

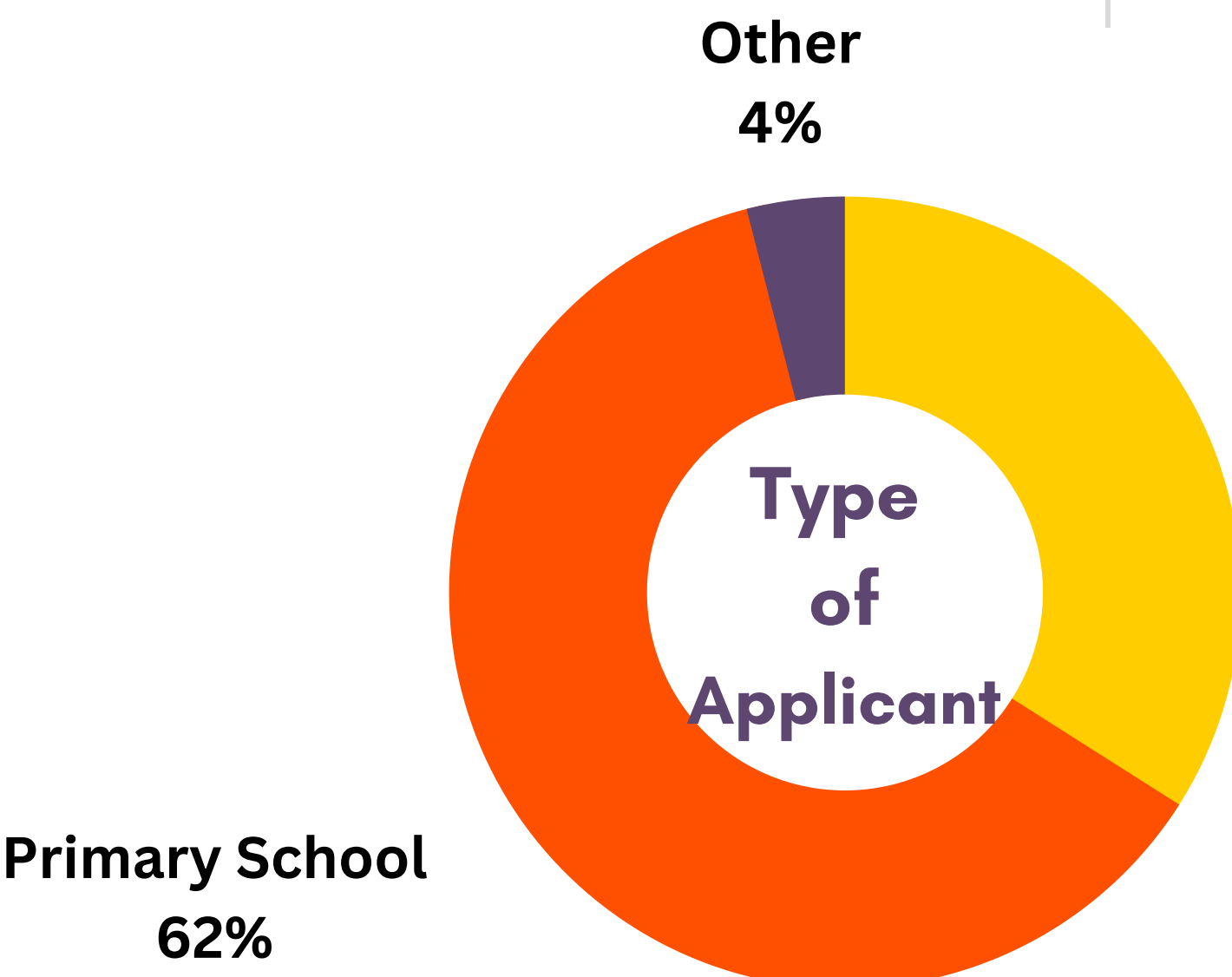
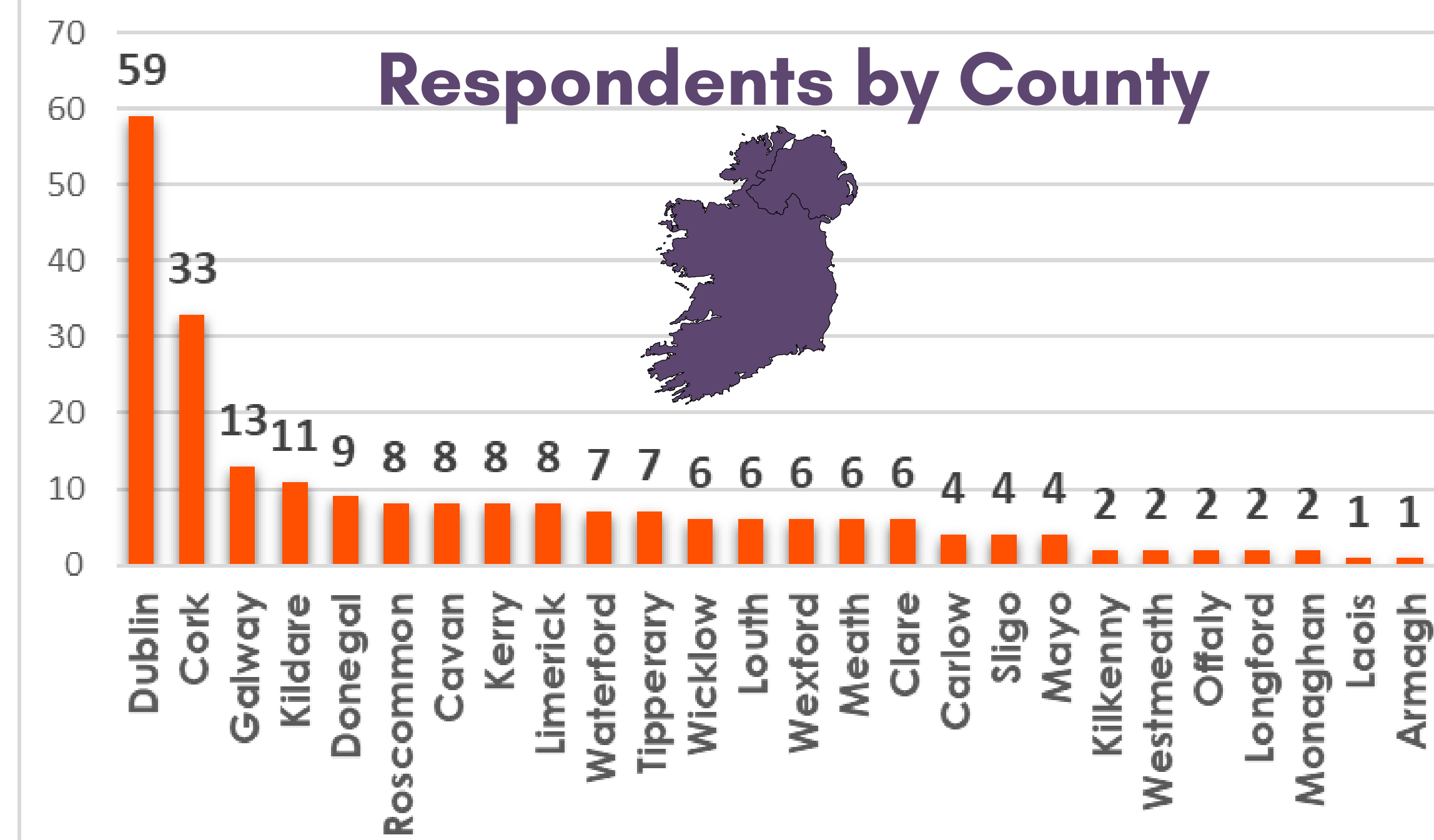
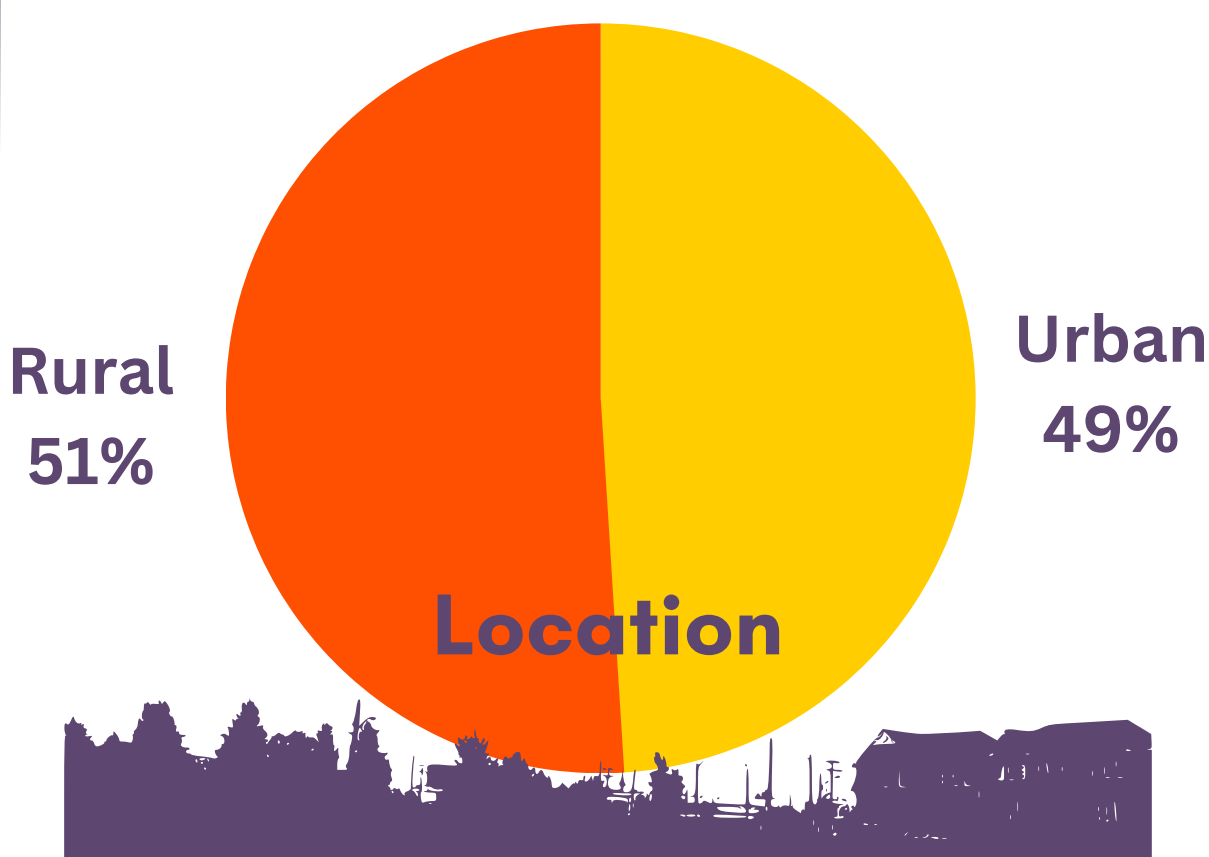
# An Evaluation of Schools' and Organisations' Experience Implementing the Amber Flag Initiative 2021 – 2022

