

Partnership for *Children*

Good mental health for children – for life



Registered Charity Number 1089810

Seven more countries launch Zippy's Friends

Zippy's Friends is to be launched in seven more countries by the end of August, in the fastest expansion in our ten-year history.

As the programme continues to promote the mental health and emotional wellbeing of young children around the world, banking giant HSBC is to support it in five more countries in Latin America – Chile, Costa Rica, El Salvador, Peru and Uruguay.

Programme Co-ordinator Coral de la Zerda Hoffmann said that the five new partner charities which will be running *Los Amigos de Zippy* have varied backgrounds. CreArte (Chile) works to promote children's resilience through art, DNI (Costa Rica) campaigns for children's rights, FEPADE (El Salvador) is concerned with improving the quality of education, Kallpa (Peru) promotes healthy communities, and Gurises Unidos (Uruguay) works with street children and champions children's rights.

'The wonderful thing is that, despite their different missions and backgrounds, all these agencies are really keen about Zippy,' she said. 'I



Girl with model Zippy in one of the first classes in Panama.



Coral (centre left) with co-trainer Ariane Koch and colleagues from SCDI, Hanoi.

remember someone at Kallpa in Peru telling me that, while the agency promotes physical health, it has been difficult to promote mental health because such resources just don't exist in Latin America. *Zippy's Friends* is just what they have been looking for.'

In addition to the launches in Latin America, small trials of the programme have started in two more countries – Belgium and Vietnam.

Coral has just returned from training trainers in Vietnam, and was impressed by the enthusiasm of staff at our partner agency SCDI, which promotes community development.

'Again, it is something quite new for them, but everyone thought there was a need for *Zippy's Friends* in a society which is developing so quickly,' she said. 'We're starting in just three schools, to see how things go, but the potential in a country of 87 million people is huge.'

But it is not all good news, as a small trial in three schools in France has ended.

'That's a great shame,' said Programme Director Caroline Egar. 'Some people seemed to think that Zippy tries to dictate ways of thinking and behaving to children, when in fact the opposite is true. Zippy is all about helping children to open their minds, to think of lots of ways to cope with difficulties and then to choose the way which is most effective for them.'

'Never mind. We'll try again and are already looking for new partners to re-launch the programme in France.'

Further expansion to at least one more country is likely before the end of the year, and the UK programme will grow significantly in September when classes start in a large cluster of schools in Ashford, Kent. Funding has also been secured from The Hongkong Bank Foundation to launch *Zippy's Friends* in a fourth major Chinese city, Tianjin, in 2012. The programme is already well-established in Beijing, Hong Kong and Shanghai.

'One of the best interventions ever introduced'

A study by Educational Psychologist Kathryn Davidson of *Zippy's Friends* in Northamptonshire has found clear evidence of the programme's benefits for children.

Classes started in Northamptonshire schools in early 2010, as part of the Targeted Mental Health in Schools initiative (TaMHS). The programme is spreading very quickly and is expected to be running in 41 schools across the county from November. It is now recommended for all schools with children at Key Stage 1.

The evaluation notes 'a positive impact on children who are vulnerable to experiencing difficulties with mental health or who are already experiencing difficulties, and on the school overall.'

It goes on: 'In particular, children benefit in terms of their self-esteem and coping skills. School staff find the programme accessible and straightforward to deliver, and report marked changes in their pupils' social and emotional skills, which they attribute to the programme.'

The study includes quotes from some of the teachers who have taught *Zippy's Friends*, and a couple are particularly positive. '*Zippy's Friends* is fantastic and I would recommend it is used in every Year 2 class,' said one. 'One of the best interventions ever introduced,' said another.

You can read the full report here.



Small charity, big achiever

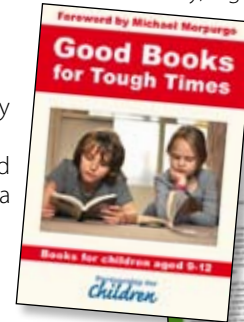
Partnership for Children has been short-listed for this year's Third Sector Excellence Awards. *Good Books for Tough Times*, which recommends storybooks that can help children cope with difficult feelings and situations, is one of four finalists for the Small Charity, Big Achiever prize.

Copies of the latest edition of *Good Books for Tough Times* have been sent to 23,000 primary schools and more than 3,500 public libraries across the UK, and have attracted widespread media coverage. *The Times* described them as 'really excellent guides, for parents and schools.'

Copies have been sent to our partner agencies around the

world, so that they can produce similar guides, and a list of foreign language translations of all the recommended titles will soon be available on our website.

The winner of this year's Small Charity, Big Achiever award will be announced in London on September 28.



Board meets in Poland

Poland has the largest *Zippy's Friends* programme in Europe, with 16,763 children enrolled last year. Trustees and staff travelled to Warsaw in May, to visit classes and talk to teachers and children. The Board also hosted a dinner in honour of our partner agency COPE (Centrum Pozytywnej Edukacji) which was attended by Poland's Children's Ombudsman Marek Michalak.



The Board honoured three of the key people who have made *Przyjaciele Zippiego* so successful (from left, holding certificates) – Katarzyna Stępiak, Elżbieta Nerwińska and Dorota Żyro.

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