



Public Health  
England

# Rise Above for Schools

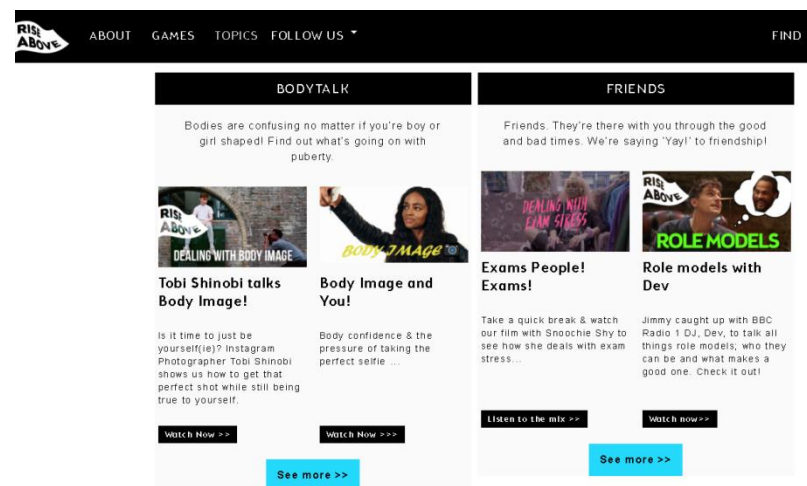
## August 2017

Embargoed until 13 September 2017



# About Rise Above

- Rise Above aims to delay and prevent young people (11- 16's) from engaging in exploratory risky behaviours and promote good mental health.
- By tackling multiple behaviours, it aims to build and improve the all-round resilience and well-being of young people so they are able to avoid risky behaviours.
- PHE are developing lesson plans for secondary schools on a range of these topics for publication in the autumn term, 2017.
- The lesson plans will be accredited by the Personal, Social and Health Education Association (PSHEA).





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# Strategy: using evidenced techniques

## **Credible information**

Provides reliable information that helps young people understand and appreciate the risks of each behaviour

## **Conversations**

Helps young people to rehearse and prepare decisions and figure out where they stand in advance of being in the situation

## **Social norming**

Reduces perception of how many people are engaging in the behaviour and so reduces perceived pressure to 'say yes'  
(youth tracker shows young people overestimate prevalence)

## **Resilience**

Those who feel more positive are less likely to engage in risky behaviours (shown in youth tracker data)

## **Role models**

Creates positive images of those who avoid risky behaviour and increases aspiration to be like them



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# Activity calendar

Direct to young people

Schools

2017

2018

Aug

Sep

Oct

Nov

Dec

Jan

Feb

Mar



Change



Sleep

½ term  
releases

Xmas hols  
releases

½ term  
releases

## Social Media monthly content themes



Body confidence



Mental health



Smoking



Bullying



Stress



Exam stress



Consent



Peer pressure

## Mini-Media Promotions Film, Music, Fashion, Tech

## Digital hub



School Zone

## Schools Programme



PR launch  
7 topics

Anti-Bullying  
Week

Regular termly emails, always on PR and paid media

Alcohol  
Awareness  
Week

Safer  
Internet  
Day



# Lesson plan topics

1. Smoking
2. Exam stress
3. Body image in a digital world
4. Online stress
5. Alcohol
6. Forming positive relationships
7. Bullying and cyberbullying





# Selecting the topic areas

- We mapped Rise Above content against the PSHE Association Programme of Study to identify topics and potential content.
- Topic selection was influenced by:
  - Teacher interest
  - PSHEA Programme of Study
  - PHE policy priorities
  - Rise Above resources
- The lesson plans have also been developed in consultation with teachers via a teacher advisory board.

