



Mental Health & Emotional Wellbeing Strategy

Our mental health and wellbeing strategy is underpinned by our key principals

1. Understand

We listen and hear unbiasedly, without assumption and in full. We recognise the need for people to tell their truth in their own way. We apply empathy as professional individuals and as a group to the life experiences of others and the effects of these experiences on lives.

2. Enable

We work to install confidence, self belief, gratitude and to lower barriers to children and adults who are experiencing challenges. We work to raise belief systems, offer professional and humanistic support and to make the inaccessible assessable to provide new opportunities.

3. Connect

We connect people with people, opportunities, groups and support which are enhancing and positive

4. Grow

We support and encourage, highlight and celebrate children's and adult's growth, achievements and milestones.

In our ever densely populated world, never has there been so much loneliness and isolation than in today's time. We are living in a time of mental and emotional crisis, spanning all generations, sexes, genres and society layers. This poses particularly challenging times for parents and families raising children. Support and understanding are two basic human needs we all commonly share, needs our children have and needs which we must find ways of refuelling ourselves as adult care givers. Sometimes it is hard to know where to start, start with yourself and the help that you need.

Know that you can reach out safely to us at KiddiCity, as parents, as individuals, as you are for support and direction. We're here to support parents in all that we do.

We are connected to many organisations, support networks and local services which offer support to parents, children and families experiencing mental health and emotional difficulties. We are happy to put you in touch, route or recommend who to contact if you are struggling to know where to go and who to ask for help, start with our Helpful Contacts Directory, which gives details of lots of help and support available.