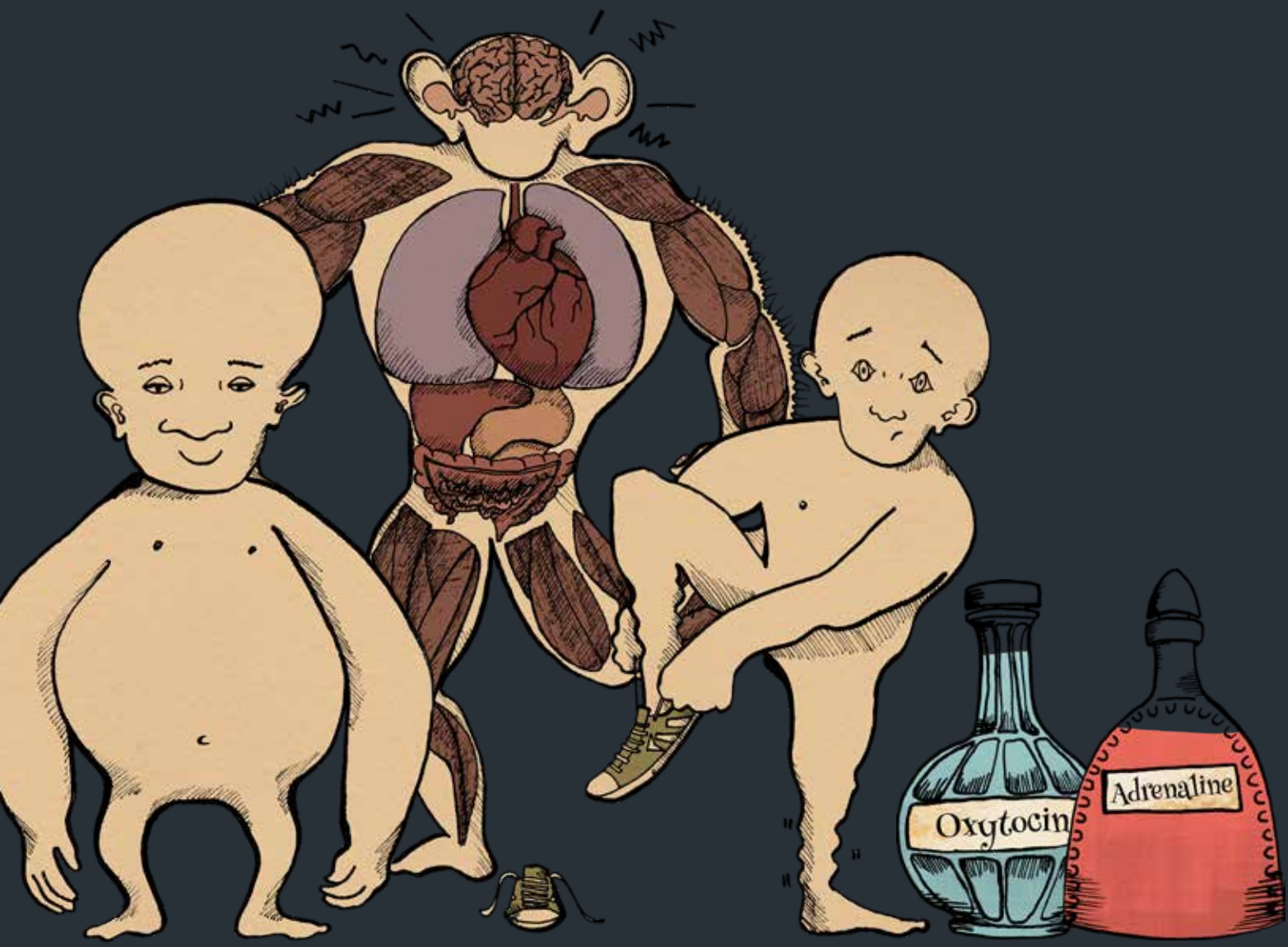


Meet your Emotional Homunculus and the Brain's Amazing Drugs Cabinet Report



QUOTED FROM MINISTERIAL ADDRESS

“I’m hugely impressed by the quality of SCCR’s products, so I have no doubt at all that the new resources will be of real value to children and young people, parents and carers, and practitioners.”

I firmly believe that reducing conflict and improving relationships is vital to enabling children and families to thrive, so I commend the Scottish Centre for Conflict Resolution for their work. Helping families to deal with conflict is absolutely crucial to enabling them to flourish.

We all recognise that digital technology is increasingly important in supporting families, particularly young people and those who live in remote areas who might not otherwise have access, so I applaud the SCCR for taking this approach, complementing their existing services. It’s great that through the project a range of digital educational resources, animated films and training are going to be freely available on the SCCR website.

I’m hugely impressed by the quality of SCCR’s products, so I have no doubt at all that the new resources will be of real value to children and young people, parents and carers, and practitioners.

One of our fundamental aspirations at the heart of government is to make Scotland the best place in the world to grow up. We are steadfast in our commitment to children and young people. It’s important to emphasise that children, relationships and well-being are absolutely fundamental to our support for children and young people and families; well-being is at the heart of getting it right for every child, that’s our approach to improving services for children and young people.

We’re really pleased to be able to support the important work of SCCR in this area. The key principle underpinning all of this work is putting the child at the centre, helping parents to consider the impact of their decisions and their actions on their children, providing ways of handling conflict, and maintaining healthy relationships.

We’ll continue to explore how we can work together across our portfolios to help address homelessness. Indeed, it’s through partners working together at all levels, and across all areas such as employability, mental health, justice, welfare and, of course, children and early years that we can deliver a truly person-centered approach and improve outcomes for our young people who are facing homelessness.

Maree Todd MSP
Minister for Children and Young People
SCCR Project Launch and Conference
17 January 2018

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GET TO KNOW YOUR EMOTIONAL HOMUNCULUS

“We particularly wanted to illustrate the connections between our bodily energy and thinking mind and what role that plays in how we relate to one another[...] It’s the science of conflict and we hope to have created a resource that helps us all better understand why we feel and behave the way we do.”

Dr Sara Watkin
SCCR Medical Advisor



INTRO AND THANK YOU

Conflict and disagreements happen in all our lives for a myriad of reasons, often with minimal consequences, however sometimes the impact can be devastating and debilitating, with the propensity to affect our relationships, life chances, mental health and wellbeing.

Whilst we recognise the importance of relationships with others, we also know that the internet, digital technology and accessing information has changed the way we now learn, seek knowledge, information and advice. With thanks to **Scottish Government’s Children, Young People and Families Early Intervention and ALEC project funding** and in addition to our core work, the Cyrenians’ Scottish Centre for Conflict Resolution (SCCR) has built on our expertise to address the need for new and creative solutions to current problems. This investment enabled us to build on the success of our psychoeducational digital resources: **#MonkeyVsLizard** and **#KeepTheHeid** and to share our resources and experience with others. Working in collaboration with Dr Sara Watkin (Children and Adolescent Mental Health specialist) we have developed a series of new and innovative digital multi-media psychoeducational resources, animated films and workshops which are now readily accessible and freely available via the SCCR website www.scottishconflictresolution.org.uk.

Welcome to **“Meet your Emotional Homunculus and the Brain’s Amazing Drugs Cabinet”**. This report will provide insight as to why we set out to develop and create these much needed resources that take professional knowledge and distils it down to create accessible, engaging and informative content with universal appeal.

Our sincere note of thanks must go to all of the organisations, agencies and individuals who have supported us and collaborated on this development and project delivery, as we strive to ensure families across Scotland are best placed to positively transform conflict and to form nurturing relationships.

