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HELLO

Project Embrace is inspired by over thirty years of experience within mental health and psychiatric services. Every aspect of our products and services are informed by lived experience. We are proud to be truly service user-led.

Our range of solutions are used by a variety of customers, from individuals seeking support, to large organisations that want to provide mental health awareness and wellbeing to their staff and clients.

In 2008 **The Pocket Advocate™** was designed to guide myself and those around me through the various stages of my mental health diagnosis. The idea to develop this as a service for others was awarded an innovation and development grant from the London Borough of Camden. In partnership with The James Wigg Practice and The Kentish Town Improvement Fund **The Pocket Advocate™** was successfully piloted within Camden & Islington's NHS Foundation Trust.

Since then we have worked with a variety of local and national organisations, including the charity Rethink Mental Illness and the University of the Arts London, to raise awareness and implement **The Pocket Advocate™** for people in a range of environments including education, healthcare, probation, employment, and the workplace.

I'm incredibly grateful to our growing network of ambassadors and dedicated team of volunteers and experts that have helped to bring this work into the world.

Thank you.



Danielle Singer Moore,
Founder of Project Embrace.

"Strip away the labels, and what do you have left? A person who is struggling and needs support. We all experience times of great difficulty, some of us are better at coping with those times than others.

When we recognise the patterns that occur and outline strategies for support we can begin to overcome the repetitive cycles of mental distress, crisis and relapse. This enables a person to become empowered, which rests at the heart of everything we do."



FACILITATION MANUAL

*“The Pocket Advocate is **by far the most intuitive and user friendly system I have seen.**”*

- I.P., Consultant Psychiatrist.

Our facilitation manual walks you through The Pocket Advocate™ step by step, as someone who wants to explore their own mental health or facilitate another person on that journey.

The Pocket Advocate™ is a unique model that combines a variety of prompts, exercises and games that can be adjusted to each person's needs. The facilitation manual can be used as a standalone product or in combination with The Pocket Advocate™ booklet.

*“As a GP who looks after a large number of patients who have mental health problems, it is often very difficult to find out important information at the time of social or medical crisis. A document such as **The Pocket Advocate** would be of invaluable help in informing clinicians, families and friends of the needs and plans of the person needing care.”*

- Dr. Sally Higginbottom, GP.



“This is such a valuable tool.”

-Student, University of the Arts London.



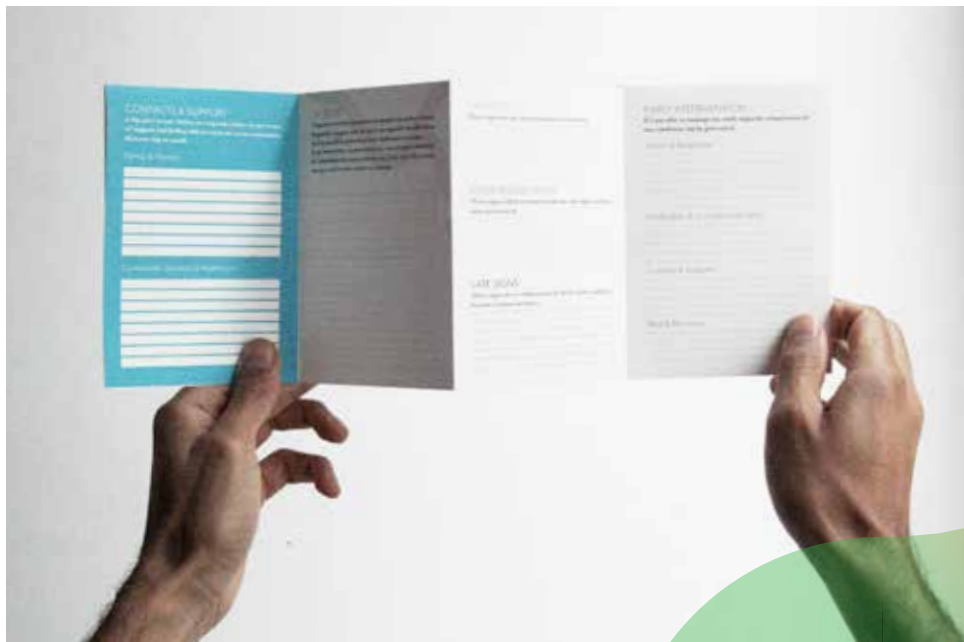
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THE POCKET ADVOCATE

*“Thank you so much for this amazing service. **It really gives me peace of mind to know I will have this booklet with me at all times.**”*

- HF, Customer, Nottinghamshire.

