind when we think of these students. They followed the brief to the letter and their presentation was smart and engaging.”
- Jennifer Dee, McCann
The winning “Thought Note” campaign has formed the basis of the 2016 campaign, which has been named #worthliving: The Orange Project. The students were invited to become involved in shaping the campaign and will help spread the word when it is launched. The campaign will pull ideas from all of the students’ pitches, so that each of them feels part of the movement.

The idea will also be part of a Guinness World Record attempt. The launch will take place on September 17, 2016, at a concert that McCann is partnering on.

“Too often people, both adults and adolescents, shy away from talking about suicide—the stigma and shame can be too much to bear. By focusing on the youth we hope to change this alarming attitude. We want to help young people make connections and know what to do if they suspect someone they know is vulnerable to suicide, and maybe help save a life.”

- Katharine Imbro, McCann