April 2015

1st SCCR psychoeducational development: **#MonkeyVsLizard** launched at Edinburgh International Science Festival. Take the quiz on our website!



THE SCIENCE BIT

CONCEPTUAL THINKING

The project's concept of **Get to know your Emotional Homunculus and the Brain's Amazing Drugs Cabinet** was initially inspired by the installation, the Cortical Homunculus, at Glasgow Science Centre. This is the part of the brain that perceives external stimuli and causes the body to react accordingly. It is usually broken down into the sensory homunculus and motor homunculus to differentiate between sensing and reacting.

Working with Dr Sara Watkin, we began to explore, research and develop the concept of the Emotional Homunculus because our responses to stimuli are mediated by emotions and learned responses, through experience and memory. It is rare that our reaction to any external stimulus is not programmed and loaded with emotional meaning and based upon our early experience, relationships and environment.

The Emotional Homunculus provides exciting opportunities to explore: mental health and wellbeing, conflict, family and social relationships combining as it does the science of brain chemistry and evolution. Our creative approach engages audiences with an understanding of conflict, the brain (neuroscience), child development, trauma, emotions, neurochemicals, actions and reactions and their impact on mental health and social cohesion.

STRATEGY

Our approach to the project takes science, art and psychological practice and makes these relevant, universally accessible and engaging to the largest possible audience by delivering these through:

#1 Digital resources taking complex ideas and simplifying them through a narrative structure or a visual journey

#2 Bespoke illustrations and artwork created specifically for the project that deliver a complexity of ideas in a series of visual images

#3 Films and animations to explain and illustrate brain activity and emotional responses in which specialists deliver scientific ideas in clear (jargon-free) language with graphics designed to appeal to multiple audiences

#4 Workshops for young people, parents, carers and professionals to enhance understanding of the concepts at work in the science of brain chemistry and its applications

#5 Digital and print resource-packs and downloadable or digitally interactive resources to promote knowledge sharing and maximise the reach of the project's impact on people and practitioners



February 2016

2nd development:

#KeepTheHeid

launched at The Gathering.

Take the quiz and find out more on our website!



2018

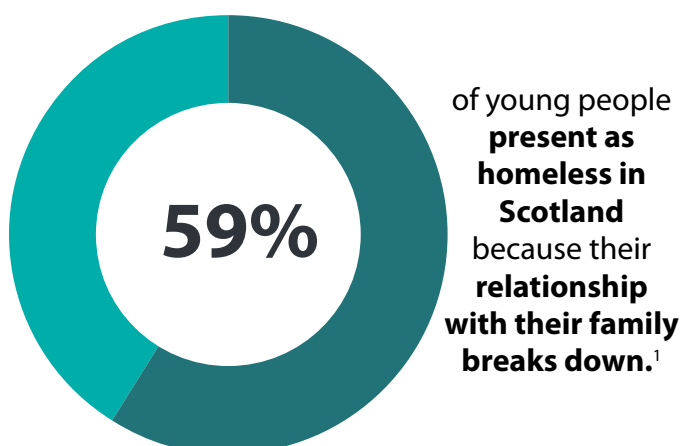
Google 'SCCR' to discover our latest psychoeducational digital resources...



POLICY LANDSCAPE AND OUR FIT

The policy context for the work of the SCCR covers many areas with our historical roots in our desire to reduce youth homelessness and the issues pertaining to this. We know from Scottish Government Statistics that over **4,100 young people presented as homeless in 2017-2018**, due to family relationship breakdown.¹

The Scottish Government's Prevention of Homeless Guidance (2009) acknowledges the importance of addressing the underlying issues and immediate causes of homelessness to minimise the broader impacts of family conflict. This does not take into account the **negative impact on their health, wellbeing and life chances**. Through our foundation of knowledge and evidence of what is needed and what works the SCCR sits within earlier intervention strategies.



With the development of our new psychoeducational and digital resources we contribute to enhancing learning and teaching through the use of digital technology, supporting flexibility for practitioners working in communities and rural areas and aligning with Scottish Government Strategy: **Realising Scotland's full potential in a digital world: A Digital Strategy for Scotland**. We have scaled up our work and extended our reach by creating, sustainable, high quality and innovative ways to engage and connect with young people, parents/carers and professionals across Scotland.

There is also a link between our work and younger children. **The Curriculum for Excellence** in schools aims to develop the knowledge, skills and attributes children and young people need if they are to flourish in life.

One of the key components of **Getting It Right for Every Child (GIRFEC)** is focusing on improving outcomes for children and their families based on a shared understanding of wellbeing. Families and communities are encouraged to acknowledge the impact that conflict has within the home and know that support is available where and when they need it. As such, **GIRFEC** also advocates for 'maximising the skilled workforce within universal services to address needs and risks as early as possible'.

In addition, within the **Scottish Government's Mental Health Strategy (2017- 2027)**, prevention and early intervention are key to minimising the prevalence and incidence of poor mental health and the severity and lifetime impact of mental disorders and mental illnesses. The SCCR's psychoeducational digital resources were designed to deliver a **strategic and lifetime approach** to improving mental health and wellbeing.



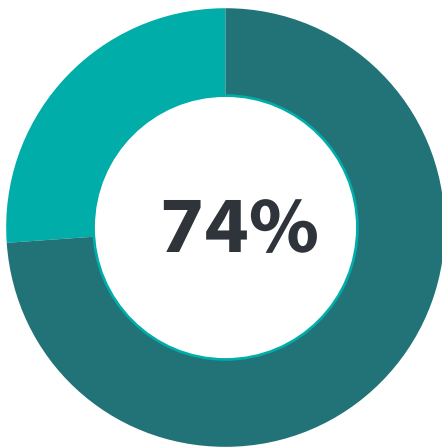
January 2016
SCCR publish seminar report **'The Human Cost of Conflict'**; a collaboration with The Faculty of Advocates and the CYPSCS focusing on the **UNCRC**.



2016/2017
James Docherty, **Violence Reduction Unit**.
'Transform the Trauma'. View on SCCR website - Conference 2018 launch event.



MAKING SCOTLAND THE BEST PLACE TO GROW UP



of young people would access a website or app for information about mental health.²

The National Parenting Strategy (2012) aims to highlight to parents and carers the positive difference they can make to their children's development, health and wellbeing and to strengthen the practical help that is available to them.

Two of the five issues highlighted at the start of this strategy have a strong connection with our work:

- Ensure all parents/carers have easy access to clear, concise information on everything from pregnancy to the teenage years and beyond; and
- Offer informed, coordinated support to enable parents/carers to develop their parenting skills, whatever their need, wherever they live.

In addition, **The National Parenting Strategy** describes "the very real need to move away from the stigma associated with asking for help towards a culture where parents/carers feel encouraged to seek support, reassured that by doing so they will be treated fairly and their parenting responsibilities and rights will be respected." This is again a strong fit with the SCCR's desire for parents/carers and young people to feel comfortable in seeking and asking for support.

"I commend the Scottish Centre for Conflict Resolution for developing high-quality, innovative resources, and making them freely available. I have no doubt these valuable tools will help families across Scotland deal with conflict and form nurturing relationships."

Maree Todd MSP
Minister for Children and Young People

2017/2018

Scottish Government and NHS committed to preventing ACEs. **Dr Dave Caesar** 'Responding to Emotional Crisis'. View on SCCR website - Conference 2018.



¹Scottish Government Homelessness Tables 2017-2018

²Scottish Youth Parliament 'Our Generation's Epidemic' 2016

EVIDENCE OF NEED

Whilst there has been a recent decline in young people presenting as homeless, there are still many more families struggling behind closed doors not knowing what to do or where to turn for help or support.

