



effervescent



We collaborate with children and young people to co-produce beautiful, authentic creative campaigns that make the world a little bit better.



We've spent twenty years refining our unique methodology for helping young people say the things they need to say, to the people who need to hear it.



5. Society increasingly hears the voice of children and young people.
People listen to what young people have to say, and get behind them.



4. The sector sees what young people can achieve and adopts a co-creation approach.
Organisations and funders gain insight into the issues affecting children and young people, and begin to create more opportunities for meaningful, creative participation.



3. We launch our campaign in channels where children and young people will see it.
They feel seen and heard, and they realise that they are not alone.
They engage with the campaign and show solidarity.



2. We work with emerging young creatives to co-produce a beautiful, truthful campaign.
They offer their creative specialism to the campaign and gain invaluable experience, helping them to make their way in the creative industries.



1. We collaborate with a small group of children and young people to 'devise' a creative idea.
They contribute their lived experience and their creativity to the process.
They gain skills, friendships, increased self-belief and a sense of social responsibility.

Our projects transform the lives of the children and young people who take part, giving them a chance to find their tribe, develop new skills and help other young people like them.



Our campaigns create large-scale social change on the issues that matter, from youth loneliness to mental health and sexual exploitation.



lonely

NOT

ALONE



2019 - SHOWING YOUNG PEOPLE THAT THEY MIGHT BE LONELY, BUT THEY'RE NOT ALONE

Loneliness amongst young people is not an issue that gets much airtime, but in fact, more under-25s say they often feel lonely than any other age group.

In 2019 we collaborated with nine young people who all had experience of being lonely, for very different reasons. Together, we co-produced a national campaign to show other young people experiencing loneliness that even if they're lonely, they're not alone.

The group of 11-22 year olds directed the entire creative process; choosing animators, writers and designers, helping to create the characters to reflect their own reasons for being lonely, writing the script... even voicing the unicorn in the animated film!

They also had the idea that people could wear yellow socks in support of the campaign; a burst of sunshine to show people experiencing loneliness you care.

The campaign featured an animated film and three real stories told through the universal medium of sock puppets! It was delivered on a shoestring 'Year 0' budget with virtually no paid media through PR, partners, social media, events and toolkits.



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[Watch film here](#)

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NOT
ALONE

lonely
NOT
ALONE



No.1 The Unicorn



"I have realised through this process that I am lovable and wonderful after all, and that has helped me to find deeper and better friendships at school."

Co-designer, age 12



[Watch real stories here](#)

"This experience has been amazing. I've been eager for every opportunity, it's been life-changing for me"

Co-designer, age 15

2020 - INCREASING IMPACT

After a successful pilot campaign in 2019, Lonely Not Alone was back in October 2020 to show young people everywhere that they might be lonely, but they're not alone.

This year the pandemic made the subject of loneliness amongst young people even more pertinent, and the entire campaign was devised and produced remotely.

The young group developed an Outfit of the Day idea that would establish yellow socks as the symbol of solidarity for young people's loneliness.

#OOTDYellowSocks

As well as being devised by young people, this year the campaign was also produced by young emerging creatives.

The pandemic was making it even harder for young people to break into the creative industries, so we agreed with the group to commission young creatives in the production of the campaign wherever possible.

58 young people contributed to the creation of the campaign in total.

Watch the campaign video [here](#).

<https://lonelynotalone.org>



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You might be lonely, but you're not alone

Wear yellow socks and share your Outfit of the Day to show lonely young people that you care

OOTD yellow socks

Only NOT ALONE

JCDecaux

Blue directional sign with a bus icon and text: 'Bus Lane' and 'Turn Right'.

ATM logo with the text 'YOUR STATION MANAGER' below it.

Yellow sign with text: 'We are recruiting Full Time Positions for Qualified Traffic Management Operators. Apply immediately. Tel: 01273 555 544'.

BT advertisement with the text: 'Only we guarantee Wi-Fi in every room. Be there.' and an image of a room interior.



[Watch film here](#)

lonely
NOT
ALONE

WATER 4½ FEET DEEP

wear yellow socks and share your Outfit of the Day

IMMENSE NATIONAL REACH

128m reach across all media mentions, including televised national news coverage.

7.5m hashtag reach.

Over 33,000 engagements in social media.



IMMENSE IMPACT FOR YOUNG PEOPLE

87% of young people who saw the campaign said they did something as a direct result.

67% of those who saw the campaign say loneliness is something they feel confident talking about compared to 40% off those who hadn't previously seen the campaign.

73% agree the campaign has made them realise youth loneliness should be treated seriously.



The Cold Truth



CHANGING THE CONVERSATION AROUND CHILD SEXUAL EXPLOITATION

In 2016, five young people with firsthand experience of Child Sexual Exploitation (CSE) curated and produced an audio-visual gallery installation to raise the profile of CSE and help redesign the services that could have helped them.