## 01. Introduction

Pieta's Amber Flag recognises individual efforts of primary and secondary schools, youth-reach, third level institutions, community groups and clubs to create healthy, inclusive environments that support mental well-being. The Amber Flag vision is to promote positive mental health and well-being in communities through shared contribution, knowledge, and empowerment.

## 03. Demographics

N = 225



## 04. Study Design

Mixed method cross sectional survey was developed to collect feedback from schools and organisations that participated in the Amber Flag initiative in 2021-2022.

## 02. Objective

Evaluate the experiences of schools and organisations that participated in the Amber flag initiative in 2021 - 2022.

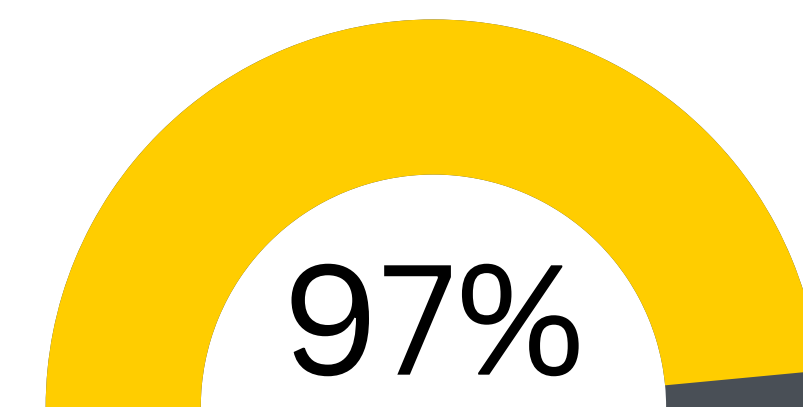
## 05. Procedure

2022: 556 schools and organisations across Ireland were awarded an Amber Flag. Awardees were invited to complete an anonymous online feedback survey using Microsoft Forms.