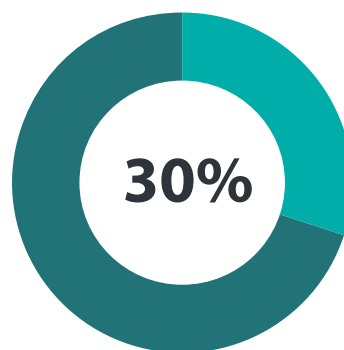
Through our National Survey and consultation work in 2013 and again in 2016, the SCCR sought the views and opinions of young people, parents/carers and professionals as to their needs and experiences of conflict and youth homelessness. Their views have informed and shaped the project design and issues that we aimed to address in the content and model of delivery.

One of the needs identified in the 2016 National Survey, by both young people and parent/carers, as a useful tool in managing conflict and relationships would be a **better understanding of the emotional and anger cycles** that lead to conflict through additional **insight into the brain chemistry that drives communication and conflict**.

The Survey also found that parents felt they could benefit from a **better understanding of teenage development** - particularly the teenage brain; young people preferred to get to the underlying causes of most family arguments – avoiding conflict altogether by **improving communication and understanding their anger**.

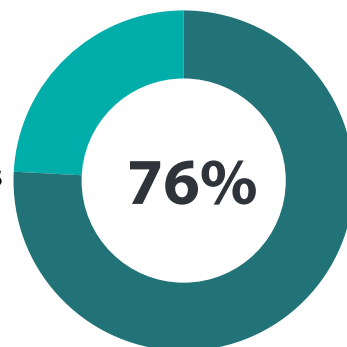
Practitioners and young people agreed that they would **benefit from more interactive elements** including videos, quizzes, games and online forums. Given that some young people and parents/carers responded that they are not necessarily comfortable with the idea of in-person outside support, **the internet and digital resources are well placed to provide anonymous and confidential support and advice**.

To read the SCCR's three year report, **Improving Relationships, Improving Lives** or SCCR 2016 National Survey report "**Reducing Conflict, Improving Lives**" visit the website: www.scottishconflictresolution.org.uk



30% of young people **felt conflict at home affected their mental health**, and for some the effects are quite severe.

76% of parents/carers said **family arguments had affected their mental health** at one time or another.



Using **Google Analytics**, we know that the quality of content, design and engagement of the SCCR website is **recognised nationally and internationally** and is **increasing knowledge and understanding of conflict and the brain in innovative ways** across a range of settings, including Children and Adolescent Mental Health, family therapy and parenting services.

In scoping the project development we analysed our first year of psychoeducational digital developments. This analysis demonstrated:

26,000

USERS OF QUIZZES AND EDUCATIONAL POSTERS

32%

OVERALL ENGAGEMENT ON WEBSITE FROM INTERACTIVE QUIZ CONTENT

800-900

SESSIONS PER MONTH FROM INTERACTIVE DIGITAL RESOURCES

July 2016
Scottish Youth Parliament publish '**Our Generation's Epidemic**' highlighting young people's experience of mental health.



February 2017
SCCR 2016 National Survey '**Reducing Conflict, Improving Lives**' published.



PROJECT OUTCOMES AND INDICATORS

As standard practice, we strategically planned the development and operational delivery of the project with milestones, activities and developments, completed within the project time-frame from receipt of funding (18 months). We used a range of methods and tools to regularly evaluate and monitor the impact of our work against key performance indicators. Monthly, we tracked the number of beneficiaries, local authorities, organisations and target groups against the outcomes and indicators stipulated within the funding application; recording both qualitative and quantitative data with a secondary follow up survey factored into the project life span.

OUTCOME 1 - YOUNG PEOPLE & PARENTS/CARERS

Young people, parents & carers across Scotland are using the newly developed digital resources and via our training and workshops have increased their knowledge and understanding and are now more able to deal with conflict in a positive, considerate and managed way.

Indicator 1.1

60% of young people, parent and carers that engage with the project activities and resources report they have found the resources engaging.

Indicator 1.2

60% of young people, parent and carers engaging with the resources report they have learnt new information and skills.

Indicator 1.3

60% of young people, parent and carers report they are now able to deal with and manage the negative impact of conflict in positive ways.

OUTCOME 2 - PROFESSIONALS & PRACTITIONERS

Professionals and practitioners will have increased their skills, knowledge, understanding and ability, enabling them to support families, children and young people to reduce and understand the negative impact of conflict and in doing so improving wellbeing and relationships.

Indicator 2.1

70% of professionals and practitioners report that the digital resources are innovative.

Indicator 2.2

70% of professionals and practitioners report that the digital resources enhance the resources they have to support their practice and how they work with families.

Indicator 2.3

70% of professionals and practitioners' knowledge and understanding has increased and the resources will benefit the young people and families they work with.

March 2017

Scottish Government publish new ten year 'Mental Health Strategy 2017-2027' making a positive and meaningful difference to people with mental health issues.



April 2017

SCCR awarded CYPFEIF and ALEC Project funding, administered by Corra Foundation.



DIGITAL DEVELOPMENT AND DESIGN

Building on consultation and user needs we brought our original concept of the Emotional Homunculus and the Brain's Amazing Drugs Cabinet to life. We deployed a creative and innovative approach, placing the user at its centre and making science, art and psychological practice relevant, accessible and engaging with universal appeal by working iteratively and executing this through:

- ## #1 Taking complex concepts and simplifying them through a narrative and visual journey. Developing and creating multimedia digital resources hosted on a newly developed, innovative and interactive microsite

- ## #2 Commissioning bespoke illustrations and artwork created specifically for the development and design brought to life the complexity of concepts through a series of visual images

- ### #3 Films and animations to explain and illustrate brain activity and emotional responses in which specialists deliver scientific ideas in clear (jargon-free) language with graphics designed to appeal to multiple audiences

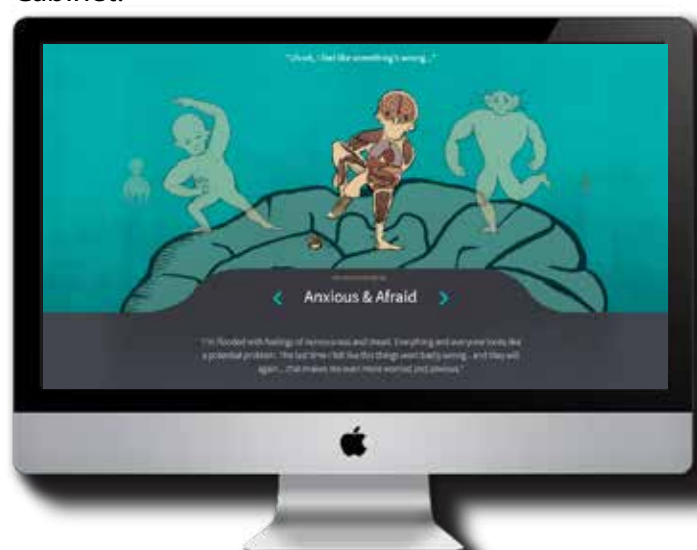
- ## #4 Events and workshops developed for young people, parents, carers and professionals to enhance understanding of the concepts at work in the science of brain chemistry and its applications

- ## #5 Digitally interactive resource-packs incorporating an educational poster and downloadables developed and made freely available to provide additional knowledge and understanding

Google 'SCCR' to get to know your emotional homunculus and discover our latest psychoeducational digital resources...

GETTING TO KNOW YOUR EMOTIONAL HOMUNCULUS

The microsite takes users on a journey to meet and explore their Emotional Homunculus. Integrated into the design is an introductory film with Dr Sara Watkin filmed at Glasgow Science Centre simply explaining the conceptual idea of how our emotional homunculus and emotional states create a response in our bodies causing us to act and react in a certain way in relation to conflict and relationships linking to our Brain's Amazing Drugs Cabinet.



