

ITV's Britain Get Talking returns

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ITV's Britain Get Talking returns Today, ITV and STV launch a new initiative from the UK's most recognised mental health campaign: Britain Get Talking. On learning that mental health has declined in almost 40% of school children, celebrities will join forces with the broadcaster to encourage every school in the country to set a different type of homework ahead of this year's World Mental Health Day on October 10. The task, developed in partnership with a children's clinical psychologist, will act as a prompt to encourage children to talk about what is on their mind, and to help ease any stress or anxiety they might be feeling.

To promote this message further, ITV has created a moving ad, running across the suite of ITV channels and ITVX, that taps into this insight. The short film features a cast of children from across Britain, sending a powerful rallying cry to the adults in their lives to have a conversation with them about what's on their

minds? [LINK HERE](#)

The new initiative launches with the ambition to reach every British school and create an important national conversation - and in doing so, help all British children share what's on their minds through this unique homework exercise. Ant and Dec will be joined by other famous faces throughout the campaign, with celebrities encouraging Britain to Get Talking. As part of this year's Britain Get Talking campaign, ITV is also set to announce two one off special shows.

Ant and Dec will also feature in an assembly film that teachers can use to explain the homework to their pupils and parents, guardians or carers. [LINK HERE](#)

This will be available to download as a printout at: itv.com/BritainGetTalking alongside further advice and support.

ITV's Britain Get Talking campaign is created in partnership with Uncommon Creative Studio., and working directly with schools and charity partners - Mind, YoungMinds and the Scottish Association of Mental Health (SAMH) on the roll-out.

Susie Braun, Director of Social Purpose ITV said: "ITV's landmark Britain Get Talking campaign has led to over 100 million new or meaningful conversations since launch, but mental health having declined in almost 40% of British school children is a staunchly sobering statistic.

"This year, we're continuing to focus on young people, as simply asking a child what's on their mind can be key to them opening up and easing their worries. And this is homework for the adults too, so kids can finally get their own back! Come on Britain, Get Talking."

Laura Bunt, Chief Executive of YoungMinds said, "Whether it's exam pressure or the climate crisis, body image or bullying, it can be really hard for children and young people to open up about what's troubling them. And it can be hard for adults to know how to start those conversations - talking about what's on your mind can help. We hope this simple homework exercise initiates thousands of helpful conversations across the country."

Dr Sarah Hughes, CEO of Mind, says: "It's so important we hold space to ask the children in our lives, 'What's on your mind?'. That's why we're proud to support ITV's Britain Get Talking campaign. Talking isn't the whole solution, but it can help us feel more able to cope and encourage us to seek support if we need to. And we know that the earlier a person can get support for their mental health,

the more effective it's likely to be.”

[end]

Notes to Editors:

Source: 1. NHS Digital

Source: 2 [Deconstructing the System](#)

Billy Watson, Chief Executive of SAMH said: “We know that the pandemic has had, and continues to have, huge implications for young people's lives. Add to this anxieties around cost-of-living and climate change; and it's clear that it's more important than ever that we support young people to talk about their worries and to ask for help should they need it. SAMH is proud to support Britain Get Talking, and we hope to see people across Scotland taking part.”

Lucy Jameson, Co-Founder of Uncommon Creative Studio: "Mental Health has declined in almost 40% of British school children, which is why we are proud to be working with ITV on the return of Britain Get Talking.

“From pausing the nation's TVs to sparking 100 million conversations, this is our most extensive BGT campaign yet. We are setting the nation a different kind of homework - prompting young people to chat to an adult on the most challenging subject - what is on their minds. Whether it is the cost of living crisis or climate change - it can be challenging for children to open up, which is why this campaign and the homework 'task' is so important.”

Professor Dame Alison Peacock, CEO Chartered College of Teaching

: “Teachers make a difference to children's lives. Within schools it's becoming increasingly apparent that our children are burdened by many worries. We know that through encouraging children to talk about issues that are playing on their minds, we help share the load. It is common for adults to underestimate the knowledge children have about things that we try to shield them from, whether these are global or national events or issues closer to home.

“At the Chartered College of Teaching we are very pleased to support ITV's Britain Get Talking homework campaign. We are aware that supporting children's mental wellbeing is everyone's responsibility. We are encouraging as many teachers and

schools as possible to participate by telling their pupils about this special 'homework' task."

More about Britain Get Talking:

Britain Get Talking is supported by Mind and YoungMinds, and by SAMH in Scotland, to encourage people to look after their mental health by connecting with others. Created with Uncommon Creative Studio, it originally launched in 2019 by pausing the live broadcast of Britain's Got Talent and then as lockdown beckoned, Ant and Dec invited the nation to send their messages of support for broadcast and to stay in touch with the message that we're 'apart, but never alone.'

Since its initial launch, research indicates that Britons have had 100 million new or more meaningful conversations as a result of the campaign, which has featured over 100 celebrities including the likes of Will.I.am, Gordon Ramsay, Emma Willis, Harry Redknapp and Anne-Marie.

Creative credits:

Uncommon Creative Studio.

About ITV's Social Purpose:

ITV entertains and connects with millions of people globally, reflecting and shaping culture with brilliant content and creativity. Reflecting and shaping the world we live in gives us a great opportunity: to change ITV for the better, and to use our content to reach and inspire positive change in the wider world. This is ITV's Social Purpose - shaping culture for good. We do this across four focus areas: Better Mental and Physical Health, Diversity & Inclusion, Climate Action and Giving Back.

For more information, please visit: [itvplc.com/socialpurpose](https://www.itvplc.com/socialpurpose)

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