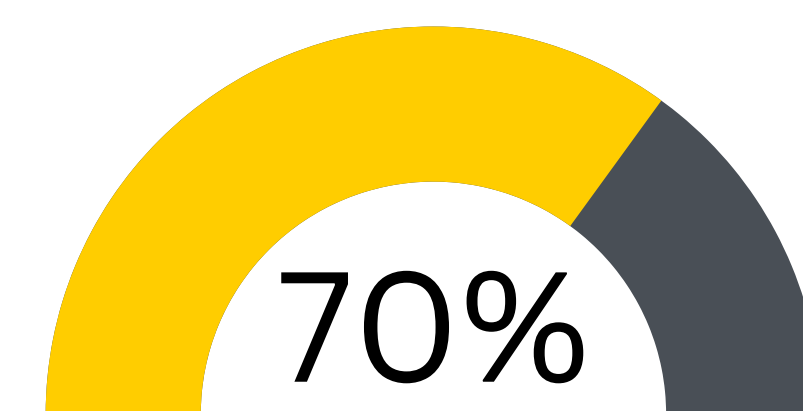


### Motivation

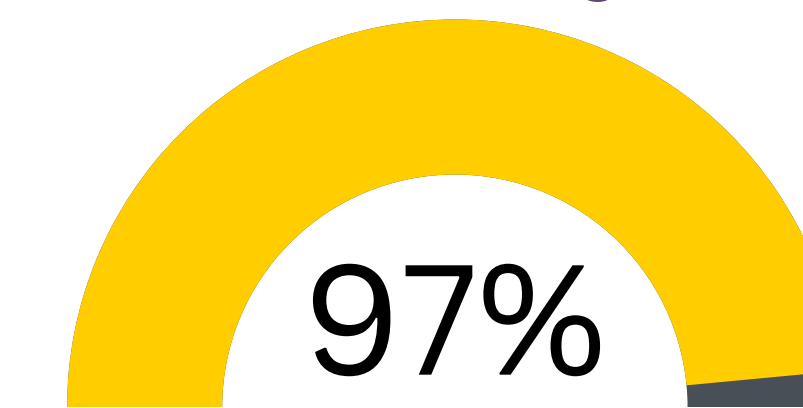
We wanted to strengthen awareness of mental health



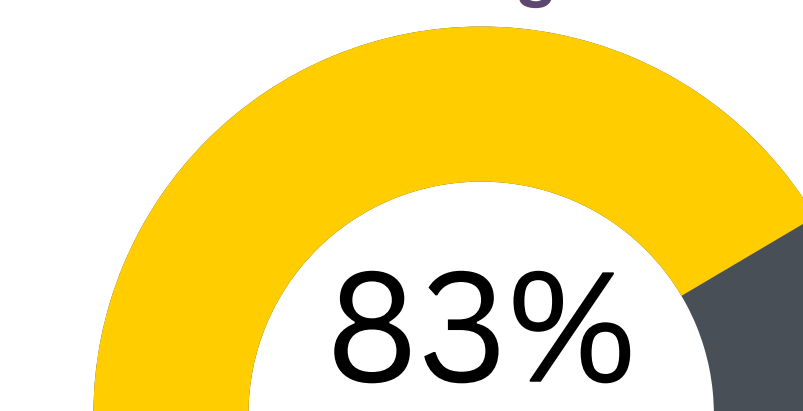
We are motivated by working towards awards