Commissioned by Plymouth City Council and Barnardo's, the project sought to meaningfully involve young people in redesigning the services they could have benefitted from, while increasing public awareness of CSE and encouraging more of a dialogue around it.

Working from personal experience and desk-based research, we trained five young curators in artistic and curatorial practice, giving them a safe space in which to explore and communicate their experiences on their own terms. No focus groups, No post-it notes. No interrogations.

The outcome was a "profoundly moving" visual and sound-based installation that took visitors into the emotional reality of a child experiencing CSE.

A mausoleum of 100 pairs of children shoes sat on plinths carrying minimal information about children who had experienced CSE. 28 pairs of shoes were cast in glass, to represent the 28% of CSE cases that were known at the time. They were fragile, but they were OK. The other 72 pairs of shoes were cast in ice, to represent the 72% of CSE cases that remained unknown. During the day the shoes cast in ice slowly disintegrated, with the audience sloshing through what remained.

Headphones playing a commissioned score heightened the feeling of isolation and vulnerability in gallery visitors, creating an experience of 'feeling with', rather than 'feeling sorry for' the young people affected.





Boy
12 years old

Ongoing cognitive
behavioural therapy

46% INCREASE IN 'PROTECTIVE FACTORS'

The experience positively impacted the wellbeing of every young person involved, notably boosting their confidence and ability to communicate complex emotions.

IMPACTFUL LOCAL ENGAGEMENT

During the show a number of pairs of shoes were left in the gallery anonymously, we believe by people who had experienced CSE themselves, and we made a handful of professional referrals for visitors who told us that they had experienced CSE but never sought help before.

INFLUENCE ON LOCAL POLICY AND PRACTICE

Findings from the campaign directly shaped the "Voice of the Child" agenda on Plymouth's Multi Agency Child Sexual Exploitation (MACSE) working group. In collaboration with Barnardo's, we hosted a scoping exercise with multiple relevant commissioning partners.

RECOGNITION AND REACH

The show headlined an international symposium on best and next practice in socially engaged art.



See some more photos & film of the show [**here**](#).



**NOT ALL
ON YOU**

HELPING YOUNG PEOPLE SUPPORT FRIENDS AND FAMILY, WHILE LOOKING AFTER THEIR OWN MENTAL HEALTH

For every person that reaches out to talk about their mental health, there is someone who needs to respond. There is very little out there that helps them to do that and we want to change this.

Not All On You helps young people to feel prepared when their friends reach out for support, and to respond in a helpful way while also looking after their own mental health.

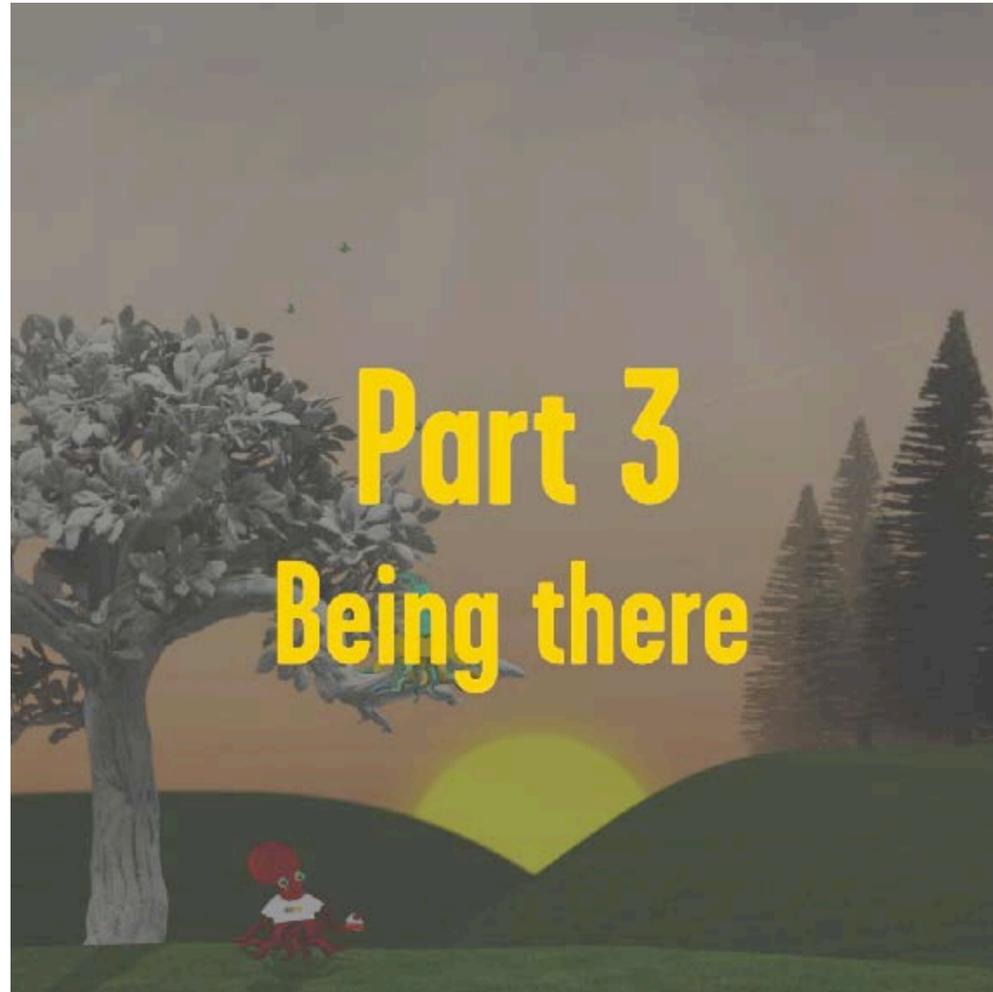
During lockdown we collaborated with YoungMinds and their Young Activists to create Not All On You. From the initial idea to the final animated films, the Activists have directed the entire creative process, making this a campaign by young people, for young people.