The Pocket Advocate™ is a personalised, pocket sized guide designed to empower a person's ability to communicate, manage and recover from mental distress. It shows clearly that with the right intervention the cycles of crisis and relapse can be prevented; that a person has the power to take responsibility for the progression of their symptoms, and become respected as an equal voice in the care they receive. This core product has been adapted for people in a range of environments including education and the workplace.

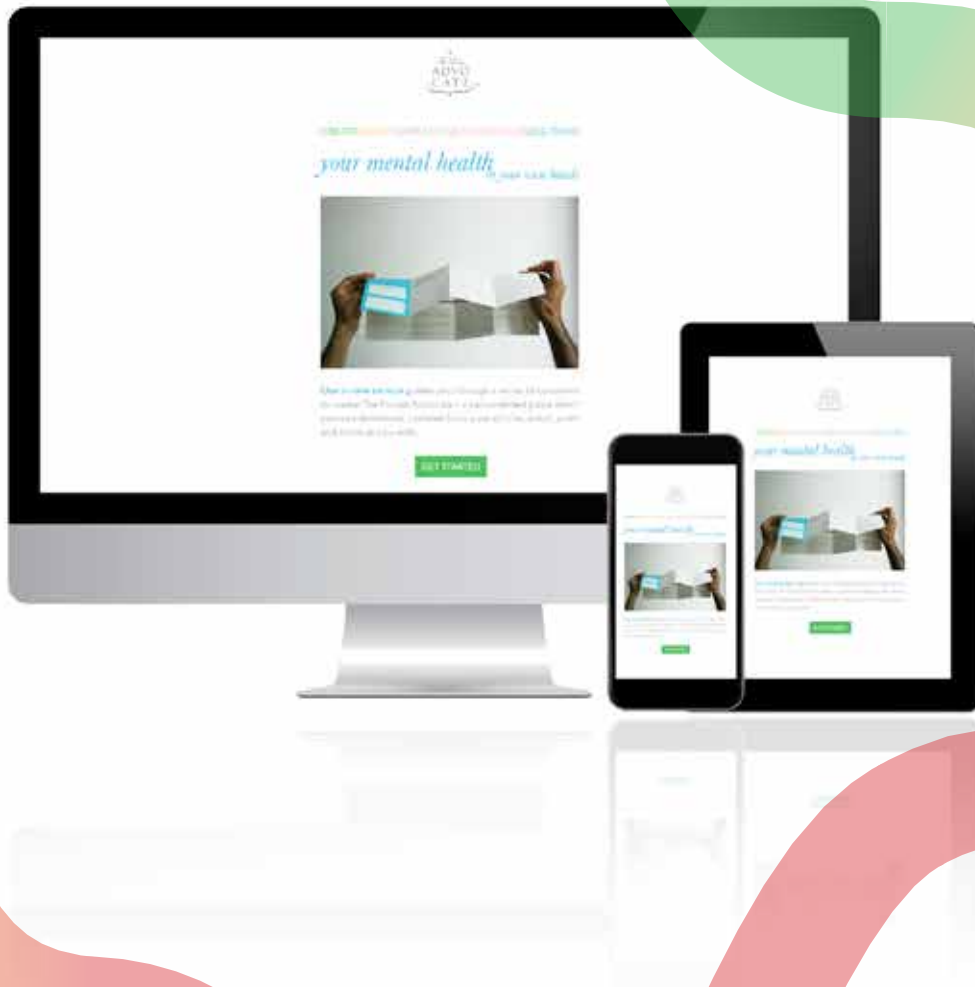


ONLINE SERVICE

“This tool is inspirational and people feel really invested in it...They are in the driving seat, it is truly service user led, and for this I think the tool is unique and invaluable... It’s a bit like a mobile phone, once you have one you wonder how you ever lived without it.”

