



RURAL MEDIA CHARITY

It's Kushti to Rokker - Evaluation Report



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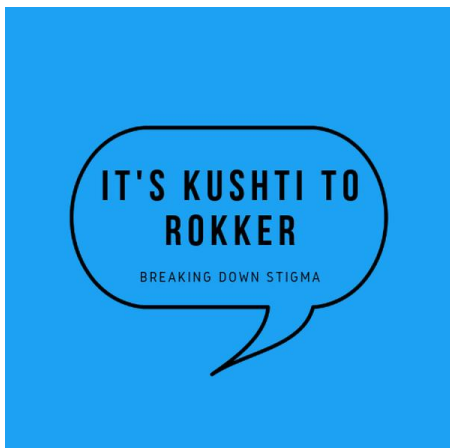
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Note: The term 'GRT' is used in this report to describe the broad range of Gypsy, Roma and Traveller communities served by Travellers' Times

'TT' is used throughout as shorthand for Travellers' Times

'CYP' is used throughout as shorthand for Children and Young People

'YAG' is used throughout as shorthand for Youth Advisory Group



Executive Summary

This report presents the findings from a qualitative and quantitative evaluation of the *It's Kushti to Rokker* project which ran in 2019 and was funded by The National Lottery Community Fund

It's Kushti to Rokker was a major strategic project of The Rural Media Charity's work supporting Gypsy, Roma and Travellers (GRT) in the UK which the charity has been offering since 1992, and of the organisation's ongoing *Travellers' Times* programme.

At the time of writing, in January 2020, the project has only just completed the development of the project's outputs and has only just begun to disseminate the film outputs, giving just 53 days of dissemination data to analyse.

Summary of the background to the *It's Kushti to Rokker* project

It is well documented that Gypsy, Roma, Traveller communities have the poorest health outcomes of any ethnic groups, not only in the UK but internationally; people from GRT communities have a ten-year lower life expectancy than the general public and mothers from GRT communities are 20 times more likely to experience the death of a child.¹

Poor mental health outcomes are prevalent within GRT communities, where people are:

- three times more likely to suffer from anxiety
- two times more likely to suffer from depression
- seven times more likely to die by suicide¹

High levels of prejudice and racism, and educational exclusion can place young Gypsies and Travellers' at a higher risk of experiencing poor mental health. National research indicates that mental health problems intensify when children are excluded from school, significantly worsening educational prospects and reducing access to mental health support or specialist educational services.

The National Federation of Gypsy Liaison Groups and Anglia Ruskin University (2014) found that nine out of 10 GRT children in the UK have suffered racial abuse and also that two thirds of children from these groups have been bullied or physically attacked. This has an exaggerated impact on the mental wellbeing of GRT CYP due to there being far less provision for GRT communities who therefore are experiencing a more acute crisis of this wider problem.

It was also recognised by Travellers' Times Youth Advisory Group and other young GRT's that the Travellers' Times young people's programme consulted with in 2018, that there was a clear lack of video-based informative content available that accurately reflected young Gypsies' and Travellers' lived experiences, from their own perspectives.

¹ statistics quoted by Jon Lee, Advocacy and Communications Manager, European Roma Rights Centre in the *It's Kushti to Rokker* documentary

The *It's Kushti to Rokker* project set out to create a series of films that could stimulate debate about the interface between mental health and the education system and how little awareness there is generally of the effect of one to the other.

During 2019, a group of six young people who had lived experience of the challenges faced by young GRT's worked with writers and filmmakers to create the *It's Kushti to Rokker* series of short films based on their real-life experiences, in order to inspire and support other young people to speak up and seek help where they need it.

Alongside the five films, a 10-minute documentary presented by Romani activist Betsy Mobey, was created, aimed at policymakers, education and health care professionals, to improve knowledge of Gypsy and Traveller ethnicity and culture and the barriers young people can encounter in fulfilling their potential and getting the support they need.

The project also set out to create two resources designed to be used alongside the series of films:

- an information pack for young people and their families to find useful information about relevant support services
https://www.travellerstimes.org.uk/sites/default/files/Information_Pack.pdf
- a toolkit, created to support practitioners working with young people looking to facilitate discussions on mental health and wellbeing and including information on useful resources designed to enhance and support service providers' understanding of and engagement with GRT communities
- https://www.travellerstimes.org.uk/sites/default/files/Tollkit_for_service_Providers.pdf

The project therefore comprised two distinct components:

- the creation of a series of films, based on lived experience, which invested GRT CYP with digital media and communication skills, and a platform from which to have agency about the challenges faced by GRT CYP
- distribution of the films and resources to support service providers, especially through facilitated screenings, and to the wider GRT community

Evaluation Methodology

The main focus of this evaluation for the *It's Kushti to Rokker* project sets out to detail:

- the outcomes and the impact that the project has had on the mental health of young people within the GRT community, as assessed through the project participants
- the outcomes and impact that the project had had on Service Providers, Policy Makers and Education, to date
- the online reach of the project outputs, to date

It explores the project's immediate effects with the beneficiaries and stakeholders themselves, using qualitative and quantitative data collected and used for this report through:

- telephone interviews with four of the young people who created the films, presented through a case-study model
- survey responses from 20% of the 147 service providers who attended the film screenings
- *It's Kushti to Rokker* website reports
- *It's Kushti to Rokker* social media analysis
- regular face to face consultation with the project participants and project staff
- evaluator interview with the project staff
- evaluator interview with the Children and Adolescent Mental Health Services support worker, who supported the project

The Rural Media Charity worked with Independent Evaluator Mandy Fowler, an experienced cultural sector impact evaluator across many funders, including Arts Council England, Heritage Lottery, Paul Hamlyn and Esmee Fairbairn, who has evaluated Rural Media's Travellers' Times programme since 2012, to research and compile this report.

The project outputs

The proposed project outcomes were achieved through successful delivery of the following outputs:

- The production of five films, created by GRT CYP from lived experience, with predominantly GRT casts
 - A 10-minute factual documentary created by a young GRT activist, featuring expert academics and GRT community organisations
 - The creation of an information pack resource, aimed at GRT CYP and their families to find useful information about relevant support services
 - The creation of a toolkit resource, created to support practitioners working with young people looking to facilitate discussions on mental health and well-being and includes information on useful resources designed to enhance and support service providers' understanding of and engagement with Gypsy and Traveller communities
 - The distribution of the resources to 2,413 community members, community organisations and service providers nationally, and 200 schools in Worcestershire
 - Five facilitated screenings of the films, attended by 147 service providers, policy makers and education workers
 - A combined social media following of 2,999 for the project, across the three main social media platform (FaceBook, Twitter, Instagram)
 - 610 unique online viewings of the six films (over 53 days)
 - Job creation for one GRT CYP activist as Project Manager
-

The six films

The six films can be found on the *It's Kushti to Rokker* project microsite <https://www.travellerstimes.org.uk/ytt/its-kushti-rokker-travellers-travellers>

The films were intended to be very educationally focused but, it was clear from the advisory group and sessions with the young people, that they wanted to talk about a broader range of issues impacting on their wellbeing.