THE STATE YOU'RE IN...

The carousel and our integrated digital resources demonstrate the connection between conflict and five emotional states: **Rest and Digest, Alert and Engaged, Anxious and Afraid, Fight or Flight** and **Freeze and Shutdown** and how our internal organs are physically affected.



April 2017

Dr Sara Watkin, SCCR Medical Advisor, collaborates and assists on the development. Dr Watkin in the Neurodome at Glasgow Science Centre.



May 2017

Leading creative digital agency **Primate** contracted to design and develop the new project digital resources and webpages.



THE SCIENCE BIT... #CRANIALCOCKTAIL

The user can explore connection with memories and responses to the different homunculus states. The development provides an opportunity to delve deeper into The Brain's Amazing Drugs Cabinet, to discover the connection between our emotional states, and our actions and reactions.

Linking this to a **#CranialCocktail** reveals how our naturally-produced neurochemicals affect our response to the world around us. This demonstrates which of the **Brain's Amazing Drugs** (neurochemicals) are most active in each emotional state and offers 'the antidote' to help us rebalance our emotional states and cranial cocktail to conquer and transform conflict.



WELCOME TO THE BRAIN'S AMAZING DRUGS CABINET

Taking a creative approach with language **the Instigator, the Comforter, the Protector** and **the Motivator**...the user learns about neurochemicals, how they work and what affect they have on our brains and bodies across the five emotional states.



CONQUERING CONFLICT AND THE ANTIDOTE

Advice and information is also provided as to how to transform conflict and recalibrate our emotional states and neurochemicals. Based on **real life mediations**, three short animations explore common causes of conflict between young people and parents/carers.



August 2017

Artist Hannah Foley,
Owling About, commissioned
to produce illustrations
and designs.



September 2017

Award winning filmmaker
Felipe Bustos Sierra,
Debasers Films, commences
work on production of scripts,
animations and films.



LAUNCH EVENT AND CONFERENCE

“Science underpins so much thinking on how we make sense of the world around us, to be able to contribute to work and resources aiding a better understanding of human behaviour is of great value to everyone here at Glasgow Science Centre. We hope that these resources will go on to improve the lives of young people in Scotland and around the world.”

Dr Robin Hoyle
Director of Science
Glasgow Science Centre



CONFLICT, IT'S ALL ABOUT THE BRAIN...OR IS IT?

For maximum impact we launched the Project to coincide with our national conference at **Glasgow Science Centre** on **17 January 2018**.

To mark the **Year of Young People 2018** we were delighted to welcome young musicians from **Douglas Academy** and **Milngavie Primary School** to open the event.

Key note addresses included:

- Maree Todd MSP, Minister for Children and Young People
- James Docherty, Violence Reduction Unit
- Dr Sara Watkin, SCCR Medical Advisor
- Dr David Caesar MBChB FRCSEd(AE) FCEM, Scottish Government
- Dr Jonathan Delafield-Butt, University of Strathclyde.

Dr Robin Hoyle, Director of Science, opened the day welcoming delegates to Glasgow Science Centre. Through our valued relationship with Dr Hoyle, delegates also were invited to an immersive experience in the **Neurodome** with Dr Sara Watkin taking delegates on a journey to discover **Who & What's Inside your Head?**. A fun neurochemicals **mocktail masterclass** creating your own **#CranialCocktail** and exploration of the **Bodyworks Exhibition** concluded the day.

A **highlight film** commissioned to promote our psychoeducational digital developments was showcased on the **large digital screen** outside Glasgow Science Centre in Millennium Square. Surrounding businesses include **BBC Scotland** and **Glasgow SEC**. On the day of the launch over **550** visitors entered the Centre with over **1,500** opportunities to see our highlight film. An average of around **2 million** people per year walk by Millennium Square equating to **5,000** a day.

January 2018

Highlight film screened outside Glasgow Science Centre with over **1,500 opportunities** to see on launch day.



MONITORING AND EVALUATION

102 delegates in attendance representing **40 organisations** came together to creatively explore the interconnected relationships between conflict and the brain. **50 evaluations** received indicated that:

- **96%** of all attendees **agreed** the SCCR digital resources **are innovative and engaging**
- **91%** of professionals and practitioners **agreed** the **SCCR digital resources will benefit** the young people and families they work with
- **94%** will **share what they have learnt** with others

Furthermore, **27 delegates** completed feedback postcards informing us how they planned to use the digital resources and materials with young people and families following the event.

"I will be using these resources in a 10 week group work programme for young people. The programme involves a one hour input on promoting positive mental wellbeing and the teenage brain; how it develops, vulnerability, etc."

**Key Worker,
CLD Youth Services - Education,
West Lothian**

"In my individual work sessions with young people to hopefully help them understand the way thought processes and past experiences impact on the way we behave and the choices we make."

**Home Link Worker,
Renfrewshire**

LAUNCH DAY - MEDIA COVERAGE

Through strategic media planning and working with Cran Communications the launch resulted in national broadcast media, press and publications with over **1,332,750** opportunities for the public to hear or read about the project. Coverage included:

BBC GOOD MORNING SCOTLAND

- Scotland's leading flagship news programme on BBC Radio Scotland featured a live interview with Diane Marr, SCCR Network Development Manager

HEART FM

- One of Scotland's largest commercial radio stations ran the story of the new Emotional Homunculus on the Drive Time programme

HOLYROOD MAGAZINE

- Scotland's leading political magazine ran an article about the new digital resources on the magazine's website and promoted these via social media

PROJECT MICROSITE AND DIGITAL RESOURCES

The launch event coincided with the launch of Project's new webpage and digital suite of resources and tools. Within one day **250 users** engaged with the new microsite and **1,691 page views** were recorded across the SCCR website.

In addition, the launch event was **fully booked within one week**. To extend our reach nationally, and increase the opportunity to benefit and engage with families and those working with them, the key note speakers were professionally filmed. A conference page was refreshed on our website and each of these films along with reports and conference materials are all readily available on our website. Within the first month the web page received over **470 page views**.

January 2018
SCCR 'gifts' Scotland and Minister for Children & Young People new suite of free, innovative and multi-media digital tools to help reduce conflict.



January 2018
Young musicians from Douglas Academy open the launch and conference event at Glasgow Science Centre supporting YOYP.



DIGITAL ENGAGEMENT

NEW PROJECT MICROSITE

Since the project microsite launch on 17 January to 31 August 2018, Google Analytics has indicated the following increase in user engagement with the new project content.

4,289
PAGE VIEWS

3,320
UNIQUE PAGE VIEWS

2,016
VIEWS OF FILM AND ANIMATIONS

The new project content has attracted new users to the overall SCCR website:

6,873
NEW USERS
94
COUNTRIES

BUILDING AUDIENCES

We strategically sought opportunities to extend our reach by working with people and partners who had a strong, existing following among our target audiences.

With our digital marketing strategy extending our reach and building new audiences we sought to cultivate sustained engagement with all our digital resources by using an integrated approach to workshops, events, digital articles, and blogs, social media campaigns and regular social media activity.

DIGITAL CAMPAIGNS

Working with organisations and developing national campaigns that tackle the reality of young people's lives, our targeted social media campaigns attracted new audiences by addressing the issues that matter to young people.

We maximised use of our digital assets in specifically targeted Social Media Campaigns including SCCR **#ExamStress** (May 2018) to help young people understand the emotions they might be feeling during periods of anxiety and stress. The campaign had an **impression reach of 14,853** and saw an increase in traffic to the website of almost **400 new users** along with sustained engagement by new and returning users over the period - **over 300 users per day during the campaign**.