We wanted to promote wellbeing

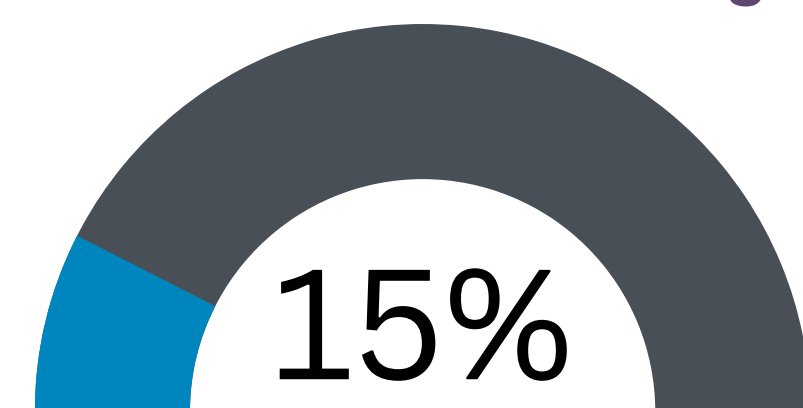


We heard positive things about the Amber Flag from others

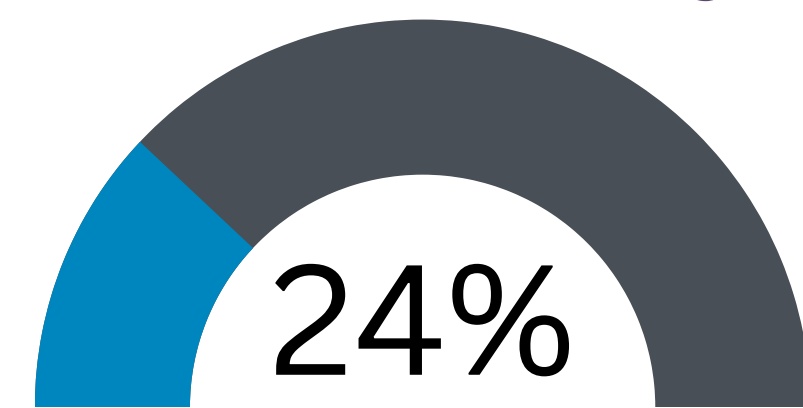


### Challenges

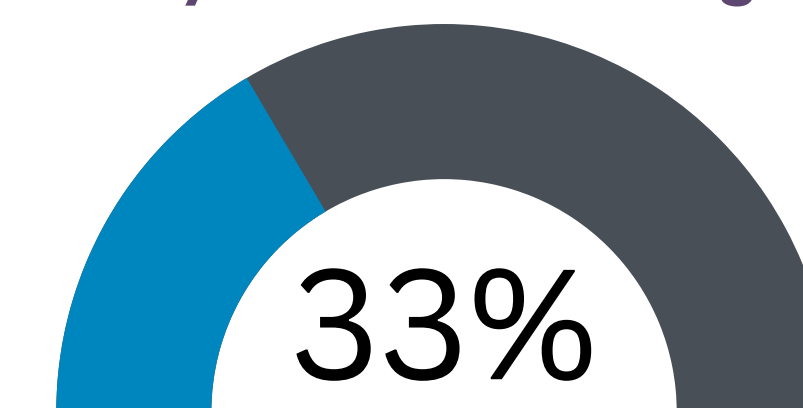
The paperwork associated with the Amber Flag



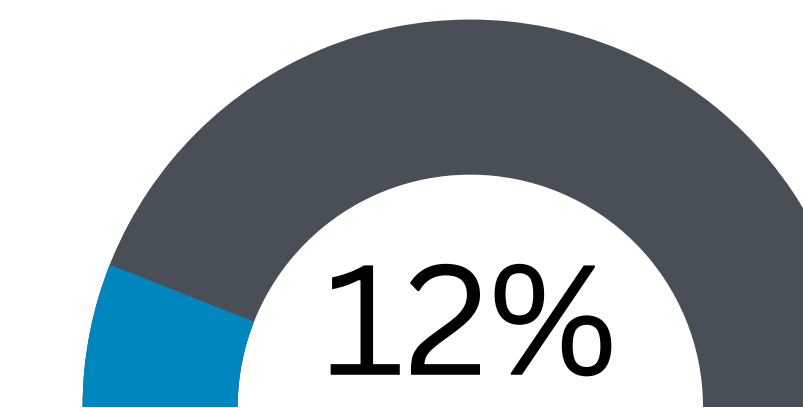
The fundraising requirement of the Amber Flag