The films address a wide variety of issues from the perspective of young people, including educational experiences, bereavement, coping with online hate and double layers of discrimination experienced by young LGBT+ Travellers.

The overarching theme within all the films was racial discrimination, and how this impacted on wellbeing in terms of feelings of self-perception, self-esteem and self-worth.

Being Me – depicts how demonisation in the media and lack of positive representation of Romani and Traveller history, language and culture in schools, can leave many young people feeling conflicted about whether or not to be open about their ethnicity.

Onlinehaters – presents an aspiring beauty vlogger who experiences hate online. She searches for support and comes across a vlog by Romani Vlogger Roby Smith on how to cope with online hate and practical things that she can do to stay safe online, including myth busters for young people to use. This empowers her to continue her vlogging ambitions and stay safe at the same time.

Hard Road to Travel – in collaboration with Traveller LGBT Pride, tells the story of Danny a proud young gay Traveller man, but it's not always been that way. The film depicts how his big brother Joeboy has been made to drop him off in London to join the first ever Gypsy Roma and Traveller contingent to march in the London Pride parade.

Targeted – tells the story of Rob, about his time in school where he faced racism on an almost daily basis from teachers and students. He shares his story of how he found kickboxing as a way to overcome feelings of low self-worth and anger, a space where he is judged on his ability not his ethnicity.

Losing Phyllis - written and performed by spoken word artist and Romani activist Lois Brookes – Jones, deals with bereavement. Gypsies and Travellers often live in close knit or large extended families which mean that bereavements can hit hard and be common from an early age. However, unresolved grief from bereavements can have an impact on long-term health, including depression and anxiety.

It's Kushti to Rokker documentary – In addition to five short films a 10-minute documentary was created, aimed at policymakers, and education and health care professionals to raise awareness of the inequalities Romani and Traveller youth experience, as well as offer practical recommendations. The documentary was presented by young Romany Gypsy activist Betsy Mobey and member of Travellers' Times YAG.

Partnering with expert academics and community organisations who feature in the documentary - Professor Margaret Greenfields and Dr Carol Rogers from Buckinghamshire New University, Policy Manager Sarah Sweeney from Friends Families and Travellers, Dr Patricia Stapleton from The Traveller Movement, Tyler Hatwell founder of Traveller Pride, Dr Kalwant Bhopal Director of the Centre for Research in Race and Education at the University of Birmingham and Communications Manager Jonathan Lee from the European Roma Rights Centre, all of whom give the context as to why Gypsy, Roma, Traveller communities have the poorest health outcomes of any ethnic groups, and suggestions as to how health care services can engage and work with the communities.

Key Findings

This report demonstrates how the project has achieved its intended outcomes across three key areas of impact:

Participants

The project set out with the intention that individual GRT CYP, would be able to share their lived experience through the creation of film products that would be an effective trigger / catalyst to start conversations about issues concerning young people's mental health, that would reduce stigma within the GRT community, and enable them to play an active part in shaping and informing services that they need.

It is clear within the delivery of this project, that the six young people who were involved in telling their individual stories through the medium of film, as well as through the advisory group discussions, that this project was very much driven by young people from GRT communities, who wanted to have a voice and discuss what mattered to them.

The impact of the project on the young people, as considered through the four case-studies presented in this report, range from feelings of pride that they have been able to depict their lived experiences, giving a context to the lives of people within GRT communities, to increased confidence at presenting their stories through the platform of the films and at the Traveller Movement conference, as well as in being able to talk about their own emotions and mental health.

There is a strong sense from the young people that they have been able to act as advocates and a voice for their communities and that they are empowered through the project to break down stigma within their communities and reduce isolation.

The young people also report that they have developed filmmaking and communication skills, and in the case of Lois Brookes-Jones, she has been able to make contact with Romany author and poet Damian Le Bas, who has offered to mentor her with her own poetry development.

Service Providers, Policy Makers and Education

The project intended to create film and written resources that would allow service providers and educational professionals an insight into the challenges some GRT CYP experience, that would result in them being better informed and equipped to support mental health issues, that will in turn have an impact on policy and practice nationally.

As highlighted within this report, there has been little time to fully distribute the project outputs within the short timeframe since their creation. However, within the distribution so far, through five facilitated screenings to 147 service providers and policy makers, there is evidence of immediate impact, with the intention of executing the learning into the practice of these professionals.

100% agreed that they 'have a greater understanding of people from CRT communities' 100% agreed that they 'have a greater awareness of some of the challenges that give GRT some of the worst mental health outcomes in the UK'

100% agreed that 'the fact that the films have been informed by direct lived experience has had an impact on the knowledge that they have gained from them'

100% agree that they 'know where to signpost people from GRT communities to specialist services if required'

76% agree that they 'feel better equipped to support mental health issues with people from GRT communities'

100% agree that they 'will use the toolkits in their work'

The additional dissemination beyond these professionals, has so far seen a reach further into the education sector and through the platforms of other Traveller organisations and service providers. However, it is too early to consider the impact that this has made so far.

A further four screenings are currently planned, with a key screening in collaboration with Friends, Families and Travellers, with NHS policy leaders for NHS England, which has potential to have national impact if the project outputs are distributed on a national level.

Online and social media reach

In the 53 days since the completion of the films production and the accompanying resources, there has been a great digital reach of the project that has been met with very positive responses from GRT communities and others, who follow the social media accounts, with many positive comments having been received and conversations have been taking place about the importance of discussing these issues.

Digital distribution within the communities is a key medium to gaining reach and enabling an online conversation. This report has focused on analysing the direct project platforms, that are in their very early infancy, with the *It's Kushti to Rokker* documentary film reaching 24,716 people through FaceBook and the films having 610 views on the project microsite, with 62.1% of traffic coming through social media to the site.

The films have also been shared through the online platforms of the project participants and partners, which are not possible to trace the reach of. However, the project has also been distributed through the Travellers' Times platform, enabling reach into the community. As previous evidence from the Travellers' Times programme has indicated, digital reach to the community is a very powerful way of distributing content and enabling conversations within GRT communities.

Conclusion

The key findings within this report indicate that the project, even in its very early days of completion, has achieved its intended outcomes across the key stakeholder groups of participants, service providers, policy makers and education and has had a digital reach into the GRT community.