To celebrate **Year of Young People #YOYP2018** SCCR collaborated with **Young Scot** to run a seven day, multi social media platform campaign about the teenage brain. Including seven blogs over seven days for the Young Scot website to coincide with the **YOYP 2018 National Ambassadors Event** our **Top Tips for Teenagers** explained the chemistry of the teenage brain, why we act and react the way we do and how to improve our relationships at home and beyond. Designed specifically with social media in mind the campaign had an **impression reach (Twitter) of 54,747** and a **76% increase in new users** on the SCCR website.

View our Annual Impact Reports for further analytics
www.scottishconflictresolution.org.uk

January 2018
267% increase in users to
SCCR website on day of
project launch.



BLOGS

As part of our integrated communications strategy and to further extend the project's digital reach we invited both external and internal contributors to blog for the SCCR website. An example of this was **Mirror, mirror on the wall**, by **Dr Rose Williams, Psychotherapist and Creative Arts Therapist**, who used the project resources to creatively explain how mirror neurons 'reflect' back and reinforce our positive memories and experiences, resulting in an increase of **60% of new users** on publication day.

The universal appeal and transferability of the resources elicited an invitation from **No Knives, Better Lives** to write a blog about the teenage brain as part of a series to increase parent engagement with the issue of knife crime and **increased new traffic to the SCCR website by 87%**.

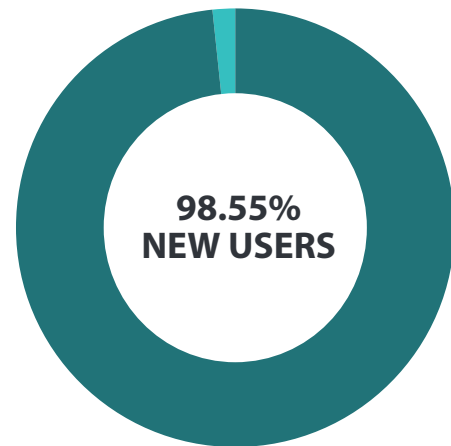
SPECIALIST PUBLICATIONS

In April, **Children in Scotland** published a SCCR opinion editorial **Innovative solutions to problems rooted in the past**, in Children in Scotland Magazine (print and online) with a readership of over 5,500 including all MSPs and distribution to 75% of all local authorities in Scotland.

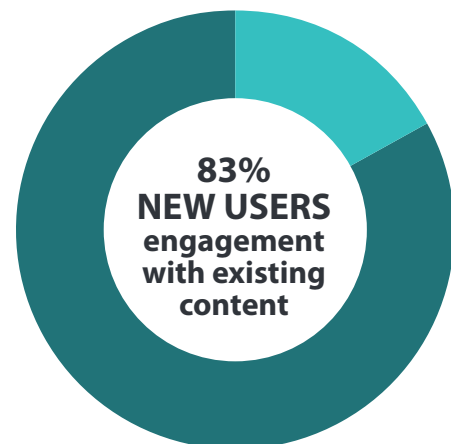
In June, psychologist Karen Young featured an online SCCR article on her website **Hey Sigmund!** (which has a following of over 66,000 worldwide) entitled, **How to strengthen your relationships with your children by understanding their unique brain chemistry**. The article had **over 6,400 views** (at 31 August 2018) and increased **new traffic to the SCCR website by almost 90%**.

In addition, the online magazine for the **Scottish Social Services Council** featured the SCCR article, **Mind the (skills) gap**, following Diane Marr's talk at the SSSC event Developing the Social Services Workforce in March 2018, at which the organisation's then CEO Anna Fowlie (now CEO at SCVO) addressed the skills shortage in conflict resolution as highlighted in the SSSC Workforce Skills report 2016-2017.

WEBSITE SNAPSHOT



While our new user numbers rose by almost 99%, all users engaged with resources and multi media content across the SCCR website.



OUR TOP 10 INTERNATIONAL USER COUNTRIES SPAN 5 CONTINENTS:



February 2018
The Spark request 40+ psychoeducational resource packs to be distributed across Glasgow to school counsellors.



April 2018
SCCR article published on psychologist Karen Young's website **Hey Sigmund!** with over 6,400 views.

Hey SIGMUND

BENEFICIARIES AND DEMOGRAPHICS

“Support for adults to understand their children is key. No point if one side does not understand.”

Pupil, Balerno High School
June 2018, Edinburgh

“What I was taught today is very relevant to being a carer and to also understand myself.”

Foster Carer, April 2018,
Falkirk



Note - full evaluation data sets can be made available upon request.

In addition to our launch event we hosted **9 interactive events** over the last seven months of the Project (**17 January to 31 August 2018**) exceeding the original target of 6.

Across all Project events we have worked with **341 beneficiaries** across **20 Local Authorities**.

- **198** Professionals and Practitioners
- **55** Young People
- **88** Parents and Carers

We have engaged with **96 unique organisations** who have attended our SCCR psychoeducational events. These include:

A Life Explored, Balerno High School, Community Safety Glasgow, Douglas Academy, East Ayrshire Carers, Families Outside, Glasgow Science Centre, Home Link Service, Milngavie Primary School and Early Learning Centre, Parenting Across Scotland, Quarriers, Renfrewshire CAMHS, Save the Children, Scottish Adoption, Scottish Book Trust, Scottish Youth Parliament, Scottish Government, The Spark, University of Strathclyde and Violence Reduction Unit

MEASURING IMPACT

We evaluated each SCCR psychoeducational event with a **67% return rate** of evaluation forms from beneficiaries.

YOUNG PEOPLE AND PARENTS/CARERS

- **90%** of young people and **96%** of parents/carers found the SCCR digital resources engaging
- **85%** of young people and **93%** of parents/carers report they have learnt new information and skills
- **93%** of young people and **85%** of parents/carers feel they are now able to deal with and manage the negative impact of conflict in positive ways

PROFESSIONALS/PRACTITIONERS

- **98%** found the SCCR digital resources innovative
- **85%** report the digital resources will enhance and support their practice and their work with families
- **86%** report the resources will benefit the young people and families they work with

February 2018
SCCR presenting at
The Gathering.



Through invitations to host interactive exhibition stands at other key events across Scotland (e.g Year of Young People National Ambassadors Event, The Big Lunch and Association of Headteachers and Deputies in Scotland Conference), we have engaged with young people, parents/carers and those working with them from as far as the Highlands and Islands. We would like to thank our supporters and collaborators for these continued opportunities.

**Falkirk Council
(Adoption and
Fostering team),
Falkirk, April 2018**

- 22 parents/carers
- 88% of parent/carer attendees reported now feeling more able to deal with and manage the negative impact of conflict in positive ways.

**The Gathering
Glasgow, February 2018**

- 39 professionals/practitioners
 - 5 young people
 - 12 parents/carers
- 91% of professional/practitioners attendees reported that they had found the SCCR digital resources innovative and engaging.

**Café Scientifique
Glasgow, August 2018**

- 60 professionals/practitioners
 - 1 young person
 - 2 parents/carers
- 83% of professional/practitioner attendees reported the SCCR digital resources will benefit the young people and families they work with.

**Citizens Advice Scotland
(Kinship Care),
Glasgow, August 2018**

- 12 parents/carers

90% of parents/carers would use the SCCR digital resources.

**Citizens Advice Scotland
(Kinship Care),
Edinburgh, August
2018**

- 3 parents/carers
 - 1 young person
- 100% of all attendees agreed what they have learnt will help them when trying to resolve conflict.