The amount of time required by the Amber Flag



Getting students involved



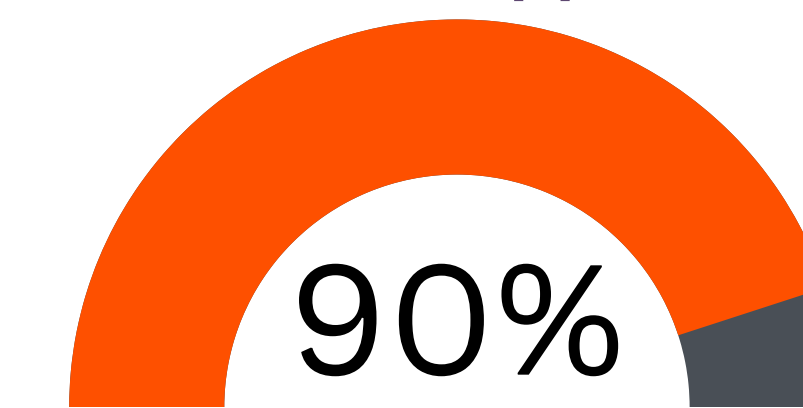
## 08. RECOMMENDED DEVELOPMENTS

- Welcome Pack
- Online Resources
- Amber Flag Events
- Amber Flag Training/Visit
- Promotional Materials
- Advertising and Marketing
- Psychoeducational Material
- Mental Health Talks/Workshops

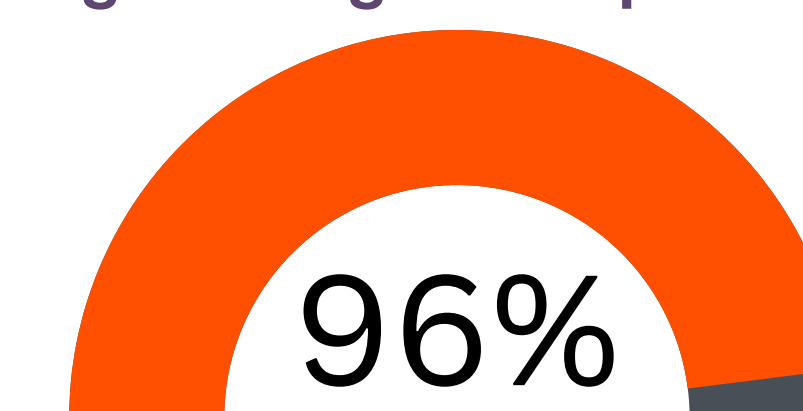
## 06. QUANTITATIVE RESULTS

### Perceived Benefits

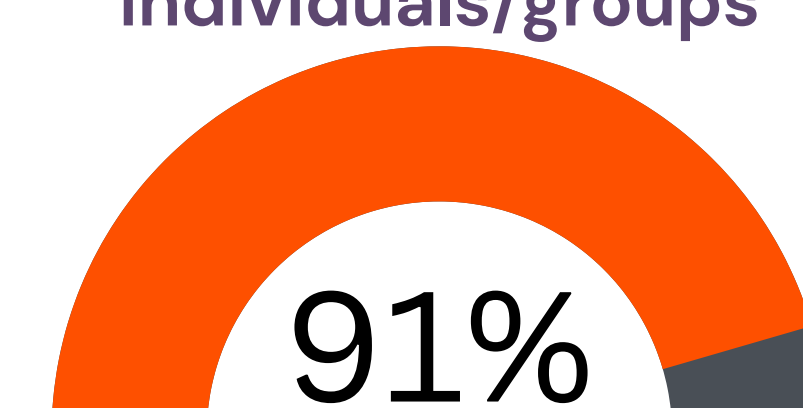
Increases opportunities for social support



