



Our Future

Strategic plan 2017–2019

We are growing our service so that we can help more children, families and schools. This three year growth plan shows how we will build and develop Blue Smile in order to achieve this.



Nearly four children in every class struggle with their mental health.

These children are ten times more likely to get help if they access it through their school.

Blue Smile sends specialist therapists into schools across Cambridgeshire in order to bring help directly to those children who need it the most.

Counselling is an unregulated profession but Blue Smile use only highly trained therapists. What's more, we work with a child for long enough to make a real difference.

- ★ 91% of parents say that their problems improve because of Blue Smile
- ★ 82% of teachers say that Blue Smile children improve in the classroom

We know that what we do changes lives.

Our Plan

1



THERAPY

- Deliver more 1:1 therapy in Outreach and Partner Schools
- Deliver more group work
- Increase work with 11–13 year olds
- Further develop work in the under 5s

2

SCAFFOLDING

- Promote whole school approach
- Deliver training and support to teachers and other professionals
- Develop further parent work aimed at supporting the child
- Develop further agency partnerships



5

FOUNDATIONS

3

WORKFORCE

- Increase numbers of highly skilled therapists
- Provide more clinical placements
- Increase opportunities for in-house training and professional development
- Increase school understanding of the need for a suitably qualified mental health workforce

4



IMPACT

- Review and further develop evidence for benefits of long term, high quality, arts-based therapy
- Refine evidence of our impact for schools
- Increase advocacy for the need for high quality therapy
- Further develop our services based on best evidence and research

We will grow Blue Smile's capacity by developing our core infrastructure of IT, administrative and communications systems. This will support our clinical work and enable us to help more children. We will also ensure a secure financial footing by continuing to grow our fundraising work.

In 2019 we will...

- ✓ Work in 10 Partner Schools
- ✓ Provide support in 40 Outreach Schools
- ✓ Provide 40 training placements per year
- ✓ Provide more than 2000 hours of professional development to our staff per year
- ✓ Deliver regular training in schools
- ✓ Contribute to mental health research
- ✓ Increase work by 40% so that we can help more than 280 children per week

Blue Smile
are amazing
A Parent

Children are
calmer in class
A Teacher

You understand
me A Child

If you would like to know more about Blue Smile's fantastic programme, please contact Rebecca Wood on **01223 314725** or at **rebecca.wood@bluesmile.org.uk**

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Registered Charity No. 1139279
Registered Company No. 7411348

I am learning so much with Blue Smile placements. I appreciate being able to work with children on a long term basis and can see such benefit from it for the child

A Therapist on
Clinical Placement