The project has also had an immediate impact on the GRT CYP participants, enabling them a platform to discuss issues which impact upon their communities, as well as an opportunity to voice their own lived experience, gaining confidence and pride in themselves, as well as gaining filmmaking and communication skills. The project has also had an immediate impact on service providers and policy makers, enabling them an insight and a greater understanding of the challenges faced by GRT communities, and information that has better equipped them to work with the communities in the future.

The medium of film work is an effective way of starting conversations about issues that effect GRT communities, and in the case of this project, the mental health and wellbeing of young people from GRT communities, as they tell individual, personal stories. These films in particular focus on an ethnic background, that many health care professionals know very little about and therefore can experiences difficulties in understanding the nuanced context of the individuals that they are working with.

It is clear from the project distribution, that when the films are presented at a facilitated screening, especially by people from GRT communities, that they can have a powerful impact to enable much needed insight and knowledge that can enable an ease of communication.

At the time of writing, the project is at an end, with a few facilitated screenings left to take place, including the key screening in collaboration with Friends, Families and Travellers, with NHS policy leaders for NHS England, which has the potential to have a national reach. However, there is a need for a continuation of the distribution of the project outputs to enable a greater reach, in particular if there is to be a relationship with NHS England. The reliance on Travellers' Times as a support and key distributor of the project outputs is key to enable the further reach of the outcomes of this project. It is therefore, a recommendation of this report that the resources allocated to the further development of the outputs and outcomes of this project, through the vehicle of Travellers' Times, is given consideration and acted upon.

2. Background and Context

2.1 The Rural Media Charity's work with Gypsies, Roma and Travellers

The Rural Media Charity is an education, production and development charity with a mission to empower rural people by enabling them to communicate through creative media. Working with individuals of all ages and communities that are experiencing social, geographical and material deprivation, and have multiple and / or complex needs for over 26 years, the organisation's key beneficiary groups in rural areas are: marginalised groups (particularly Gypsies, Roma and Travellers), communities, young people, voluntary and community organisations and statutory bodies.

The organisation works with these groups to enable people at risk of exclusion and isolation to; explore creative ways of developing skills and knowledge and using media to voice their issues, ideas and experiences, to improve understanding about the realities of rural life and to inform and influence service providers and policy makers. The organisation's main activities are:

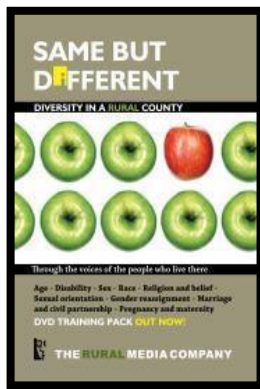
- Training, education, personal development and career support in media literacy and digital media production (journalism, video, audio recording, web, photography and graphic design)
- Participatory media project design and delivery (community film making, digital storytelling, drama, and script writing)
- Production of high-quality education resources and communications (primarily short documentary films, print publications and digital stories)

Rural Media has a national reputation for its innovative, socially aware communications. Their work reaches and engages some of the most marginalised, isolated and vulnerable people in the country to ensure diverse rural voices are heard and listened to.

The organisation has a long track record of working with Gypsy, Roma and Traveller (GRT) communities. Since 1993 they have worked; to promote understanding of Traveller culture and the rich diversity within it, to build bridges between Traveller and non-Traveller communities and to challenge and address prejudice and discrimination. Over the last decade the company have created and disseminated a wide range of resources addressing Gypsy, Roma and Traveller issues, including the following project relevant resources:



Travellers' Times Magazine' a national publication with a readership of 120,000 people



‘Same But Different’ DVD commissioned by EHRC

Black, White & green poster series on rural racism



and

‘Moving Up, Moving On’, a film about Gypsies and Travellers’ transition to secondary school

‘You don’t know me’, published interviews with public servants by Gypsies and Travellers ‘Traveller Education Wales’ DVD for Welsh Assembly ‘Just Like You’ for The Children’s Society

‘Travelling Girls’ youth led documentary photography project

2.2 Travellers’ Times

There are an estimated 400,000 – 500,000² Gypsy, Roma, and Traveller (GRT) people in the UK. Romany Gypsies, Irish Travellers, and Scottish Travellers are recognized in law as ethnic minority groups. Others GRT communities include: Welsh Travellers, Roma, Show People and New Travellers. Collectively they represent the UK’s most marginalised and socially excluded community. For further information refer to the 2009 Equality and Human Rights Commission report “Inequalities experienced by Gypsy and Traveller communities: A review”.³

² Migrant Roma in the United Kingdom: Population size and experiences of local authorities and partners’ University of Salford (October 2013)

³ “Inequalities experienced by Gypsy and Traveller communities: A review” by Sarah Cemlyn, Margaret Greenfields, Sally Burnett, Zoe Matthews and Chris Whitwell. University of Bristol, Buckinghamshire New University, Friends Families and Travellers. Equality and Human Rights Commission Research Report Series, published winter 2009

The Rural Media Charity has been running the national Travellers' Times magazine since 2000. In 2009 it launched Travellers' Times online portal www.travellerstimes.org.uk, to carry a broader range of audio-visual information, enable wider access, encourage more interactivity, and increase content creation from communities.

Travellers' Times is the leading national digital and publishing platform for Gypsy, Roma and Traveller news, information and culture in the UK and is the vehicle used to give the *It's Kushti to Rokker* films a platform and reach. Travellers' Times aims are:

- to give Gypsies, Roma and Travellers a 'voice' through media
- to create high quality film, photography, web and print resources that reflect GRT culture and issues, celebrate community pride and achievement, and challenge stereotypes and prejudice
- to improve learning, understanding and communication between GRT communities, service and policy organisations, and settled communities

2.3 Background to the *It's Kushti to Rokker* project

Gypsy, Roma, Traveller communities have the poorest health outcomes of any ethnic groups, not only in the UK but internationally.

An Office of National Statistics analysis of the 2011 Census (conducted in 2014) found that 14% of Gypsy/Travellers described their health as "bad" or "very bad", more than twice as high as the White British group.

In the *It's Kushti to Rokker* documentary, Jon Lee, Advocacy and Communications Manager, European Roma Rights Centre highlights that people from GRT communities have a ten-year lower life expectancy than the general public and that mothers from GRT communities are 20 times more likely to experience the death of a child.

He also highlights the communities' poor mental health outcomes. People within GRT communities are:

- three times more likely to suffer from anxiety
- two times more likely to suffer from depression
- seven times more likely to die by suicide

The European Roma Rights Centre research also highlights anecdotal evidence that many people from GRT communities are being refused health care; that health staff do not want to visit Traveller sites and that those people with no fixed address find it difficult to register with a doctor.