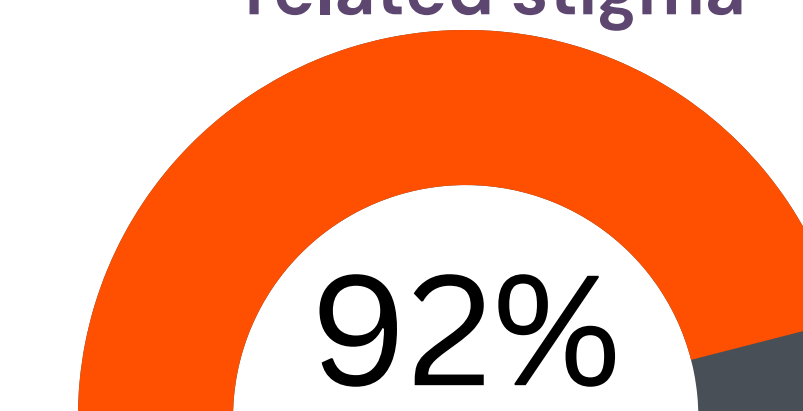
Develops mental health and well-being strategies for participants



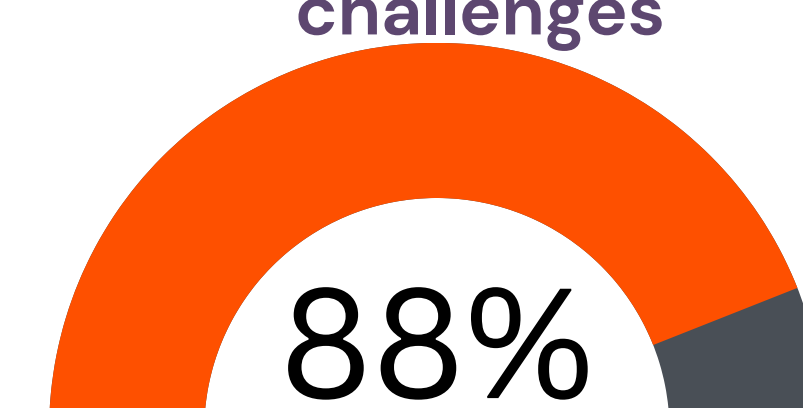
Contributes to a more inclusive environment for marginalised individuals/groups



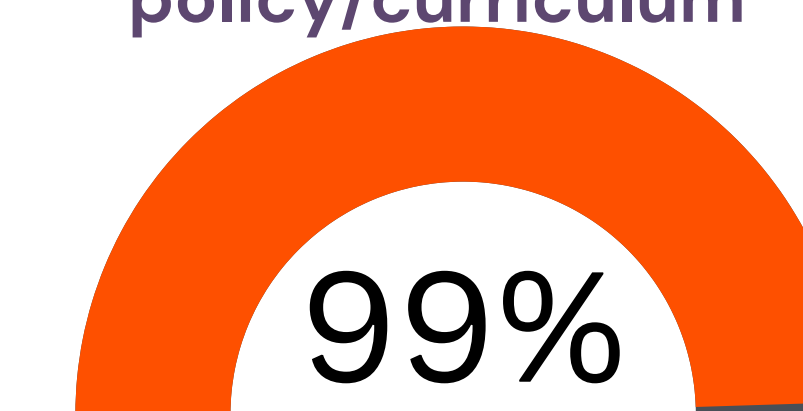
Decreases mental health related stigma



Improves quality of life for those with mental health challenges



Supports our well-being policy/curriculum



## 07. QUALITATIVE THEMES

### MOTIVATION

- PROMOTES POSITIVE MENTAL HEALTH
- COMPLEMENTS SCHOOL CURRICULUM AND ETHOS
- CREATING A POSITIVE ORGANISATION CULTURE
- RESPONSE TO COVID-19

### PERCEIVED BENEFITS

- DEVELOPMENT OF INTERPERSONAL SKILLS
- RAISING AWARENESS OF MENTAL HEALTH
- LEVELS OF IMPACT

### IMPROVEMENTS

- RESOURCES
- PROMOTING AMBER FLAG
- ADDITIONAL PIETA SUPPORTS

### CHALLENGES

- TIME
- ENGAGEMENT
- PLANNING AND ORGANISING

### Authors

Kim Clarke, Research Assistant  
Deirdre O'Hagan, Amber Flag Facilitator  
Jennifer McCabe, Amber Flag Facilitator  
Eileen Cunningham, Education and Training Manager.



"The whole school community are made aware of the services available to them and to their families"

"Being involved in the Amber Flag meant that we were promoting a positive, accepting environment"

"Our committee worked as part of a team and grew in their ability to share ideas and come up with creative solutions"

"This initiative enabled a community wide approach to supporting mental health"