**Carolina House Trust,
Dundee, April 2018**

- 12 parents/carers
 - 8 professionals/practitioners
- 100% of parent/carer attendees reported they have learnt new information and skills that will help them when trying to resolve conflict.

**Fife Council Foster
Carers, Fife, May 2018**

- 23 parents/carers
 - 2 professionals/practitioners
- 100% of attendees reported that they would use the SCCR digital resources personally and professionally.

**Balerno High School
(S3's), June 2018**

- 20 young people
- 80% of young people reported they are now able to deal with conflict in a positive and managed way.

**Balerno High School
(S5's), June 2018**

- 17 young people
- 64% of young people reported the SCCR digital resources are innovative and engaging.

April 2018

Working through our emotional states with **Falkirk Council Adoption and Fostering Team and Carers.**



April 2018

Feeling 'Alert and Engaged' with **Carolina House Trust** delivering a workshop to foster carers and staff.



HIGHLIGHTS AND ENGAGEMENT

“The SCCR present a clear and compelling case for using our heads in conflict resolution. Their brilliant explanations, personal empathy and stunning graphics have made the complex biological and emotional process of conflict easier to engage with and hopefully change how we respond when things go wrong.”

Dr Vanessa Collingridge
Broadcaster and Writer

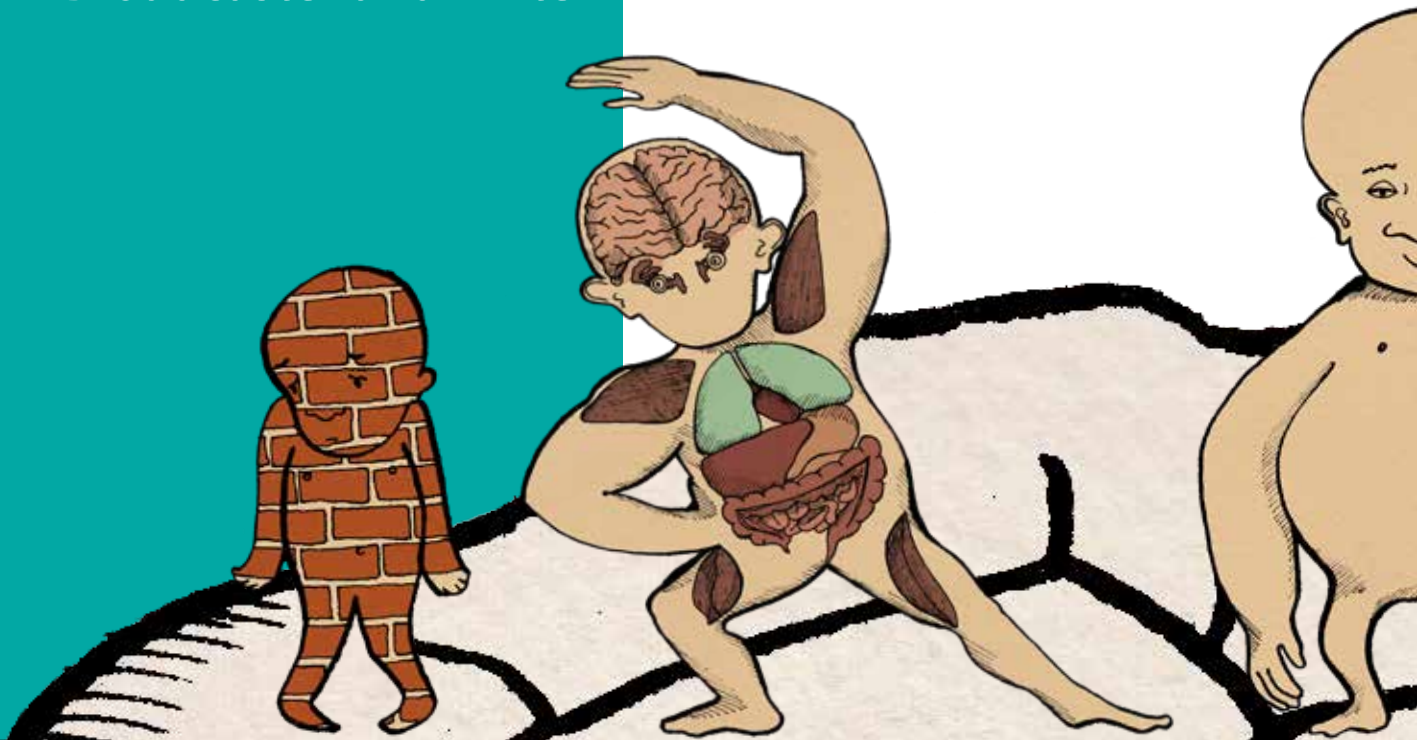
The following provides a highlight snapshot of the different audiences we engaged with across our psychoeducational events between January and August 2018.

YOUNG PEOPLE

During the project we have continued to build upon strong existing relationships with youth organisations such as **Young Scot**, **Children in Scotland** and **Scottish Youth Parliament**. This led to us being invited to participate in the **YOYP National Ambassadors Event** engaging with over **90 young ambassadors** (ages 8-25) from across Scotland as far as Shetland.

The interactive session allowed the young people to explore their **#CranialCocktail** pouring mocktails representing the different drug chemicals released in the brain and body when experiencing different emotions.

This event also marked the start of a seven day **social media campaign** with Young Scot. Through daily social media engagement our Twitter impression reach **increased by 40%** from the previous month with over **600 social media engagements** and over **600 sessions** to the project microsite.



June 2018

SCCR take part in **The Big Lunch** and explore the Brain's Amazing Drugs Cabinet with staff, patients and families at **Royal Edinburgh Hospital**.



July 2018

Mixing up **#CranialCocktails** with **YOYP Ambassadors** from across Scotland at their National Event in Perth.



PUBLIC ENGAGEMENT

The SCCR were delighted to be part of **The Big Lunch** (Eden Project Communities) at the **Royal Edinburgh Hospital Community Gardens**. Marking 50 years of Cyrenians, we engaged with over **180 visitors** including hospital staff and patients. In line with the purpose of The Big Lunch (to improve the happiness and wellbeing of people and build resilient communities), the resources provided visitors and patients with opportunity to explore the importance of **mental health and wellbeing** and **understanding conflict** within family and social relationships.

In August we were invited to present at **Café Scientifique Glasgow**. Set up to promote public engagement with science and making it accessible to all, the ethos resonates with the project taking professional knowledge and distilling it down to create **accessible, engaging** and **informative content** with universal appeal.

We look forward to continuing to engage with the public and in October will be taking part in Alliance Scotland's **Discover Digital** at **Dundee Science Festival** and **Glasgow Science Centre**.

