

# ITV2 and CALM collaborate in groundbreaking partnership

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### **ITV2 and CALM collaborate in groundbreaking partnership**

- Partnership aims to help 1 million young people take action to support their mental health
- Launch ad campaign Sees ITV2 Talent Share Their Stories On Surviving Lockdown
- Partnership launched As eight in ten 16-24 year olds admit to worrying about their mental health
- Youth mental health ambassador Dr Alex George to take part in campaign

ITV2 is to launch a landmark partnership with mental health charity Campaign Against Living Miserably (CALM), with the aim of helping 1 million young people take action to build their mental health and feel better able to cope with life's ups and downs.

New research commissioned by ITV2 and CALM found that eight in ten 16-24 year olds worry about their mental health, with half of that number saying that mental health has affected their relationship during the pandemic. Additional findings showed how a quarter of that age group struggle to see hope for the future, with over half believing their mental health will be affected for a prolonged period of time after COVID19.

With a core audience of viewers aged between 16-34 year olds, ITV2 is working with CALM to ensure that younger people feel equipped to think about what helps them get through tough times, and make time for it.

Dr Alex George, this week named as a Government youth mental health ambassador, will launch the campaign with a special ad in which he is seen offering tips on how to get through lockdown. A series of other well known ITV2 faces will also be seen offering their coping strategies over the coming weeks.

Whether it's ringing a mate or running a mile, finding what works for us to help get through tough situations is a vital part of mental wellbeing. But only two-fifths of 16-34 year olds surveyed said they know what helps them get through a low mood. The research comes at a time when CALM's life-saving services continue to be needed more than ever. Since lockdown the CALM website has seen an increase of over 100% in young people (18-24 year olds) seeking help and advice on topics such as isolation, stress, anxiety, health worries, and relationship concerns.

Using the strapline of #WhatGetsMeThrough, this specially commissioned campaign will launch on air in the coming days, with additional films involving ITV2 talent to be rolled out across the year. Viewers will be encouraged to visit [itv.com/ITV2CALM](https://www.itv.com/ITV2CALM) for more information and access to CALM's helpline services.

The partnership follows the award-winning Britain Get Talking campaign, which first launched in October 2019 and saw 6.4 million people reaching out to friends and family as a result of the 2020 lockdown campaign. The partnership will be followed by further collaborations between the channel and CALM later in the year to support young people in managing their mental health.

Paul Mortimer, Head of Digital Channels & Acquisitions for ITV, said "Young people have had an incredibly tough year, and ITV2's unique, irreverent tone and talent, together with CALM's expertise, give us a platform to help get the vital message out there that it's important to take time to focus on mental wellbeing and work out what gets you through."

Simon Gunning, CEO of CALM said “The research makes for sober reading. It’s no secret that the pandemic has put a huge strain on many young people who were already struggling with their mental health, because of traumatic experiences, social isolation, a loss of routine and a breakdown in formal and informal support. That’s why our landmark partnership with ITV2 in supporting 1 million people to take action and support their mental health is so important.

Mental wellbeing doesn’t exist in a vacuum. By being in those areas where mental health issues often go unrecognised or ignored, we open-up the conversation to everyone, we move it forward, tackle taboos and, crucially, stop people from reaching crisis point. By working together opening the door to millions more young people via ITV2, we can play an important role in challenging the stigma surrounding mental health and suicide.”

Further information will be made available via a specially created website at [www.itv.com/itv2calm](http://www.itv.com/itv2calm)

## **Research summary**

Date: January 2020

Sample: 1008 16-34 year olds\* results split between 16-24 and 24-34

Conducted by: YouGov

16-34 year olds worry about mental health more than any other issue including Covid, house prices, jobs or unemployment, money or lack of future prospects.

Nearly 8 in 10 16-24 year olds (79%) are worried about their mental health

52% of 16-34 year olds are worried about the effect of Covid on their mental health over the next 6 months

13% of young people have experienced trolling during the lockdown

Half of 16-24 year olds say mental health has affected their relationship during the pandemic

A quarter of 16-24s struggle to see hope for the future

Only two fifths of young people know how to manage their mental wellbeing and where to seek support

What gets you through? Here are some of the activities our survey said young people were mostly likely to do help improve their mood or get through lockdown, in order of popularity

Listen to music

Message/call friends

Cook

Exercise

Learning something new

Message/call family

Start a new hobby

Practice mental wellness (mindfulness etc)

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