High levels of prejudice and racism, and the lack of positive representation of Gypsy, Roma and Traveller's longstanding history, language and culture in schools can lead to many young people not feeling confident enough to self-identify. The damaging psychological impact of this on a young person's sense of self-worth, belonging and value in a school environment is huge and it increases the likelihood of young people becoming disengaged from schools while simultaneously making them less likely to access additional support services for help with mental health. Statistics show that GRT groups have the highest levels of early school leaving and drop out, and the issue has only been further magnified by the deletion of Traveller Education services.

National research indicates that mental health problems intensify when children are excluded from school, significantly worsening educational prospects and reducing access to mental health support or specialist educational services. The National Federation of Gypsy Liaison Groups and Anglia Ruskin University (2014) found that nine out of 10 GRT children in the UK have suffered racial abuse and also that two thirds of children from these groups have been bullied or physically attacked - yet there is a lack of support in schools. This has an exaggerated impact on the mental wellbeing of GRT CYP due to there being far less provision for GRT communities who therefore are experiencing a more acute crisis of this wider problem.

GRT CYP (especially boys) suffer from the highest rate of exclusion of any group and are approximately two to four times more likely to receive permanent or fixed-term exclusions. Many of these are subsequently overturned by the Children's Commissioner Review (in 2012, 100% were overturned) showing that, in these cases, GRT children were unlawfully excluded. 'The Traveller Movement: Never Giving Up On Them' (2016) reported six areas in England where GRT CYP are excluded in large numbers each year, with Worcestershire being one (GRT CYP are 22.12% more likely to receive fixed-term exclusions in the county).

The idea of addressing this through education and awareness raising by using video came directly from the Travellers Times (TT) Youth Advisory Group (YAG), through numerous conversations alongside questionnaires with the wider GRT community. There were frequent requests for videos and visual content, a medium that is particularly important given the high levels of illiteracy in these communities and the historical prevalence of Romani and Irish Traveller languages being oral rather than written. The approach is also based on results from projects with similar approaches - i.e. 'The Oldest Show on the Road' short film, which won the 2016 Royal Television Society Diversity Award – that demonstrate film/video is a powerful way of engaging with GRT CYP.

This is further supported by various statistics and data, the TT Youth Programme Leader's own lived experience and her previous work in the Traveller education system looking to removing barriers to inclusion. There is evidence of a great deal of subtle racism in the UK, often not recognised by teachers, which may be a result of a systemic lack of knowledge and understanding about young people's ethnic minority status, which in turn leads to high levels of generally poor-quality home teaching. There are very real obstacles in addressing these problems with GRT CYP, who are much happier talking to someone who understands the culture, i.e. a Traveller-led team such as TT.

There are lots of small organisations working with GRT CYP around education and health, but no one was specifically creating accessible resources that address GRT CYP's mental wellbeing, that demonstrate ways in which GRTs can themselves inform policy and service providers thus improving services that should be available to them. Nor was there any provision to better inform service providers on the intensified experiences of young GRT experiencing mental health issues due to a range of external factors - the pitiful health and education outcomes are intensified by the chronic shortage of site provision, and the lack of available and culturally appropriate accommodation.

There is currently no informative video-based content available that allows young GRTs to see their educational experiences reflected and understood in a constructive way that engages people in further conversations and providing signposting to support services.

The paucity of provision left room for a project like *It's Kushti to Rokker* to fill a gap in the available resources.

2.4 Film creation



It's Kushti to Rokker ran a series of advisory group sessions and filmmaking workshops. The project partnered with Herefordshire Traveller Education service, The Advisory Council for the Education of Romany and Other Travellers, Traveller Pride, Rooftop Housing Association and Herts Gate to recruit young people who wanted to be involved in the project. A call out in *The Travellers' Times* magazine also took place as well as various online articles.

The initial advisory group meeting took place on 21st June 2019 where young people met to discuss the challenges experienced by their communities and their own ideas for the films, they'd like to create to raise awareness about some of the challenges young Roma and Travellers experience inside and outside of school.

On 12th July the *It's Kushti to Rokker* advisory group met again to go through their potential scripts and develop their stories further. They explored how a story is constructed, understand the development of their own stories and the translation into script, learn basic film language and explore different aspects of mise-en-scene and feel an ownership of their films.



On 16th July a hands-on filmmaking training event took place to prepare young people for the actual filming days that would take place in September.

All young people gained a basic understanding of the film process and the diversity of film roles on set.

All young people also gained basic filmmaking skills, including how to rig a camera, which lenses to choose, and the importance of good

sound and lighting.

Many of the young people involved decided that they wanted to feature in their own shorts but where this wasn't possible the advisory group were adamant that the cast where possible should be of Romany and Traveller heritage. Various casting calls were placed on the Travellers' Times platforms looking for young aspiring actors from the community. Many community organisations also shared the calls on their own social media platforms leading to connections with emerging new local talent.

2.5 Staffing

The project has provided professional employment opportunities for a member of the GRT community, as the project manager.

Lisa Smith, Project Manager

Lisa is a young Romany Gypsy woman from Worcestershire. A Romany Gypsy activist and academic. Lisa Smith, joined The Traveller's Times Team in September 2016. Lisa, previously worked in Traveller Education, and as well as community development, Lisa has been very active in campaigning for Gypsy and Traveller rights. Lisa led the project.



" I feel like this experience has been really valuable in terms of my own professional development and building of skills. This was my first opportunity to manage and co-ordinate a project of this scale. To be involved in the whole process of this project from devising the application all the way through to delivery has given me a valuable insight into the project delivery process as a whole. I've gained new transferable skills from managing budgets, to writing scripts and producing short form content in collaboration with young people and filmmakers. After running this project, I now feel I have the confidence to develop my own projects and would like to build on the much-needed work of *It's Kushti to Rokker* in 2020."

3. Findings

3.1 Outcomes and Impact on Participants

- *The films will be an effective trigger / catalyst to start conversations about issues concerning young people's mental health*
- *The project will reduce stigma about mental health, especially within a community that already has stigma attached to it, through its ability to empower, challenge and talk through issues*
- *Mental health will improve as CYP get older and progress through life as issues will have already been discussed and shared, rather than not ever being spoken about*
- *Enable GRT young people to play an active part in shaping and informing services that they need*
- *GRT individuals and CYP in particular, will be effective in sharing the resources with each other online. This will increase the GRT audience network and allow more potentially disaffected young people to be reached*

Six young GRT were involved in scripting their stories into five films and the documentary. An initial session with the young people was held in June 2019, where the young people collectively discussed their communities' attitudes towards mental health and wellbeing and the challenges that their communities faced, their own experiences and ideas for the films that they wanted to create, the awareness that they wanted to raise and what they hoped would be the responses to collection of films.