PROFESSIONALS

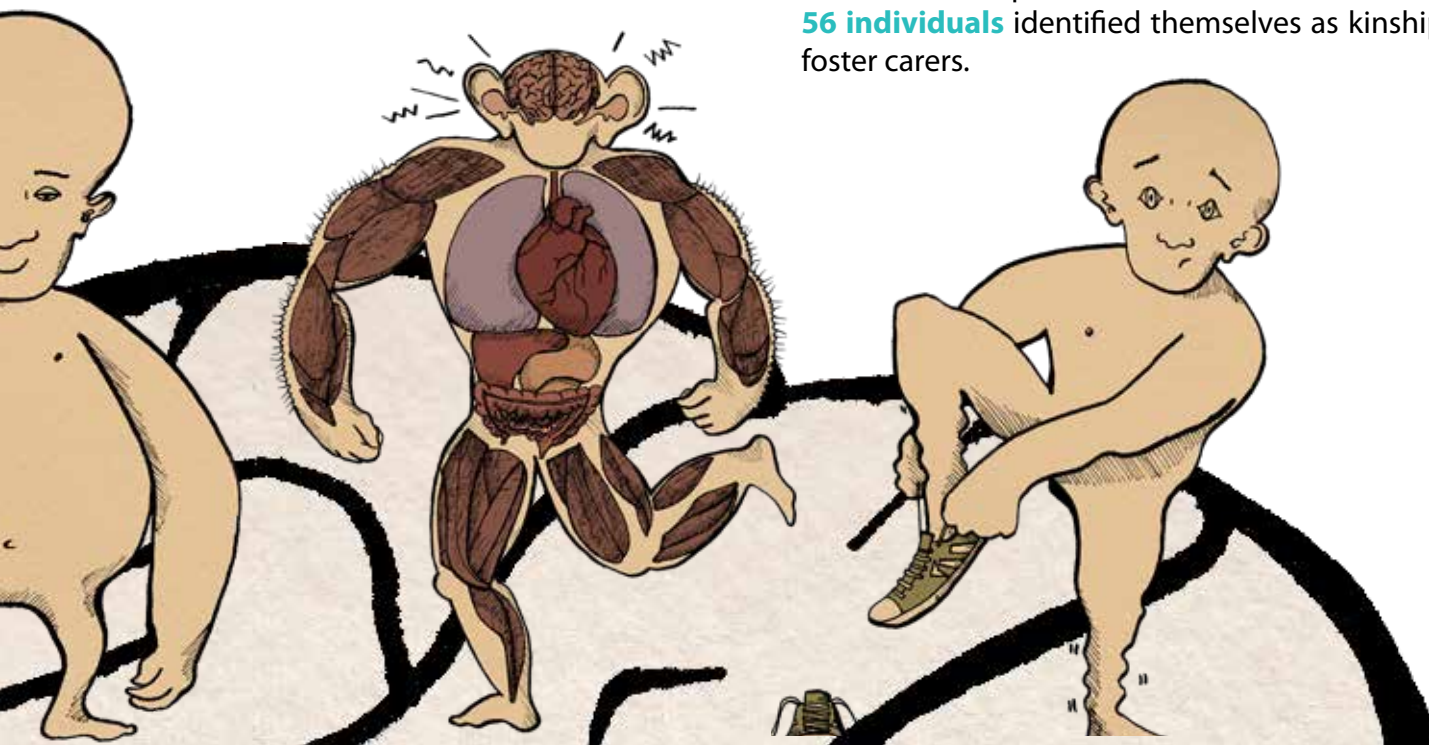
Following the launch event and conference in January 2018 we were invited to exhibit the new resources at numerous events including **Renfrewshire Head Teachers conference** (February 2018) and the **Association of Headteachers and Deputies in Scotland Conference** (May 2018).

In February, SCCR presented at **The Gathering'** This was the first of our psychoeducational events following the launch and introduced beneficiaries to their Emotional Homunculus. With over **50 in attendance** feedback was positive about how attendees would go on and use the resources:

"[I plan to use the digital resources and materials to] help families understand each other a little better and communicate with each other, hopefully making it a bit easier."

PARENTS/CARERS

We have developed strong relationships with **foster** and **kinship carers** through our psychoeducational events exploring the types of support they may need to manage and overcome family conflict. Out of the 88 parents who attended our events **56 individuals** identified themselves as kinship or foster carers.



August 2018

Presenting at **Café Scientifique** in Glasgow explaining the 'why' behind the science of conflict and emotion.



October 2018

SCCR showcase the project's digital development, resources and published report with an evening reception in the **Scottish Parliament**.



INITIAL SECONDARY EVALUATION

METHODOLOGY

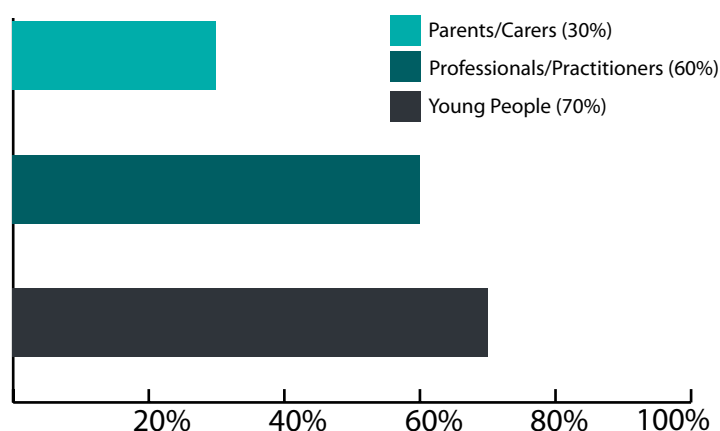
Between 17 January and 31 August the SCCR provided **over 195 resource packs** to **98 professionals working with young people and families**. In August, as part of a second stage evaluation, we contacted those who had requested packs to find out the ways in which the SCCR resources are being used in different contexts and the impact. The survey, which included a both qualitative and quantitative questions, was administered through Survey Monkey with **10 individuals** responding.

REACH

The Local Authority areas that the SCCR resources are being used in were noted as follows:

Aberdeen City, Aberdeenshire, Falkirk, Fife, Glasgow, Inverclyde, North Lanarkshire, Renfrewshire, South Lanarkshire, West Dunbartonshire and West Lothian

WHO ARE YOU USING THE RESOURCES WITH?



IMPACT

From the responses received it is clear that the resources are enhancing the tools practitioners have and supporting flexibility when working with families in communities across Scotland.

"Useful to have hands on resources to work through conflict with young people without having to scrabble about for information/resources from different websites/organisations. Makes planning sessions practical, quick and relatively easy"

"Our job has been to relay this information and encourage/support colleagues to use these tools more when offering other sources of support to carers."



of survey respondents rated the SCCR resources as **very good** or **excellent**

ENGAGEMENT

80% previously attended an SCCR event which **supported and inspired** them to use the resources.

"Presentations at the national conference provided a wonderful opportunity to hear about and explore the resources prior to requesting them."

Respondents informed us they were using the resources in various ways. Examples include:

- one-to-one sessions
- at home with family
- disseminating information to other professionals and practitioners (e.g. link to resources added to Aberdeen City Council Resource Hub)
- with foster carers to enhance the tools they have when working with young people

POLICY AND STRATEGY

Several respondents agreed that the resources are contributing to national policies and Scottish Government strategies i.e. **GIRFEC**, **Curriculum for Excellence** and **SHANARRI**.

FUTURE PLANS

60% planned to use the SCCR digital and print resources in the future.

"Definitely as conflict resolution and emotional issues are day to day in my role."

"We will signpost these resources as part of our training."

"The resources are another useful, practical tool. The resources and the website also are other ways to help carers and indeed young people engage together."

LEADING LIGHTS

FIFE

Following a marketing campaign to all local authority education departments the SCCR met with Rona Maclean-Ross (Education Manager, Fife Council) to discuss working with Fife Council to support their **Community Planning Strengthening Fife's Future** and **Our Minds Matter: Framework** to support children and young people's emotional wellbeing in Fife. Fife Council Education and Children's Services are working to raise awareness of the SCCR resources and are **piloting some of the resources in more depth with a group of schools**. Over the 2018/19 school session Fife Council will be promoting a more **widespread opt-in of SCCR resources and training**.

WEST LoTHIAN

Following his attendance at our Project launch event and conference, Ian Wood (Key Worker, West Lothian Council) explored the SCCR resources with a group of young people who are at risk of leaving school without a positive destination as part of 10 week programme and in one-to-one sessions. Young people were introduced to the Brain's Amazing Drugs Cabinet **interacting with the digital resources and animations**. Mr Wood informed us that the resources helped complement the programme which seeks to **promote positive mental wellbeing** through exploring topics such as toxic stress, ACEs and the impact these can have on the teenage brain.

