

HEALTHY RELATIONSHIPS CAMPAIGN

PROMOTING RESPECT, COMMUNICATION, AND TRUST AMONG YOUNG PEOPLE



INTRODUCTION

- Healthy relationships are built on respect, trust, honesty, communication, and equality.
- They contribute to mental emotional well-being.

RATIONALE

- Young adults often struggle to identify healthy vs unhealthy behaviours.
- Our campaign raises awareness and supports positive relationship development.

NATIONAL GUIDELINES AND STATISTICS

- According to NHS and PSHE Association guidelines.
- 1 in 4 young people experience emotional abuse.
- Only 38% can recognise unhealthy relationship signs.
- This campaign aligns with UK national health education standards.

CONSEQUENCES OF POOR RELATIONSHIPS

- Short-term: Stress, anxiety, poor concentration
- Long-term: Depression, Isolation and difficulty forming healthy future relationships.

KEY AIMS OF THE CAMPAIGN

1. Educate young people on healthy relationship characteristics.
2. Encourage open discussion on trust and respect.
3. Provide access to reliable support services.

CAMPAIGN ACTIVITIES

- 6-8 weekly workshops and discussions.
- Role- playing exercises to improve communication.
- Poster creation and slogan: ' Respect starts with you'.
- Interactive group learning.

PARTNERS AND ORGANISATIONS

- Local: NHS Mental Health, Mind UK
- National: Respect UK, NSPCC, Women's Aid.
- These collaborations help ensure accessibility and expertise.

EVALUATION METHODS

- Pre and post campaign surveys.
- Feedback Forms to assess understanding.
- Observation of engagement and participation.

BENEFITS OF HEALTHY RELATIONSHIPS

- Physiological: Lowers stress, Improves health.
- Sociological: Builds peer and community support.
- Psychological:- Enhances confidence and self-esteem.

CHALLENGES AND SOLUTIONS

- Challenge: Low engagement-Interactive sessions.
- Challenge: Cultural discomfort- Safe discussion space.
- Challenge: Time-Flexible online sessions.

REFERENCES

- NHS(2023). Healthy Relationships [https:// www.nhs.Uk](https://www.nhs.uk)
- PSHE Association(2023). Relationships Education Guidance.
- UK Youth (2023): Relationship Health Survey.