– Moira Matthews, Social Worker.

Our online service guides clients through a series of online questions to create **The Pocket Advocate™** booklet. This can be downloaded as a PDF, retrieved by a user from their phone, emailed, printed and shared with others. This service can also be integrated into any existing system.



our innovation
*your
brand*

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BESPOKE PRODUCTS

*“This is a huge gap in services and **the long term social benefits of this work would more than outweigh the short term costs.**”*

- Natalie Bo, Social Worker.

In alignment with your in-house style and brand we will tailor any of our products your organisational needs.

Some of the organisations we have worked with:



James
Wigg
Practice



Camden and Islington **NHS**
NHS Foundation Trust

MENTAL HEALTH AWARENESS & WELLBEING WORKSHOPS

*“I remembered who I am and that I am capable to be better and do more with my life. I know there will be troubles and problems, but **I realised I have my own solutions.**”*

– Ina Rai, Workshop Delegate.

Our workshops offer a pre-emptive approach that support delegates to manage their mental health and stress. Through a combination of stress management techniques, problem solving and personalised plans, delegates will learn what ‘triggers’ are and how best to respond to them when they inevitably come.

Through dynamic group work, discussion and play the group will explore what triggers stress, the signs they notice in themselves when they have been triggered, and the actions they can take, to take care. Delegates will create a self-directed tool called **The Pocket Advocate™**, that can be used to communicate the challenges they face and explore the best way to access support.

Our workshops:

- Empower clients to manage their mental health and stress
- Are proven to significantly increase confidence, ability to communicate and take positive action by 33%¹ and
- Save 30% of the associated costs²

1. Taken from a trial group from 100 participants.

2. Sainsbury Centre for Mental Health. (2009). Briefing 40: Removing barriers The facts about mental health and employment. London. 6.



TRAINING THE TRAINER

“Working with Project Embrace provides me with the opportunity to bring my experience and knowledge of human behaviour into a variety of environments. The people we meet and the time we spend with them makes a real difference. I love the whole feel and approach that we bring - so human, so liberating, so rewarding.”

- Max Gooding, Facilitator.

Our training programme is designed to give delegates the necessary preparation to facilitate The Pocket Advocate model with others.

Over the course of two days delegates will complete a series of extensive activities that explore each aspect of The Pocket Advocate model from a practical and theoretical perspective, and gain:

- Experience running group exercises
- Confidence facilitating
- Practice of skills in a safe environment
- Techniques to handle questions, discussions and challenges that may arise

FACILITATORS

Our workshops and training are delivered by a team of inspirational facilitators that specialise in a variety of sectors to meet your organisation's requirements.

"I really value being part of Project Embrace. It is led by someone with lived experience which is an explicit guiding force for what we do. I'm committed to the focus of supporting people with lived experience to take control and ownership over their stories and plans for supporting their wellbeing."

- Hári Sewell, Facilitator.



Max Gooding has considerable experience facilitating large groups and teams. This is underpinned by a breadth of training that includes a diploma in stress management and a certificate in organisational development. Max is a master practitioner in Neuro-Linguistic Programming and holds a qualification with the Academy of Executive Coaches as a systemic team coach. Her background is informed by 26 years working within banking and financial services.



Hári Sewell is a former executive director of health and social care in the NHS. Hári's experience includes the facilitation of training and courses within the NHS, local authorities and the charitable sector. His work is evaluated highly by 90% of delegates across all courses.



Kate Wood has facilitated group events and workshops for over 20 years in blue chip, non-profit and civil service organisations. Kate's passion is to bring a sense of clarity to spaghetti like situations, using a balance of analytical and human approaches to a wide variety of delegates, from school age students to senior executives. Her background is in learning and development and employee engagement strategy.



Danielle Singer Moore has worked closely with a range of organisations including local authorities, the NHS, universities, and the corporate and charitable sectors to deliver training, workshops and talks. Danielle's experience is informed by 20 years within communication and design, which inspired the development of **The Pocket Advocate™**.

Supported by



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PSYCHOLOGIES



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