

BROOK & YOUR BEST FRIEND: FRIENDS CAN TELL CAMPAIGN

Background to Brook's co-design project

In 2022, Brook successfully co-produced a funding application with young people, looking at a social action campaign to address the theme of healthy relationships. The overall aim of the project is to empower young people to support each other to challenge unhealthy relationships and seek support. The young people decided that a series of animations targeting different age groups would be an effective way to raise awareness, and knowledge about this topic.

'I'm glad they actually listen to us and take in our opinion'

(Young person, 15 in the codesign workshop)

What did Brook do?

The project recruited girls, young women and non-binary people from across Wales to take part in 2 steering groups, one with young people aged 18-24 and one with young people aged 13-17 years. A total of 17 young people took part in six co-design workshops over 4 months. In between the workshops their ideas were shared with Brook's internal Communications Team and the Animations Team to draft the scripts and storyboards for the animations.

'Staff are very supportive and welcoming, not everyone has the same ideas, and that's okay, because compromise works well in such a safe environment.'

(Non binary young person, 19 in the codesign workshop)

Outcomes

- The young peoples' ideas formed a total of 4 animations that you can find on the [Brook website](#), available in Welsh too. They also designed the content for the campaign page on the Brook website, and helped to drive the overall messages and reach for the campaign. The campaign was launched on Valentine's Day and has been a huge success.
- The campaign remains on the Brook website, and the animations and ideas from the project have been embedded into Brook's Relationships and Sex Education sessions. The campaign has also been shared across Wales through Brook's networks with the statutory and voluntary sector.
- The success of the campaign is as a result of truly listening to young people from the original application to the final campaign. Co-designing this project with young people made the campaign come to life for other young people.

'Everyone was able to share their ideas and they really acknowledged and reflected everyone's ideas beautifully. It was cool to see how many of our thoughts from the last session were included in the new storyboards.'

(Non binary young person, 23, in the codesign workshop)

Our Impact and Reach

The four animations were viewed by over 111,600 people, and were seen a total of 487,333 times. 104,288 of the people who saw the animations were girls, young women and non-binary people in Wales, making up 93% of the campaign's total audience.

'It's nice having feedback taken in such a receptive and welcoming manner, very much appreciated. Taking part in this project had made dealing with issues myself easier to approach'

(Genderfluid young person, 17, in the codesign workshop)

We'd like to thank all of the young people who took part in the campaign and codesign workshop, and all of the Brook staff in who made it happen.

If you would like further information about this campaign please contact:
participation@brook.org.uk

If you would like to watch the campaign animations please visit the Brook website:
brook.org.uk/campaigns/friends-can-tell