Case studies of four of the young GRT involved were undertaken to ascertain if the desired outcomes were achieved and the impact that the process has had on them as participants.

Jason Smith, 23 years old



I feel so proud of what we have created and to have had the opportunity to tell my story to support other young people struggling especially young Gay Travellers who might be feeling isolated. It can be difficult growing up as gay in a Romany family. Family pressures like reputation and honour can lead to isolation. I'm so thankful that I have a supportive family now but there's still a big stigma around speaking out about sexuality. I really enjoyed meeting and connecting with other young Travellers for the advisory sessions and filmmaking workshops. I'd felt quite isolated before this project - I really enjoyed learning practical filmmaking skills like how to frame a scene with actors and which camera

angles can be used. The training was very hands-on, and I got an insight into the whole production process. I also advised during the edit and helped develop the script using my own story. During the actual making of *Hard Road to Travel* I worked as an assistant director for some scenes shot logging on set and also had my first taste of acting, I really enjoyed featuring in the film! I got to choose the location and we even filmed it in my own trailer for authenticity.

It was amazing having my own personal experience brought to life and being able to use my own personal experience to help other people. I got the opportunity to go to the Traveller Movements annual conference in November to screen our films. The room was full of people from all different backgrounds and professions. When my film was screened the reaction was amazing there was some people crying, some people in shock and a huge round of applause. It was an emotional experience for me, I met an Irish Traveller man in his 60s who was there. He said he had never seen anything like this film nor how relatable it was. He suffered a lot when he was a young man but told us we were an inspiration and was happy that there was a movement of young Gay Travellers no longer afraid to highlight and raise visibility of LGBTQI identities in the Traveller community. I found out that he had never discussed being gay openly until this day and I was overwhelmed with positivity that my film was having an impact. That day gave me the confidence to start speaking out about mental health.

I do feel more confident talking about my mental health after this project. We have created support for young Gay Travellers and are breaking down stigma. I never got the opportunity to share my experience in this way before, but this gave me an opportunity to speak to and connect with other people who had experienced similar things and that for me is priceless. I like to think through being involved in this project we are raising awareness for those who have to suffer in silence. I'm here to change that and break taboos and stigma. Some of the comments on Facebook about how relatable the film was and people speaking out about their experiences warmed my heart I never thought it would do what it's done.

It's Kushti to Rokker supported me to go to my first ever Pride event and join in where for the first time ever Travellers had their own section organised by the newly founded Traveller Pride Network.



I want other Travellers to know its ok to be Gay and if you have a child who is, don't push them away because it leads to depression and isolation. I wanted to raise awareness about the stigma that people experience. I'm not saying all Travellers' are homophobic because they aren't like in any community. Which is why the film had to be positive it had to give hope and it had to be straight to the point.

I have had such a positive response; people have told me to carry on making more films. The film will help people talk about their mental health it will help young Gay Travellers there is nothing I ever came across on the internet that was relatable. I want this to stop feelings of isolation I wish there was something like this when I was younger it was just never talked

about I thought I was the only gay Traveller out there (I know it sounds daft) but I found out there were loads.

I would tell people to look at the *It's Kushti to Rokker* series of films and info pack if they needed help, I never really use to talk to people about my mental health but now I know *It's Kushti to Rokker!* I would like to continue to raise awareness about the challenge's young LGBT Travellers experience. I liked being part of this project because were making it happen were starting to make a change and raise awareness through video of the reality for young Travellers with real` life stories that people have actually lived for Travellers by Travellers. It's not like anything else that's out there were putting forward accurate, truthful portrayals of modern Romany life not like the likes of My big fat Gypsy wedding.

Rob Smith, 24 years old



Making the film was effective and I feel like I got my point across. I feel people are more likely to watch a short film – I don't think people read as much whereas people would be more likely to watch something on social media especially something only a few minutes long. It also helps people who can't access the written word.

I learnt that there were people with similar stories of stereotyping as mine. I enjoyed coming to the workshops, it was good to talk to people about the issues impacting on our community and was nice to connect with likeminded people and realise you're not facing these issues alone. From this project I've learnt about making a short film and that there wasn't just a start middle and end but a whole process and craft. The need for a good hook and payoff to tell the story through a visual medium. I attended three of the workshops; the training was really hand's on.

The best part for me was the filming day because I felt like it made the most difference I starred in my own short doc, I wrote it alongside the filmmaker and chose the location which was special to me as it was the actual place I trained at. The film also featured my actual trainer. I found the filming day tiring but totally worth it to get my message out there. I hope that people watch it and feel like they can speak out about things that might be happening in school and realise how it can impact on the way you feel about yourself. if they can see I am they might think well if he can talk about it surely, I can!

I feel that I am a lot more open about my emotions after this project I never really talked about how I felt. It's only when it gets to breaking point things are talked about in my community. I think it's good to talk about your emotional health now. There's a lot of embarrassment that comes with it if you're a man especially and its never the big things but it's the build-up of



little things that all add up over time and that was what my film tried to show was the build-up of racism over a period of time and how it grounds you down.

Because there are other people who are speaking out about it now it makes me feel more comfortable, it's a snowball effect it starts off as few people talking about it and then it becomes eventually normal.

I'm more confident speaking out about the impact of prejudice on young people in education now and things that can be done to support young people's mental health in school. If my story can help somebody else in the long run than it's worth sharing if it's going to have a positive impact.

I hope my film gives young people the kick up the bum to talk about their own problems. If more older people are talking about mental health, it will encourage younger people. I think there have been 100s of people that are in or have been in the same situation as me in school. I want people to know the benefits that exercise can have on mental health for me it was a coping mechanism to deal with the stresses.

I hope teachers watching it have an opportunity to reflect on their own practices and potential biases and want to find out more - I hope it raises awareness that Romany Travellers are ethnic group of people with a heritage language and history.

I think the films will help people who are actually in school right now and they are being bullied because of their ethnicity – speaking out about things that are wrong will have an impact on people.

If some I know needed help, I'd take a look in the *It's Kushti to Rokker* information pack and show other people I know to for advice. I think having more culturally understanding support available would encourage more people to reach out for help. A lot of people are put off accessing support for their mental health because they feel people won't understand the cultural differences or Romany ways. A film series like this is good because just by having a project like this that highlights issues about mental health breaks down the silence and makes people feel less isolated.

I'd never done anything like this before it was the first-time I'd ever shared my story about my school experience and it was the first time, I'd ever been in front of the camera I'd be really interested in being involved in another film project but highlighting the impact of racism more broadly not just in education. I'd like to continue to champion the rights of my community.

Ruby Smith, 16 years old



I feel as if all of the films were effective in communicating their message. The film was a way of showing that you should be proud of your heritage and ethnicity and not cower behind it. Not to let others ever make you feel ashamed.

