

This rationale will explore and explain the choices of the mental health leaflet, Staying Safe and Happy online, aimed at teenagers. An explanation will be given for every aspect of the leaflet from the reasoning for the font style & size to the pictures used. Policies, theories and practice will be explained as how the youth of today deal with the added influences of the internet and the 24-hour availability of it, how the internet can affect the mental health of teenagers in positive and negative views.

The internet can have a very positive affect on today's teenagers. Teenagers are able to find information at a click of a button. It maybe that the child is feeling isolation and loneliness and can become a member of an online community from the comfort of their own home. They can find friends and a sense of involvement in the ever-developing world around them.

According to the World Health Organisation, WHO, 'Young people under the age of 25 make up 42% of the world population, 3 billion, with 1.2 billion of these young people are adolescents aged between 10 & 19' (WHO 2018). They also state that 50% of mental health disorders become visible before the child is 14 years old (WHO 2018). 'With self-harm the 3rd leading cause of death in 15-19-year olds and that 80% of depression begins in adolescents' (WHO 2018). According to Dr Berit Kieselbach, Violence prevention expert 'Intervention that can impact multiple health issues at the same time are essential, such as life skills training for mental health....'(WHO 2018).

Mental health and wellbeing is a big part of a teenagers life and getting the right balance of social interaction and keeping a good mental health. According to Organisation for Economic Cooperation and Development (OECD) Children spend at least two hours a day on either social media or the internet but that was back in 2012 (OECD 2012). It is thought that children spend more time online than watching television, with the amount of time spent online has increased from 2 hours a day to 2 hours and 11 minutes (Ofcom 2019).

The effect of the blue light from the child's device can also have a detrimental effect on their eyes. According to Preventblindness.Org too much blue light, the light that is emitted from a tablet or smart phone, can lead to digital eye strain and even retina damage, age-related macular degeneration. (Prevent Blindness.org 2016).

Mental health can present itself in many different disorders. According to 'Mind' these may be anger, anxiety & panic attacks, depression, bipolar disorder, body dysmorphic disorder (BDD), eating disorders just to name a few, with each disorder having its own complexity, which in turn has its own complex treatment. Adolescents can present with any of these disorders and some present with multiple disorders. (Mind 2019)

This leaflet has been created with the background colour of burnt orange. According to Formation Media.co.uk, who are an online agency who deal with psychology for your target market, that teenage girls are drawn to more feminine colours, such as pinks and purples, but as they mature 'Teenagers gravitate towards ethnic and multicultural tones as they start to appreciate the world around them' (Formation media 2015)

The font style and size is vital to the readability and comprehension of this leaflet. The chosen font style is "**Comic Sans**" as this is an easy font to read, with it being less formal so appealing to the target range of this leaflet, teenagers. The size has been increased so then the text is more appealing from a distance in order to make the leaflet more obtainable.

The contrasting colour blue has been used to highlight, bring attention to, information regarding children's experiences online, for example the statistics of children internet social profiling and the online bullying statistics. The black boarder surrounding the images and statistics make them more defined and pop out of the leaflet. This is an informative leaflet and so the desired effect is that the teenager is able to obtain the information with ease. The information was kept to a minimal as it was not desired to overload the reader, with the theory of little is more. But the information has been taken from well-known mental health organisations. The leaflet would also be available online with hyperlinks to the Mental health charities, as the subject of the leaflet is online use of the internet and the mental health of the teenager.

Each charity used has their own policies, which have been linked to existing legislation, to provide help to this target age group. For example, Mind, (Mind.org) who have created the 'Side by Side' peer programme, where they have segmented this specialized support to many different peer groups. The availability of the information, online, has created ease of accessibility to teenagers. The web site has sign posted the user to their age/social group, in this instance to the 'The Mix' and 'Young Minds' recognising the age range and variant requirements of help needed. Mind have a clear understanding of mental health issues effect on the youth of today and have created these social peer groups with intent to engage this societal group.

The legislation that 'Mind' connects to the information that is available on their web site ranges from protection of information, The Data Protection Act 1998, The Mental Health Act 1983 and the Well Being Act (Wales) 2014, just to name a few. With their intention to be as transparent and informative as possible.

Adolescents have the availability of social communities online in the forms of 'Blogs' where real life people write their stories of real-life situations and the user can interact, from the safety of their own home and in their own time, with the use of online 'live chats'. One example of this is Erika's Lighthouse, an online website with up to date 'Real Life' personal stories are written for anyone to read but they also have links to web sites that can help and advice on where to get help. (Erika's Lighthouse, 2019) This web site also provides information for parents and schools on how to recognise the signs of mental health disorders but also helpful leaflets with how to help treat the problems that the young people have. There is a handbook called 'The Parent Handbook on Childhood and Teen Depression' which has a section, 'Mental Health & Happiness' which gives easy to understand ideas on how to help treat mental health issues (Erika's Lighthouse 2019).

In conclusion the leaflet that has been created is an attempt to bring attention to the increased use of the internet by teenagers. It has also given information on 'Go To' charities that a teenager may feel they could obtain information on mental health and the risks that they face using the internet. It was found that mental health in teenagers is great but also that the availability of help is widely available. The volume of charities with easy to reach information is vast and that if a teenager is worried, or a parent, regarding the mental health of the teenager they can go online, type into a search engine 'Mental health' and a variety of help is available.

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