

Case Study



OUR LITTLE BOOK OF SERVICES

During community outreach work it became clear that there was a significant demand for a leaflet that clearly and simply explained our services, particularly for individuals who do not speak English as their first language. Unfortunately, we did not have such a resource available.

Working together: National Mind, community groups, experts by experience, professionals and staff. Our ambitions were two-fold: to create a "Five Ways to Wellbeing" leaflet translated into 20 languages and to develop an easy-to-read Wellbeing services leaflet detailing what Oxfordshire Mind offers.

To determine which languages to include, we consulted with the groups we were working with to identify the most prevalent languages. We also used insight data from Oxfordshire County Council. Additionally, we sought advice from expert translation agencies, who provided valuable guidance and helped us decide on the final 20 languages for our translated resources. We also worked with one of our amazing Experts by Experience who had also worked with us on other media projects.

"I was really heard me and it was very collaborative. I was glad to be part of it as it looks great! 🙌 Lisa was interested in everything I had to say." Katie EbE.

Together we created informative leaflets that are simple with a clear narrative structure that can be understood by the people who most need to access the services. Reaching out for help is so much easier if you understand what help is available and how to access it. These leaflets in all their many formats will be shared across the Mind Federation and with the communities that we serve.

"To get everyone's input, has taken longer than it would have done, but I feel that we've got a really useful and engaging leaflet that works and does what we want it to do and I'm very proud of that" Lisa Harle-Ward, Wellbeing Service Manager