I think that the film caters to lots of people even those who feel as if their ethnicity defines them in a negative way and that it can hold them back. However, a lot of the GRT that I've met now actually feel as though they are better people because of their ethnicity.

During the experience, I learnt that you can't learn your lines in a 5 hour train ride! - also some of the messages in the film found their way into my heart, nobody should be able to make you feel ashamed of who you are - you need to embrace it. I've never done anything like the films before.

I'm not a very open person anyway, so I probably wouldn't talk about it to anybody. However, I feel like the films are so inclusive and 'golden' that it will encourage others to speak out, and I think that that is what is important. I think that if somebody confided in me about their online safety now then I would be more likely to share my own experiences now with them to empathise and support.

I want people to see my film and think that I (and others who have starred in it) have done something good. Something positive. I want the films to have a positive impact on somebody's life and the image of themselves.

I think everybody has responded very positively to it. They've had a good outreach, and everybody that I have spoken to thinks that they are an excellent source to use. I think the films can help everybody stay safe online, not just GRT. Everybody can use the message in them and adapt it. The media shouldn't define how you see yourself.

I feel that my school provides a lot of outlets which I can use to confide in people, but I personally would probably not ever use them. I think that not enough resources are out there for people who are not in education. Since the project I have a blog based around music and I record interviews that I do with artists. The films make me feel better about what I upload, though I don't receive an awful lot of hate for them, both online or not. I would like my blog to gain more of an audience, so I will keep doing it until it does.

Lois Brookes-Jones, 21 Spoken Word Artist



I feel that I was able to tell my story effectively through the making of the creative short film Losing Phyllis.

I learnt a lot about what goes into making a short film I didn't realise how much goes into it from making sure people are in the right place to set dressing, make-up and acting. The importance of script advising, learning my poem and the on-set process. On a different note I've learnt to be in touch with myself more and to be more comfortable in my own skin and being more comfortable with my own presence by seeing myself on screen and even how the colours and props all add to the story. It was also a sense of

closure for me for my gran and finding a sense justice in an artistic way.

Lois worked as a production assistant, set dresser and script supervisor for 3 of the short films and wrote and performed a spoken word poem that features in her short film.

I feel more confident talking about my emotional health as a result of making the film and feel more confident talking about the impact of grief on young people's emotional health.

There are two ways I want people to respond to the film. First is for non-Travellers to understand how much their reactions to people in the community makes for example I want people to be more mindful and respectful. Some people don't understand that racism dehumanises people and these things manifest into bigger things and poorer mental health.

I want other Travellers to know it's ok to talk about grief it doesn't make you any less strong, especially men and that it's ok to feel sad or experience grief. To show your feelings is not attention seeking. I want people to know grief can be expressed in an artistic way. Our community have expressed our self through storytelling and poetry for centuries. I want people to know its ok to talk about the people you love and get upset. My grandmother lost so many people in her life and her response were to take down all the photos and not show emotion to anyone. This was then seen as a badge of honour and people praised her for being such a strong woman this has to stop with this generation, I hope this film encourages more young people to talk about their feelings.

What I've seen on Facebook and my family response has been so positive. I really want people to know this project has had a big impact on my life and has been a really a big deal to me and all my family who have watched it and are so proud of it.

I hope that the film has helped and does help others people by showing them that there is often a pattern to what happens with grief in families, like how it impacts on school and how young girls are expected to take on a leadership role in their family and be 'strong'.

I think I now know where to support other people to but there aren't a lot of resources out there to signpost people to. It can be really difficult on what to advise or where to go. It can be hard being from this ethnicity and then discussing and communicating issues around mental health. I would signpost people to the *It's Kushti to Rokker* films to raise awareness and take it in steps, by having these representational videos a conversation can happen using the film as a trigger they are a really good way to start conversations that are hard.



Through this project I established contact with Romany author and poet Damian Le Bas. *It's Kushti to Rokker* put me in contact with him following a screening held at Rural Media. After seeing my work, he has offered to mentor me and support my poetry development. After being part of this project, I'd like to run a small-scale campaign in my local community. I want to establish contact with schools, community groups and Traveller youth and teach people about Romany and Traveller history and how this can impact on our current situations. I want to take my film in to these situations and establish a way people can meet where there is no judgement, creating a space where people can talk. Its's about constructive

conversations and I'd like to continue to use my film to support this work.

**Lolo B-Jones**

13 November 2019 · 👤



In light of the release of my Spoken Word Poetry film on Grief by "It's Kushti to Rokker" entitled "Losing Phyllis" I want to share a bit more about my Grandmother as a person.

She was one of the strongest people I have ever known. She left school at 14 to help raise her large family and siblings, working small jobs to have her bit of independence. She spoke her mind and always encouraged me' Mam, who was a lot more soft-tempered, to never start a fight but always finish it. She never drank but smoked like a chimney, but would always say "well I dunny inhale".

She witnessed losing her own granddaughter (Nicola, 18) her son (Uncle Steve, 50), and her husband at a young age (Grandad Billy Boy, 50). She continued to have hot meals on the table, a tidy home, and a fierce personality where she'd rather "hit ya than kiss ya". She loved scallops, a roast, and always had a stick of frosted lipstick and gold hoops which dangled from her ears until she passed.

My Nan shaped me as a young woman, and shaped both me' Mam and me' Aunt to demand more from life, and to always stand up for yourself, even if that means a bit of a brawl here and there over Christening cake or at a Bris (one of the more entertaining events to be fair). She valued education and would hide in the bushes at Gobowen primary school if me' Uncles tried to escape, and had a iron-steel personality. She once got so angry that she rolled herself up into a carpet. I will never forget her asking me after school what "sky-enk" was, meaning to say Science. Just a total character through and through. She accepted me for being LGBT+ instantly, making a point to point out random people on the telly just to say "they're a queer" and nod at me.

There's too many funny stories I could share on here, something I think all GRT should be proud of, I always think we have the best stories. Like how when me' uncle would hit me mam with spoons she would tell her to ignore him because he just wants the attention lol. She requested female speakers and coffin bearers at her funeral, because she said that women had brought her into this world, and therefore should bring her out.

When we lost her 6 years ago, we were never the same. It's still hard to talk about, too painful to speak of, and will always haunt our family in how quickly someone can be swiped from existence in such a clinical way of antigypsyism. How justice is a privilege. This film was our family's justice, our way of making sure she is remembered as a person who loved, laughed, and could instill fear by the simply phrase "you can run but ya' gotta' get home at some point, girl".

