



**Caleb Parkin**

**Beyond Words  
Writing for Wellbeing  
Resource**

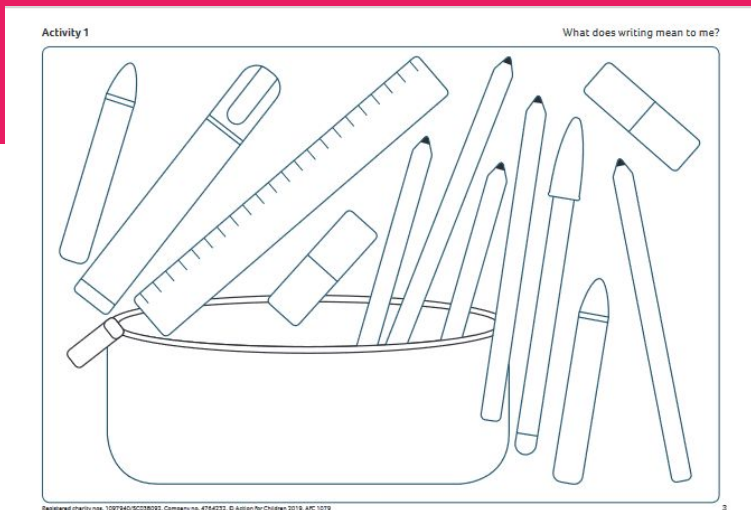
**June 2022**

# Goals:

- ★ Intro Beyond Words
- ★ Try & feedback on drafts

# Shape:

- ★ Context
- ★ Introduction (read / feedback)
- ★ Activities (read / try / feedback)
- ★ Group feedback, compare notes
- ★ Action points for Caleb



# Beyond Words, 2015 - 2021 and beyond

“In any given year, over 600 children in Gloucestershire are unable to access mainstream schooling due to conditions like mental health disorders, cancer, epilepsy, and orthopaedic, neurological and respiratory disorders. The majority of these young people are aged between 14 and 16.

Working with the **Gloucestershire Hospital Education Service (GHES)**, Cheltenham Festivals gave every KS4 student the opportunity to work over time with a writer-in-residence, either in person or via a digital learning platform.” [or, in 2020 - 21, on Zoom!]

“The young people’s writing was professionally published each year in an anthology which was launched at The Times and The Sunday Times Cheltenham Literature Festival.

Over the six years of the programme we worked with four writers in residence, Sue Mayfield, Jane Bailey, Miranda Walker and Caleb Parkin.”

[Video of project from 2019](#)



# Co-production Process

- ★ Previous BWs participants applied
- ★ Paid work on this project
- ★ Series of six meetings with R&D work between
- ★ Possibility of Silver Arts Award as part of this project
- ★ Pippa (project manager) and me meeting other writers X 2
- ★ Resource (pt 1?) due to launch at CLF in October.





## Book

- Book does that mean a journal?
- Something people complete - workbook?
- How many pages is a 'book'?

## App

- easy to find & navigate
- needs to be very appealing / v good
- aspects of gamification?
- a saturated market
- ££££?

## Leaflet / Pamphlet

- Benefit to being offline?
- They can encounter this, not have to go looking?
- Where might they find this?
- Easy to discard? Ephemeral
- Pamphlet has substance but not as big a commitment as book?
- Pamphlet leaflet w/pages?
- Pamphlet to go with audio?
- Printable version of activities?

## Website

- Accessible from phone
- Download, send, share - more reach

## Digital or Physical or Mix?

- Easy to make more accessible?
- Writing into the resource (ie workbook), or from it?
- Is it something you'd want to access on the go?
- Printable works well for customisation for accessibility
- Would it be possible to have it entirely optional/customisable? As in, all of it is available in audio and all of it available in written too?

Considering visible and invisible difference and representative

Illustrations and design from underrepresented artists

## FORMATS Pros / Cons

### Visual Formats - Makaton?

\*Cannot look like an educational resource\*

### Graphic Novel style?

- Appealing to YP?
- Difficult to convey writing task?
- Wouldn't feel "schooly"?
- Is it accessible to all?
- Expensive to make/print?
- Too niche or special interest?
- Use a little of this approach?

### Video

- Transcripts for accessibility
- Animation?
- Accessible for visually-oriented learners / users?
- Lends itself to a website
- Can make it more memorable & easier to process / take in

### Audio Book / Podcast

- Accessible to listen to while you're doing other things?
  - Connecting to a workbook?
  - Complimentary formats
  - Mix of sensory styles?
  - Is this something people want to refer back, dip in and out, not necessarily followed in a linear manner?
  - Short & snappy episodes, episodic, brief with an activity, conversation - 10 mins?
  - How might this work for teachers?
  - Good to hear young people's voices
  - Needs to be transcribed for access
  - Can have a theme heading for these
  - Nonlinear, choose what you want
  - 'mood-reading/writing' / 'vibe-reading/writing' - it's not ABC
  - Choose your own alphabet
  - Hearing from your peers
  - Hearing from teachers / writers / 'professionals'?
- ### Interviews?
- 'Writing' as: recording, typing, etc
  - We provide the inspiration and user does it wherever fits them best

### Braille / Audio / Accessible Formats

- Sight impaired / blind
- Hearing impaired / d/Deaf
- Neuroinclusivity
- Dyslexia - fonts, layout, imagery
- Colour filters?
- We can do as much as we can, but not everything!