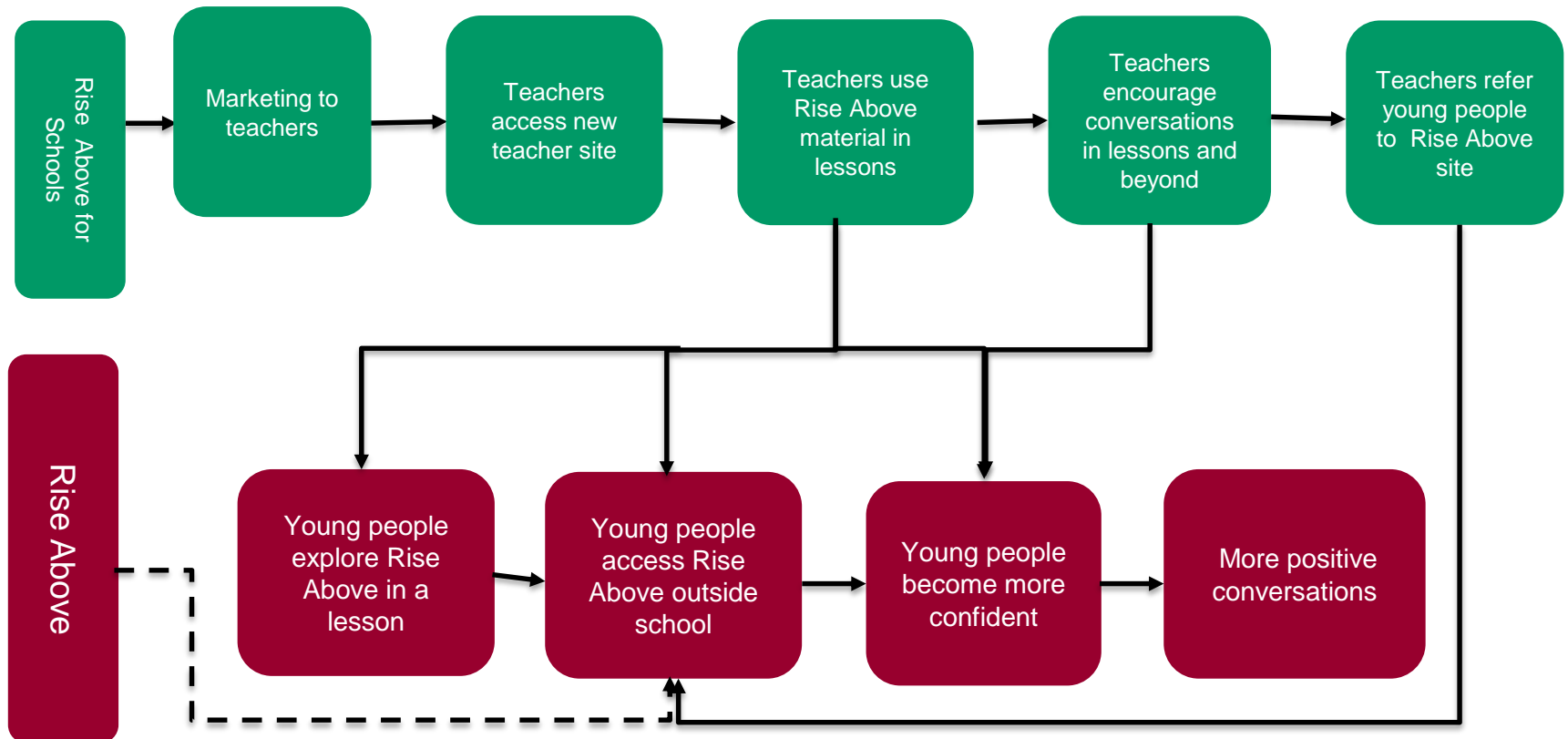


# The lesson plans

- Approx. 60 mins each plus optional extension activities
- Core activities are peer-to-peer, including time to use Rise Above independently, allowing students to explore issues that they may not feel comfortable discussing with the whole class.
- Additional documents are being developed to give the background to Rise Above and advise on:
  - creating a safe learning environment / safeguarding
  - effective delivery of PSHE for non-specialists
  - how to use Rise Above most effectively



# Our proposed teacher journey







# Teachers have been enthusiastic

*“The programme is **easily accessible**, comprehensive, and importantly **engages pupils** with **quality resources**.”*

*“The resources are clearly well thought out, **addressing key topical issues** in a rounded way. The **creative and engaging** teaching activities engage pupils and have been created by a teacher with **knowledge of what works in a classroom**.”*

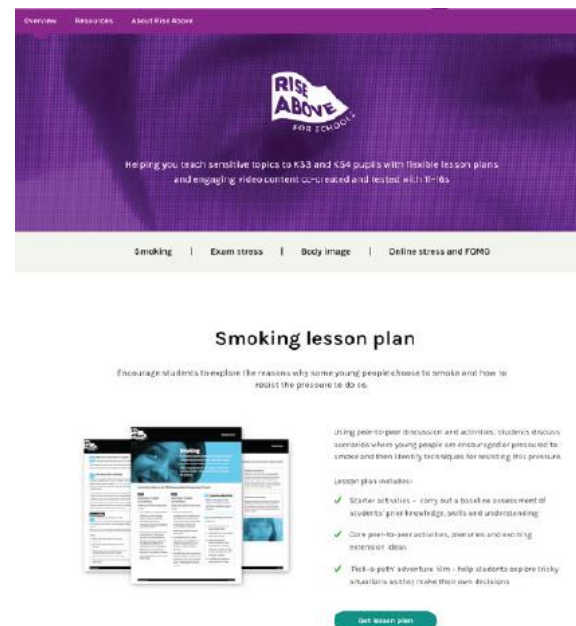
*“I will include Rise Above resources in our scheme of work: they offer a good level of **support to the non-specialist teacher** that will allow them **to approach difficult or unfamiliar topic areas with confidence**.”*

*“The site is **pupil friendly**, they expressed **very good interest** when shown the web page links”*



# Promotion to teachers – from autumn 2017

- Lesson plans, teacher support sheets and PowerPoints will be downloadable from our School Zone website
- Re-vamping the look and feel of School Zone to host both Rise Above and Change4Life content together
- Developing a marketing strategy, to include social media, e-newsletters and education trade press PR activity





## Key dates - year 1

- **Launch to schools** – 7 lesson plans launching in September 2017, with more coming later in the year
- **Promotion via e-newsletters to teachers** – regularly from the end of September 2017 onwards
- **PR/educator outreach** – variety of PR and educator outreach content between October and March 2018
- **Timely social media and website promotion** – from September 2017 - linking in to key awareness days and calendar moments



# Evaluation

- The suite of lesson plans will be fully evaluated once launched.
- It will be a mixed methodology of both quantitative and qualitative research.
- The evaluation will be conducted with both teachers and students.



# Communicating with your networks

Local authority partners can spread the word about Rise Above for Schools to their school and teacher networks, community youth mentors, youth clubs, youth health provider networks and risky behaviours teams that go into schools.

Youth services with **youth targeted websites that do not have an ‘adult in authority’ feel to them** can also encourage young people to visit Rise Above by linking to the website.



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# Resources

The following resources will be available on the **Campaign Resource Centre around 13<sup>th</sup> September 2017** to help you communicate with your networks:

- Rise Above newsletter for PSHE secondary school teachers
- Short copy for newsletters that go to teacher and school audiences
- Power point presentation for use at teacher network meetings
- Social assets

We will also be scheduling a webinar for mid-September to provide further information on Rise Above for Schools.