

PITCHING & PROMOTING YOUR GROUP

On the Mind In Camden website you can download flyers & posters for other Paranoia & Betwixt groups from the network. Have a look & get ideas! Here are some things to think about =

Where shall I put my flyer?

- day centres
- libraries
- GP surgeries
- pub toilets
- school
- university
- community centre
- shops
- inpatient wards
- NHS
- pro system
- hendon underground, buses
- ward rounds
- on a T-shirt
- social media
- local events
- local press
- newsletters
- carers meetings
- ask of
- could
- post office
- carers
- meetings
- other
- support groups
- NSUN
- give them to members
- where might potential members go/be?
- churches
- mosques
- temples
- supermarkets
- mad pride events
- other survivor

FLYER FLYER FLYER

FLYER

QUOTES

- quotes from members can be useful to express how groups can

here are some collected by the project

The non-judgmental acceptance helps. Also, seeing the belief holistically, in that I can talk about all aspects of my life and see it in a context.

It's the only place I can be
me.

Becoming a member of the group was my first step to looking after me! 🍌 🍌

Knowing there will be someone I can talk to there every week is such a relief.

every week is such a relief.

IDEAS

- speaking at team meetings
- sponsorship
- flashmob
- radio
- advert
- celebrity endorsement
- a play
- billboards
- documentary
- guerrilla knitting
- postcards
- poem competition

poem competition

- events ...

Open session = a session similar to the group but open for people who aren't "officially" to had into staff etc. Positives = can be quite relaxed, chance to ask without sharing "singing up", supporters & workers questions before the group might prefer to just can find out more this method

feel confusing; is this people; needs

LAUNCHES

feel differently people; needs

seventh peers, different needs

the team.

Whatever your

LAUNCHES

• Group Session = to launch the group you just start the group. Positives = gets straight on with it, just for the members, clear start. Downsides = can't come find out info "anonymously", to introduce themselves and their roles, facilitators available for a great attendance, private chat or questions.

• Whatever your lunch be sure to think about = atmosphere, food, drink, location, including alternative perspectives, personal testimony, space for questions, information about group, facilitating.

• Center stage = an event involving lots of different ppl exploring different ideas. Positives = good for networking really spend time exploring really different approaches, chance to ask questions, shows investment. Downsides = could feel exclusive, intimidating very far from a group.

FLYER FLYER FLYER



"the the the"

W W W ? W W W

W W W W W W W



IMAGERY - bold

- think eye catching - aware of
- ask group members to contribute artwork

too happy happy

~~JANNAIAGE~~ - again it's very important to use straight forward, neutral, open JARQUAIRE language which does not judge the reality of someone

NAME _____

- the name of your group is really important
- ask members what they would like to call the group

Other groups in the network include =

Other groups: "Believe it or not" "Better believe it" "Suspicious minds"

"Come to Believe" "Paranoia Peer Support Group"

IMPORTANT INFO

- time - contract info
- location - tea & coffee!
- accessibility

group ethos/
WHAT IS THE GROUP IS
& ISN'T

25N1

"Do people call you paranoid?"
Disagree? This group could be for you "Tap into the differences about these groups to communicate that this group is about personal meaning to support, confidential whatever your belief. You could give some examples of some of beliefs people would be welcome to share in the group.

ACCEPTANCE - SUPPORT - SAFE SPACE - CONFIDENTIAL

What are the benefits?

- reduced distress
- confidence
- self esteem
- coping strategies
- dealing with triggers
- empowerment
- social connections
- community
- acceptance & understanding
- hope

celebration =
celebratory feel = music
celebratory positives: could
a celeb. of people to hear
for 10 to 150 people could be fun,
draw the group, include different
about energy! Downsides = might
competitive, if you are feeling
perspective like there's nothing
feel over a feel, may miss the
paranoid info, expensive
to celebrate info, expensive
important info

Feedback = an event involving lots of different ppl trying different ideas.

ives = good for networking
spend time exploring
different approaches,
ance to ask questions,
threw investment

Downsides = could feel
exclusive, intimidating, could feel
very far from a group, could feel
confusing and had to guess info about group

TP8

- social
- community
- acceptance
- hope