RENFREWSHIRE

Gordon McKinlay (Head of Schools, Renfrewshire Council) is responsible for all school-based staff in Renfrewshire and has provided **opportunities for staff to engage with SCCR materials and training**. Through strategic collaboration school staff across Renfrewshire have been encouraged to embrace the opportunity SCCR provides for professional learning through an evidence based approach to the science behind conflict. Mr McKinlay commented that, **"the resources are a fabulous way of engaging creatively with a broad range of the school curriculum and supporting children and young people's wellbeing."**

"The resources align well with Fife Council Education and Children's Services policies around GIRFEC, Relationships and Behaviours, partnership with parents and supporting emotional well being."

Rona Maclean-Ross
Education Manager
Fife Council

"I found the Brain's Amazing Drugs Cabinet very informative and an engaging session to complete with young people. They advised they were introduced to concepts they had never heard about."

Ian Wood
Key Worker
West Lothian Council

"The quality of resources coupled with the outstanding academic research behind the development makes them an invaluable resource for practitioners and policy makers alike."

Gordon McKinlay
Head of Schools
Renfrewshire Council

"We're in the early stages of using the resources but feedback from the group of young people was positive so we will continue to incorporate the session in our groupwork."

Note - full evaluation data sets can be made available upon request.

HIGHLIGHT IMPACT REPORT

This project was in response to research, Scottish Government policy and the needs outlined by young people, parents/carers and professionals in our 2016 National Survey. Survey respondents wanted a better understanding of the emotional and anger cycles that lead to conflict and additional insight into the brain chemistry that drives communication and conflict. Parents felt they could benefit from a better understanding of the teenage brain and young people wanted to know more about mental health and conflict.

Building on the success of our digital quizzes and educational resources MonkeyVsLizard and #KeepTheHeid, the SCCR secured additional Scottish Government CYPFEIF and ALEC Project Funding. This enabled us to develop a series of new psychoeducational digital resources, animated films and national events distilling scientific knowledge and making it accessible, informative and engaging to young people, families and those working with them across Scotland.

HIGHLIGHT STATISTICS TAKEN FROM 17 Jan - 31 Aug 2018

#CranialCocktail

scottishconflictresolution.org.uk/homunculus



OVER 6,300 USER ENGAGEMENTS (PAGE VIEWS & MEDIA PLAYS) WITH THE NEW DIGITAL CONTENT

OVER 195 RESOURCE PACKS PROVIDED TO PROFESSIONALS WORKING WITH YOUNG PEOPLE AND FAMILIES



OVER 118,500 SOCIAL MEDIA ENGAGEMENTS & IMPRESSIONS



"I commend the Scottish Centre for Conflict Resolution for developing high-quality, innovative resources, and making them freely available. I have no doubt these valuable digital tools will help families across Scotland deal with conflict and form nurturing relationships."

MAREE TODD MSP

Minister for Children and Young People

PROJECT EVENTS AND EVALUATION FEEDBACK

We engaged with **341 individuals**. **102 beneficiaries** at our launch event in January 2018 and a further **239 beneficiaries** at our psychoeducational events across Scotland: **198 professionals**, **88 parents/carers** and **55 young people**. We have engaged with **96 unique organisations** across **20 Local Authorities**.

YOUNG PEOPLE

90% found the SCCR digital resources engaging
85% have learnt new information and skills
93% can now manage conflict in a positive way

PARENTS/CARERS

96% found the SCCR digital resources engaging
93% have learnt new information and skills
85% can now manage conflict in a positive way

PROFESSIONALS/PRACTITIONERS

98% found the SCCR digital resources innovative
85% report the resources will support their practice
86% report the resources will benefit the families they work with

RADIO

2 live radio interviews on **Good Morning Scotland** (Jan 18) and **John Beattie Show** (Aug 18). **1,879,000** opportunities to hear about the project.

NATIONAL PRESS AND SPECIALIST PUBLICATIONS

SCCR articles published in **The Scotsman**, **Children in Scotland** (print and online) and **Holyrood Magazine** (online) with over **133,687** opportunities to read about the project.

BLOGS

Blogs written for **No Knives, Better Lives**, **Hey Sigmund** and **Young Scot** with over **45,000** opportunities to read about the project.

AMBITION AND PURPOSE

Our sincere note of thanks to the Scottish Government for funding this project and to our partners who have enabled us to take a unique approach to delivering digital resources and events that are universally relevant, transferable and free. The complementary nature of these resources has made them of practical use across a number of professions; they have been used to tackle social concerns from family conflict and youth homelessness to mental and physical health and wellbeing, education, knowledge sharing, as well as being reported to be of value to young people, parents and carers allowing an intergenerational approach to understanding our past and improving our future. We intend to build on this work to deliver a continuing legacy that allows young people and families to access knowledge, skills, and understanding about science, society and self and to build healthy, safe, secure and loving relationships.

1

We welcome the opportunity to build on our relationship with Local Authorities to deliver our resources to all young people as part of GIRFEC and the Curriculum for Excellence (Health and Wellbeing) and to continue to work with the Scottish Book Trust to integrate resources into the CfE (Literacy) in creative ways. We invite partners from Education and those involved in developing emotional literacy through Health and Wellbeing to work with us to give young people the best foundations for positive relationships and life.

2

We want to ensure that whatever a young person's life experiences, Adverse Childhood Experiences and Trauma are understood, addressed and overcome and that young people are given the knowledge, resources and support to transform adversity into personal achievements. We are keen to work with people to deliver a strategic, lifetime approach to mental health, in line with the Scottish Government's Mental Health Strategy 2017-2027, underpinned by our desire to reduce the impact of conflict and youth homelessness.

3

Delivering accessible online resources based on scientific knowledge presented in a clear and engaging way, the project has demonstrated that digital communication is a powerful and necessary tool in keeping young people informed, engaged and safe. We invite partners working on digital platforms with multimedia content to connect with and share our expertise in developing an innovative and supportive digital culture to share and build knowledge nationally and internationally.

4

Digital communication is integral in breaking down barriers to accessing information and advice. Combined with the scientific basis of our work it makes esoteric knowledge available to everyone and creates a real and direct impact of scientific research on public health. Building on our partnership with Glasgow Science Centre we invite researchers and practitioners to further build on this model of knowledge transfer by working to reach more young people and families in areas of economic deprivation and in rural communities across Scotland.

**NEXT NATIONAL
YOUTH CONFERENCE
AT GLASGOW SCIENCE
CENTRE EARLY 2019**



**FUTURE EXHIBITION IN
THE SCOTTISH
PARLIAMENT
APRIL 2019**



WATCH THIS SPACE...

Cyrenians' Scottish Centre for Conflict Resolution (SCCR) is a national resource centre promoting and supporting best practice in mediation, family conflict resolution and early intervention work with a particular focus around young people and families, in order to improve relationships and improve lives.

Through a series of free accredited training, events and digital psychoeducational resources, we aim to nurture people to develop conflict resolutions skills and change the culture of conflict in Scotland.

Acknowledgment

We would like to personally thank everyone who supports us in the development and delivery of our work and events in so many varying and valuable ways – we couldn't do what we do without you! Collaboration and working in partnership is a cornerstone in all that we do in the SCCR and Cyrenians.

A very special note of thanks to Dr Sara Watkin.

FIND OUT MORE ABOUT OUR WORK



sccr@cyrenians.scot



www.scottishconflictresolution.org.uk



sccrcentre



@sccrcentre

Illustrations by Hannah Foley.

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