



**Category:** Not-for-Profit Campaign

**Company:** Grayling and Trauma Response Network

**Entry title:** Launching TRN: An innovative mental health service

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**Brief and objectives:**

One year on from the Manchester Arena terror attack, one survivor, in partnership with a team of qualified EMDR therapists, created a unique service to deliver free emergency psychological support to victims of mass trauma events. Sean Gardner, who experienced the effects of mass trauma first hand, appointed Grayling on a pro-bono basis to launch the new service in line with the one year anniversary of the Manchester terror attack.

Objectives:

- Launch TRN to a wide audience, generating awareness, increasing donations and sponsorship opportunities
- Launch TRN in the mental health professional community, increasing awareness amongst EMDR therapists to increase volunteers

**Rationale behind campaign, including research and planning:**

Sean had just reached the foyer of Manchester Arena on 22nd May 2017 to collect his youngest daughter and her friend who, like thousands of others, had attended the Ariana Grande concert. His eldest daughter was waiting in his car in the Arena car park. At the point the bomb detonated, Sean was separated from his daughters, and it was close to two hours before they were reunited. In the centre of the devastation, Sean came to the aid of a seriously injured woman. Despite his best efforts, the woman sadly died before the emergency services arrived.

The event seriously impacted Sean's mental health. Not suicidal nor at immediate risk, he was not offered immediate treatment. It was only after seeking independent advice, was he diagnosed with Post-Traumatic Stress Disorder (PTSD) and referred for private Eye Movement Desensitisation and Reprocessing (EMDR) therapy.

With no emergency first aid for mental health in the same way that ambulances and hospitals are available to support those with physical injuries, Sean created, together with fellow trustees from a therapeutic background, TRN to deliver mental health services and therapy at a time when emergency resources are stretched.

With Sean's personal experience at the heart of the story, we planned a communications programme with him as the face of the campaign.

### **Strategy and tactics, including creativity and innovation:**

The date to announce the launch was decided as the one-year anniversary of the Manchester attack. Although this would generate maximum interest, we were also aware that the media would be reflecting on the event itself. As a survivor with a shocking story to tell, appropriate and clear messaging was required to ensure TRN remained the focus of any story.

Targeting a combination of media enabled us to plan interviews, features and news pieces with messaging directed at a variety of audiences, all to be embargoed until the morning of the anniversary.

Media training was provided to ready Sean for broadcast interviews, ensuring he was able to steer media to include key messages. These were:

- IMMEDIACY – TRN will be available immediately to people who have suffered mass trauma
- ONLINE – TRN plugs a genuine gap in trauma response provision: this just doesn't exist at the moment and online is the most appropriate way to deliver it
- FREE & ANONYMOUS – TRN is a not-for-profit service delivered by qualified therapists for free

### **Implementation of tactics:**

TRN had a press release, which Grayling redrafted with careful messaging to ensure Sean's personal story did not take over from the service launch. A media list was also developed. This included national media, those planning on broadcasting from Manchester on the anniversary, medical trade media and regional titles.

A political stakeholder list was also created, including Ministers and Officials from the Home Office and Department of Health; all of whom were sent a letter to explain the TRN launch, and the role the organisation envisages playing.

Two synopses were drafted and pitched to media as thought leadership features from Sean and his daughter, who was also impacted and plays a vital role in TRN as Trustee.

Ahead of the anniversary, interviews were pitched and held with the Daily Mail, Daily Mirror, BBC Radio 4 Today Programme, and The Times. Live broadcasts were also secured for the day of the anniversary with Sky News, BBC Breakfast, BBC Radio 5 Live, That's Manchester and Channel 5 News.

Grayling accompanied Sean to Manchester on the anniversary itself, where live broadcasts were taking place in Albert Square. A packed schedule of interviews was prepared, with

briefings on each, to ensure Sean was prepared for what would be an emotional day and was equipped to deliver the crucial key messages.

**Measurement and evaluation:**

A total of 17 pieces of coverage were achieved, including interviews with BBC Breakfast, BBC Radio 5 Live, The Times and Sky News. In addition, a thought leadership piece written from the view of Sean's daughter, was successfully pitched to Cosmopolitan.

Trade media coverage included Mental Health Today and Happiful – a publication focused on mental health that has commissioned a further thought leadership piece.

All coverage included the three key messages, with Sean presenting a clear and knowledgeable interview every time.

The PR outreach generated the ideal platform to reach out to parliamentarians and introduce them to the new organisation, as well as the issues faced in the aftermath of such attacks. We engaged all regional MPs across the Greater Manchester area eliciting supportive messages and offers of substantive political engagement from a number of prominent MPs, including Jim McMahon MP (Lab), Ivan Lewis (Lab) and Barbara Keeley MP (Lab). Additionally, we introduced the organisation to key decision-makers from across Government and Whitehall, specifically from the Department for Health and the Home Office.

Since the launch, and additional 87 EMDR therapists have applied to join TRN.

**Budget and cost effectiveness:**

Grayling agreed a programme of activity across two months on a pro bono basis.