# Formats Pros / Cons

## Writing for Wellbeing Resources – Distilled Mindmap:

### Images & Design

#### Likes/Should Have:

- Young people have strong emotions and images/styles should match with that
- Quality images that actually relate to the activities, to stimulate imagination
- Colourful

#### Dislikes/Should Not Have:

- Cheesy, generic images!
- Cliches for 'wellbeing', like the stack of stones?!
- Lacking images, overly plain



# Analysis / Market research of Current Resources

## Tone & Language

### Likes:

- An interesting, engaging, unique title!
- Content notices where relevant
- Speaking in a way young people will relate to, for us, by us
- Mature language, which works for a young adult audience
- Specific reference to being teenager, changes in life around this time
- Sensitive subjects or material considered and articulated carefully
- Should represent time off the 'conveyor' and schedule
- Descriptive, but not patronizing; clear and inspiring, but not bossy
- Must engage with young people in non-mainstream/alternative settings, not just mainstream secondary – alternative taking the lead?

### Dislikes:

- Unclear who it's for, which audience
- Patronising, hand-holding
- Seems corporate
- Pitched too 'young'
- Verbose descriptions of activities
- Too much about research, facts and figures - rather than writing itself



## Content & Structure:

### Likes:

- **Permissions at the start** of the resource, perhaps with content notices?
- **Signposting at the end** of the resource?
- A good **variety of activities**
- **Word bank, not starting from nothing [Miranda mentioned this?]**
- **Springboard and scaffolds**, sometimes
- **Building up material** for guidance and inspiration
- Some activities **directly** related to wellbeing, **some less obviously so?**

- **Specific reference to being teenager**, changes in life around this time
- Should be **clear about how to make time** for this resource, how much time you'll need etc.
- Space for your own **creative freedom**
- **Shorter activities** you can build on, flexible and open-ended options

### Dislikes:

- **Overly repetitive** activities

# 'Diamond Nines' to clarify key feature priorities

**Lauren + Jess**  
Cathartic and therapeutic activities

**Jack and Robin Feature 2**  
Writing activities can be a mix of wellbeing and non wellbeing. It can be fun to have activities which just encourage the writer to have fun with their writing as well as writing for wellbeing.

**Jack and Robin Feature 3**  
Variety of fun writing activities: for example pick a song. An activity where the writer listening to a song and then writes about what it inspires. Another example is the items activity which is where the writer finds an item and describes all of its features.

Safeguarding is important to us. We want to make sure this is a safe place for young people.

**Lauren + Jess**  
Examples/references of completed activities

We need to keep our target audience in mind. We need to be on the same page and keep in mind who we are doing this for and talking to.

This resource needs to be engaging, fun and something you look forward to in school. You should want to do this, not because you were forced to.

**Lauren + Jess**  
A variety of instructional styles

**Jack and Robin Feature 1**  
Word bank: Works a bit like a thesaurus, introduces new words and sentences starters. This can also allow people to expand their vocabulary

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# Content Ratios / Pie Charts

## Diamond Nine

Practical ideas/tasks

Pictures/visuals

wordbank

Groundrules

Top tips

Platform for sharing writing/connecting  
with other writers

Theoretical underpinning/philosophy

Resources/websites

Examples of writing

# Content Ratios / Pie Charts

Cathartic and therapeutic exercises: 25%  
Writing activities (mix of fun and wellbeing): 10%  
Safeguarding: 10%  
Fun writing activities: 5%  
Examples/references of completed activities: 20%  
Keeping our target audience in mind: 10%  
A variety of instructional styles: 15%  
This resource must be fun/engaging: 5%  
Wordbank: 0%



40% cathartic writing activities  
20% fun or easy going writing activities  
10% general wellbeing activity's to help prompt inspiration  
20% references, completed activity examples, extra prompts/tips  
10% safeguarding focusing on signposting from a consumable content perspective  
Ensure there is a fair split between more structured activities and more customisable ones to suit different needs

5% accounts from young people, 10% examples of their work.

15% safeguarding.

30% short, fun activities and 30% cathartic activists. Within these, there should be a good spread of activities that have you recreating another poem.

10% I think should go to making sure that there is a fun, welcoming design. Maybe a word bank included in this? Include a word bank into the design, have some relevant words in the backgrounds of stuff.

Cathartic exercises: 30%

Safe guarding: 5%

Fun writing activities: 40%

Prompts, word bank, tips: 15%

Examples of existing works: 10%

# Safeguarding, Signposting, Sharing

- ★ Important considerations for the co-production group
- ★ Ways to connect – considering **sharing safely**,
  - in an informed, trauma-informed way
- ★ How, when, why, when, what to share
- ★ List of questions in the introduction - what do you think?



# Where we've gotten to:

- ★ **Format:** Booklet
- ★ Accompanying short audio resources
- ★ **Not** a workbook / write-on resource
- ★ (Teacher's version/filter with Sarah)





# Where you come in!

- 1) **Introduction:** reading, discussion, feedback (20m-ish)
- 2) **Resource activities in two formats:**  
trying out the activities, discussion (30m-ish)
- 3) **Larger group feedback for Caleb to action**  
(NB version for YP and version for teachers) (15m-ish)



# Thank you!



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