3.2 Outcomes and Impact on Service Providers, Policy Makers and Education

- *The education resource will allow service providers and educational professionals an insight into the challenges some young GRTs experience in and outside of school, and will result in them being better informed and equipped to support and de-escalate mental health issues*
- *Service providers will be informed and educated, with improvements in safeguarding practices implemented*
- *Policy makers will be better informed of the policy changes that it would be beneficial to implement in order to support young GRT to reach their potential*
- *Schools will have a better understanding of inclusive education policy and practices nationally*
- *Increased support for 70 service providers, local carers and community organisations working with GRT communities*
- *100 Worcestershire maintained schools and academies and 50 Herefordshire schools will be better equipped to deal with inclusive educational challenges that GRT CYP present*

To date, five screenings of the films have taken place with service providers and policy makers. As the films were only completed and launched on 10th November 2019, there has been limited time to undertake the screenings.

These screenings have been with: Healthwatch Worcestershire (the independent consumer champion giving the public, patients and users of health and social care services in Worcestershire a voice); No Wrong Door Partnership, a service for young people aged 11-25 years old in Herefordshire; Traveller Movement Annual Conference, with attendees from Academia and Research Accommodation and Housing Early Year, Education Equalities Police, Justice Services Government, local and regional planning Public Health Social Services and voluntary and Third Sector organisations; Rooftop Housing Association and a screening at Rural Media attended by members of Herefordshire's Council, local artists and young people.

The findings presented here, consider the responses from 29 of the 147 attendees - a sample size of 20%. 93% of those who attended described their ethnic origin as white British.

31% work in social care
 31% work in general health care
 24% work in mental health
 14% work in education

62% work in direct care
 21% in management
 17% in senior management

When asked the main reason for their attendance:

59% agreed that it was to 'gain more insight into the GRT community'

10% agreed that it was 'to gain insight in particular to the mental health outcomes for GRT communities'

7% agreed that it was 'to learn how they can implement best practice when working with GRT communities'

Attendees were asked to agree or disagree with a series of statements to assess their responses to the films and discussions:

100% agreed that they 'have a greater understanding of people from CRT communities'

100% agreed that they 'have a greater awareness of some of the challenges that give GRT some of the worst mental health outcomes in the UK'

100% agreed that 'the fact that the films have been informed by direct lived experience has had an impact on the knowledge that they have gained from them'

100% agree that they 'know where to signpost people from GRT communities to specialist services if required'

76% agree that they 'feel better equipped to support mental health issues with people from GRT communities'

100% agree that they 'will use the toolkits in their work'

In addition, attendees were asked for their qualitative feedback about the films, the discussion and the toolkit:

Participation worker - "I will disseminate what I have learnt today with staff and volunteers and add to our programme to deliver at youth sessions through the county in Ross Leominster Hereford Bromyard and Ledbury"

Herefordshire Young Carers Association – Co-ordinator - "I will use this resource with the young adult carer group I run"

Herefordshire Health Partnership – Engagement worker - "We will share the toolkits with people who contact us for support and info and promote with partner health and social care organisations"

"I will use my own national, regional networks to circulate the information I will set up a presentation at West Midlands Healthwatch Network" – Chair of Health Watch

"Having attended this screening and being made aware that Gypsy and Travellers are ethnic groups and vulnerable will help me discuss discrimination and health issues in a better context."

"I work as an advocate across Worcester and this knowledge is so valuable".

"An excellent morning giving great insight into the Gypsy Traveller community – so many questions still unanswered – I will find the toolkit for service providers particularly helpful in my work" – Healthcare Practitioner & Healthwatch ambassador

"Thank you so much for raising awareness on this important topic. It's been time well spent I would be happy to volunteer in this area." – General Health Practitioner

"I will use the toolkit in my work" – Healthwatch senior manager

"I feel better equipped to and confident to engage with the GRT community now". – Bereavement counsellor

"Really interesting and informative thanks! I work with the Worcestershire acute hospitals trust as well as with Healthwatch. I will carry what I have learnt today into my daily work" – Nurse

"Excellent session spreading such valuable knowledge I will share the films and toolkits with all my colleagues". – Substance misuse support services

"This session will help inform future engagement with the GRT community it will also help me question service providers and commissioners about the support they provide".

"I would be interested in seeing if there was something I could do to access young people in the Traveller community to recruit well-being ambassadors in the Traveller community."

"Really enjoyed this session it certainly made me think!"

"Great session! Through the publications that young solutions do we will share this resource amongst our readers and networks."

"Excellent training will use the films and toolkits to deliver training in my own organisation to raise awareness."

Feedback from Its Kushti to Rokker Psychologist

The onboard psychologist for the project also gave some feedback on the in which they consider that the films and toolkit can support other mental health support service providers.

"I feel that the films are an effective way of starting conversations about issues regarding young Travellers and young people's mental health. The reasons the films work so well is that the stories are so personal to the individual who originally told that story but also, they resonate with so many people whether they are part of the Traveller community or not; exclusion, bereavement, bullying, sexuality, education. Everyone has their own story to tell yet these films focus on an ethnic background that many health professionals know little about but ultimately can identify with the underlying difficulties resulting from this. Ultimately it is all about identity and where that places us both within our own community but also within society as a whole.

The films stimulate debate about the interface between mental health and the education system and how little awareness there is generally of the effect of one to the other. Further research is needed to create an evidence base for how best to support young Travellers in this area.

Mental health professionals and associated agencies will be able to use these films and the toolkit to raise awareness across the education sector, mental health disciplines and the voluntary sector. They will help to debunk many of the myths that have arisen through ignorance about this ethnic group. Using the cascading method of training in this way is an effective use of the resource.

Whilst there are mental health professionals who regularly work with young Travellers there are others who could be supported to feel more comfortable about working with young Travellers; the tool kit, along with the links to useful websites and an insight into the issues faced by young Travellers around mental health will help generate open debate about how best to move forward within their own areas.

Continued Professional Development (CPD) is obviously essential for all HCPC Registered health professionals to maintain their registration. Looking at government and NHS guidelines to consider how this project could be incorporated into an accreditation for CPD would help ensure that this work will be viewed and discussed by more people."

Additional dissemination

Education sector



In addition, *It's Kushti to Rokker* took part in a podcast hosted by Laura Henry Consultancy to discuss children's rights and health inequalities experienced by Roma and Traveller children. The podcast is available and a free resource for educators looking to find out more about Roma and Traveller communities.