The project was funded by Arts Council England's Emergency Response Fund, as a significant contribution to the way that creativity can help people reconnect and recover from the effects of lockdown.



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Watch the animations [here](#)





“Working with Effervescent has been a really positive experience. We have taken learnings from the sessions Effervescent ran with our young people to introduce some of their ideas into our own work. This in itself will be a really positive legacy of the project. More importantly, though, the quality of the work has been really good. The young people have enjoyed being part of it and been supported and empowered to contribute fully and effectively.”

Tom Madders, Director of Campaigns at YoungMinds

HUGE REACH

The eight films were watched 850,000 times and the campaign has reached almost two million people in total on social media.

HUGE IMPACT

81% young people who saw the campaign now feel more prepared when someone opens up about their mental health.

89% of young people who saw the campaign now feel more empowered and confident to help friends and family.

See some more photos & film of the show [here](#).



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How
Long
Would
You
Wait?

UNDERSTANDING WHAT THE EARLY STAGES OF PSYCHOSIS FEEL LIKE

In 2010, a collection of young people with experiences of psychosis worked with us to respond to an NHS brief and help raise awareness of the early stages of psychosis – all to increase referrals to its early intervention unit.

Cornwall and Isles of Scilly NHS Foundation Trust wanted to increase awareness of the early stages of psychosis, directing the public to its early intervention unit as a way of helping young people struggling with the condition as soon as possible. We knew how to help.

In collaboration with four young people, we developed a film campaign inspired by and drawing on their authentic experiences of psychosis to help audiences understand the realities of what it feels like, so they could be better prepared to recognise an episode and act.

Through a 12-day devising process we planned and created a campaign that would be visually arresting, clear on its call to action, and have viral potential. We knew it needed to draw the commonalities of psychosis into a clear narrative that could be captured into a cohesive campaign message.

Through acting, physical performance, underwater dance, writing and photography we honed in on the approach; using the idea of being underwater as a metaphor for the reality shift people with psychosis experience. Which found us at the bottom of a dive pit, with five characters, totally submerged.

The final film had a cinematic premiere, was supported by a new website and print collateral.

Watch the film [here](#). (with sound)



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71% INCREASE IN REFERRALS

In the seven months following the campaign, Cornwall and Isles of Scilly NHS Foundation Trust Early Intervention Team experienced a 71% uplift in referrals (on the previous year) which helped save NHS costs on treatment intensity and helped people recover sooner.

A VALUABLE RESOURCE

Since its release the NHS has used the campaign as a valuable tool at workshops, staff training and presentations to continue to raise the profile of the work it does and the service it offers.

The film has also been published in the Netherlands.

Watch the film [here](#).



Young people have the empathy, intelligence and imagination to make the world a better place.

We exist to help them.

Here's how we can support you to do the same...



5. We can deliver a bespoke project from start to finish, against your strategic brief and in collaboration with a group of young people



4. We can collaborate with you to design a bespoke project and seek funding



3. We can co-pilot a project with you; upskilling your team at the same time as co-producing a creative campaign with young people



2. We can deliver an immersive workshop, enabling your organisation to start implementing co-production



1. We can offer a free consultation call to help you start planning how to use creative co-production

YOUNGMINDS
fighting for young people's mental health

**co
op**
Foundation

phf Paul Hamlyn
Foundation


PLYMOUTH
CITY COUNCIL


**COMMUNITY
FUND**


**YOUTH
ENDOWMENT
FUND**

 Supported using public funding by
**ARTS COUNCIL
ENGLAND**


**Esmée
Fairbairn**
FOUNDATION

resonance 

nesta 

NMA | NATIONAL
MARINE
AQUARIUM

UNIVERSITY OF
EXETER

Tea break reading

[Why consulting young people about their lived experiences isn't enough](#)

[Why we've been commissioning young creatives and what we've learnt](#)

[Our top tips for facilitating digital co-creation](#)

[Co-production: the future of authentic marketing](#)



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