



# A CALL TO ACT: STRATEGY 2026 – 2031

As the UK's only national charity dedicated to preventing poor mental health, we're tackling the mental health crisis by thinking differently. We know that mental health is not inevitable, so we're changing the national conversation **from managing mental ill health to preventing it**. And we're fighting for those most at risk, especially young people in response to the unacceptable and avoidable numbers of them with poor mental health in the UK.



## CORE BELIEF

**Everyone deserves good mental health.**



## VISION

**Everyone lives with good mental health, because we prevent mental ill health before it starts.**



## IMPACT

**We want to see real and sustained improvements in mental health and wellbeing from 2025 levels that benefit everyone fairly.**



## OBJECTIVES

**Focusing our work on these key, connected issues where we can have the biggest impact.**

### 01. Championing Prevention

So that we can prevent mental health problems before they take root, tackling the causes instead of waiting to treat the symptoms.

### 02. Creating mentally-healthy online worlds

So that people, especially young people, are protected from harm and are more mentally healthy in their online activity.

### 03. Tackling bullying and discrimination

So that children and young people are protected from the life-long harms of bullying and discrimination.

### 04. Improving working lives

So that young people can thrive in mentally-healthy workplaces that support their wellbeing in their early working lives.



## ACTIVITIES

**Making change happen, to address the root causes of mental ill health.**

### Policy and advocacy

Developing and championing evidence-based, preventative recommendations that influence policy and legislative changes across the UK.

### Campaigning

Leading bold, issues-based campaigns to raise awareness, shape public attitudes and drive adoption of our policy recommendations and preventative initiatives.

### Information and resources

Creating trusted, research-based information and resources that help people protect their own mental health and support others.



## FOUNDATIONS

**Grounding all of our work in evidence, real experiences and expertise**

### Research

Through our research, including participatory approaches, we will generate and share robust evidence on what drives poor mental health and what works to prevent it.

### Lived experience

The people most affected by our work will help to shape it, with lived experience consistently embedded in how our priorities are set, work is designed, and impact is understood.

### Partnerships

Building coalitions and networks, bringing together policymakers, employers, communities and people with lived experience to strengthen collective action and accelerate progress towards prevention.



## ENABLER

**Sustainable funding, making it possible to do our work.**



## VALUES

**Underpinning everything that we do, guiding the work we do and how we do it.**

- Side by side
- Walk the talk
- Determined pioneers
- Making a difference