

ADOLESCENTS' DISTRESS

CREATIVE BRIEF

PROJECT: PLAKTIVAT 16 – ADOLESCENTS' DISTRESS

Conceptual design and implementation: TAM-TAM INSTITUTE

Participants: Slovenian Association of Friends of Youth / TOM phone

Medium: TAM-TAM city posters

Deadline for applications: 17 November 2023

BACKGROUND

Growing up is a sensitive and vulnerable time during which young people are confronted with many choices, challenges and influences that often make them feel vulnerable, confused, sad, angry and even lost. This means every child and young person needs an opportunity to talk about their distress in a relaxed way.

Problems that are left unaddressed can lead to a gradual deterioration in mental health and interpersonal relationships.

PROBLEM

According to data from the Slovenian Association of Friends of Youth and analysis by TOM phone (a free and anonymous telephone number for adolescents and children), 40% of young people in the country do not trust anyone with their problems. The nationwide "TOM travels and visits children" campaign asked pupils to tell them which topics they dare not or cannot talk about with their parents or other adults. Among over 10,000 anonymous accounts, just 5% of pupils said they had no problems or were able to share and solve their problems with their parents. The remaining 95% of pupils' accounts show that they cannot confide in their parents about their problems or do not dare to talk to them regarding what is bothering them.

FACTS

The main barriers to communication with the selected target group include:

- Adolescents' reluctance to speak out,
- adolescents' mistrust that talking is the right path to feelings of acceptance, relief, satisfaction and restored self-confidence.

Children and adolescents report feelings of fear and shame while bringing up their difficulties in conversation. They are particularly sensitive to the opinion of their peers and wish to avoid situations where they might be stigmatised or labelled as weak because of their difficulties. They are hampered by the feeling that they must deal with the situation alone.

Yet, the fact is that the number of adolescents in need has skyrocketed since the pandemic. Entirely new forms of problems have emerged that are not talked about or even known, except by those who face them.

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TARGET GROUPS

First and foremost, we want to raise awareness among children and adolescents faced with their own hardships of not being seen, not being heard, not being taken into account, and who are alone with their thoughts, feelings and experiences.

The indirect target group is the general public – we make everyone who works and lives with children and adolescents aware of the importance of talking. We wish to emphasise their role and openness in supporting young people.

CREATIVE CHALLENGE

To make children and adolescents feel more encouraged to speak out about their distress and to demonstrate the immense value of personal conversation as a protective factor in mental health.

COMMUNICATION GOAL

The primary goal is to bring about a shift within the individual adolescent to dare to talk to others about their own experiences and well-being, and thus improve the psychological well-being and mental health of children and adolescents (the broader objective) through the conversations that take place.

There are several options for conversation, where one is definitely the TOM phone, which, whatever the creative solution, can provide an additional way out of the distress and therefore be included with the logo in the footer of the poster.

HELPFUL INFORMATION

<https://www.zpms.si/2023/03/22/tom-potuje-otroke-obiskuje/>

<https://childhelplineinternational.org/>