Available here:

<https://www.laurahenryconsultancy.com/webinar-laura-in-conversation-with-lisa-smith/>

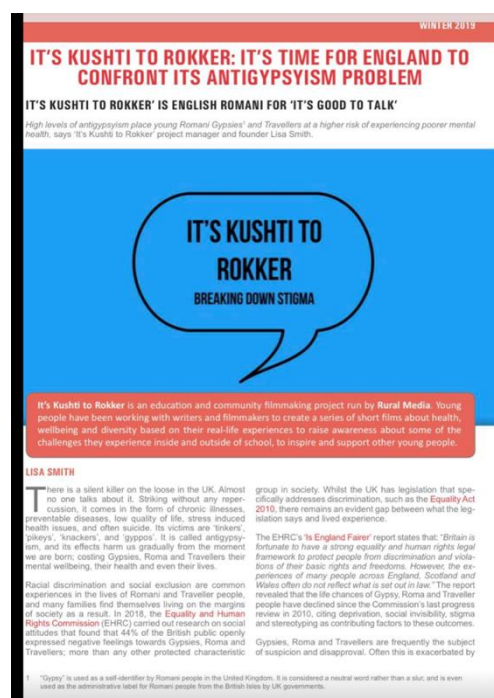
"I feel that those who are working with children and their families should know more about the Roma, Traveller and Gypsy community and how they can support them. This is a useful professional development resource that can be shared, enabling educators to reflect and review their practice, policy and procedures." – Laura Henry Early Years Educator

The educational resource has been shared with 200 schools in Herefordshire and Worcestershire to raise awareness of the importance of inclusive policies and practices that can be implemented to support Romani and Travellers mental health in school.

Other Traveller organisations and service providers

The educational resource has also been sent out to 2,413 community members, community organisations and service providers to increase the support available for those working with Romani and Traveller families.

It's Kushti to Rokker also attended and supported a project participant to attend Pride where a group of LGBT Gypsies, Roma and Travellers made history in 2019 when they took part in the world-famous London Pride Parade for the first ever time. Speaking to the Travellers Times Tyler Hatwell the founder said: "It was so great for us to meet and have an opportunity both to celebrate who we are and to talk about what we want from a group for LGBT Travellers," <https://www.travellerstimes.org.uk/news/travellers--london-pride-parade> *It's Kushti to Rokker* went onto partner with newly established community organisation Traveller Pride to create 'Hard Road to Travel' one of the films in the *It's Kushti to Rokker* series.



It's Kushti to Rokker also partnered with the European Roma Rights Centres to publish an article about the project and its recommendations in terms of policy implementation for English government in the Winter Edition of *The Roma Rights Review Eyes Wide Shut: Collective Punishment of Roma in 21st Century Europe*. *The Roma Rights Review* is the ERRC's human rights magazine. It is the successor to the *Roma Rights Journal* which, for over 20 years, was the sole academic journal on human rights issues concerning Roma.

The article can be found here:

http://www.errc.org/uploads/upload_en/file/5195_file1_errc-newsletter-1-2019.pdf

Future planned screenings

At the time of writing this report, four further screenings are planned for early 2020.

24th February, Public Health England headquarters, London

It's Kushti to Rokker will collaborate with Friends, Families and Travellers. The purpose of this event is to raise awareness about health inequalities experienced by Roma and Travellers with NHS policy leads at NHS England, Public health England and the Department for Health and Social Care.

14th February, Edinburgh

It's Kushti to Rokker will collaborate with Scottish Gypsy/Traveller for *Our Mental Health Matters, it's time to talk*. This event has been organised by Article 12, Progress in Dialogue and the Scottish Public Health Network Places have been prioritised for Scottish Gypsy/Travellers, and those working in Scottish Government, NHS, Third Sector and Local Authorities with a responsibility for improving and protecting the mental health and well-being of young people.

The purpose of the event is to raise awareness of the mental health needs of young Scottish Gypsy/Travellers, and to identify and agree a range of national and local culturally appropriate actions to empower young Scottish Gypsy/Travellers and improve their mental health and well-being. These could include mental health training for community members; self-help resources; developing, supporting and evaluating Community Mental Health workers.

A further screen is planned with NHS Worcestershire Health and Care NHS Trust, due to a previous postponing as a result of poor weather conditions.

The *It's Kushti to Rokker* films will also be screened at the Borderlines Film Festival, a rural film festival taking place in Shropshire, Herefordshire, Worcestershire and Powys (Wales), in March 2020.

3.3 Online and social media reach

The *It's Kushti to Rokker* campaign and microsite were officially launch on 10th November 2019. Therefore, at the time of writing, there is only 53 days' worth of online and social media data to consider.

The Travellers' Times website and social media platforms were also used as a vehicle to disseminate details of the project and the films, as a base from which to reach the community, beyond the project's own platforms.

Travellers' Times platforms include:

- 37,000 page views per month of the Travellers' Times website (which links to the *It's Kushti to Rokker* website)
- 18,181 Facebook page followers (which has featured the project)
- 6,476 followers on the social media platform Twitter (which has featured the project)
- 1,400 people subscribe to a monthly e-newsletter newsletter (which has featured the project)

The participants and project partners have also disseminated the films via their platforms.

For this report it has only been possible to analysis the unique project platform reach.

Social Media

Unique social media accounts were set up for the project that have quickly gained a following. To date the Twitter account has 1,174 followers, 430 of whom, a 37% increase has been since the release of the films, with 60.7k impressions.

An Instagram account was specifically set up to promote the project and to distribute the films. To date it has 440 followers.

Akin to Travellers' Times Facebook page, the *It's Kushti to Rokker* Facebook page has been the most successful platform for the project, with 1,385 followers to date. Insights demonstrate that the page is reaching 65% women, with the biggest age group being 25-34 years old. The major city reach has been in order; London, Brighton, Hereford, Birmingham and Berlin.

The combined social media following of 2,999 across the three platforms in under a year.

The films were released individually across social media, enabling a discussion about each one to take place. The *It's Kushti to Rokker* documentary film reached 24,716 people on Facebook, with the other individual films reaching between 5,000-8,000 people on release.

Across the social media platforms, messages from community members, social workers, teachers, prisons and community engagement officers have been received, looking for advice and support after watching the films. Project staff have been able to direct people to the *It's Kushti to Rokker* resources including the six films, information pack for young people and toolkit for service providers.

On 28th December 2019, a spike in the support for the project on social media occurred following the tragic double suicide of two 32-year-old Traveller twins. The Facebook page gained 600 new followers overnight and this number continues to rise along with messages of support from community members expressing their concerns about the need to break down stigma surrounding mental health and the value of this project.

Website and online viewings

The *It's Kushti to Rokker* website was set up to host the project and the films. In the 53 days of data that been analysed since the release of the films, the website has been viewed 888 unique times, with the films having had a combined total of 610 views. The *It's Kushti to Rokker* documentary has been the most popular film, having a share of 30% of the film viewings (178 views).

62.1% of hits to the website came through social media channels, with Facebook being the main source for traffic to the *It's Kushti to Rokker* website, with 33.7% of traffic coming via that channel. 18.5% of traffic to the website was through direct searches.