



# CALM

CALM is a cutting edge campaign for and on behalf of young men. It was created in response to the high suicide rate amongst men aged 15-35. Suicide is a leading cause of death for young men, only road death is responsible for more deaths for men aged 15-35. Most men who kill themselves aren't in contact with any other agency. And to be blunt, they don't identify with much out there. When asked, what they indicated they wanted was practical, anonymous, confidential help from professionals. Which is why CALM was formed.

The Campaign Against Living Miserably is targeted at young men aged between 15-35. The campaign offers help, information and advice via a helpline and website. Anyone, regardless of age, gender or geographic location can call the line.

One of the original Trustees was Anthony Wilson who encouraged the start up of the charity in 2006. Working with people from the music, sport and club scenes, CALM encourages young men to 'open up' and sort out their problems. CALM has a strong and very real presence through club flyers, posters, beer mats, gigs and in the media.

There are many reasons why young men need a campaign like CALM. Everyone has their own life, with different interests, circumstances, pressures and problems. But men aren't supposed to talk about stuff, so it can be hard to know where or who to go to for help when life gets on top of them.

## CALMzones

Are areas where we work with the local authorities to promote CALM within a region in consultation with the health authorities, currently Primary Care Trusts. The local CALMzone Coordinator works with local clubs, community, music and entertainment industries to seed CALM locally. There are two CALMzones at present, E Lancs and Merseyside.

## The Service

The helpline is currently operational between 5pm and midnight Saturday, Sunday, Monday, Tuesday every week of the year. Calls are free (from landlines and certain mobile phone providers) and confidential (see policies). A minicom service is available on 0800 027 2982. There is also a language line facility operational on the line.

CALM's helpline is free if you call on a landline - it doesn't show up on landline phone bills. It's also confidential and anonymous. Your call will be answered by trained advisors, who can help you work through your problems and start to sort things out. They can give you information about local places to go to get more

help. Alternatively, if you live outside the CALMzones, they can give you details of nationally available services instead.

### **Helpline Advisors**

The helpline is staffed by advisors employed by TheEssentia Group, a company which operates a number of primarily health related helplines. The Essentia Group have competitively tendered for the helpline and have consistently demonstrated the ability to provide a high quality service supported by a strong technical ability.

### **Future Services**

Comic Relief have agreed a three year grant for CALM, provided we match this funding, which we will use for an webchat and texting service which we hope to launch later this year, 2008.

### **Complaints**

See attached complaints policy.

## **The Charity**

CALM the charity, reg number 1110621, was formed in 2005 to take over responsibility for running the Dept of Health pilot, on 30<sup>th</sup> March 2006.

## **Staff**

Jane Powell  
Director, janepowell@thecalmzone.net

Simon Howes  
Merseyside CALMzone Coordinator, simonhowes@thecalmzone.net

Miles Whittaker  
E Lancs CALMzone, mileswhittaker@thecalmzone.net

## **Patrons**

David Baddiel - Comedien, Writer & Broadcaster

James Scroggs - VP Consumer Business at SpinVox, Council Member of Institute of Contemporary Arts

Malcom Poynton - Creative Director. Malcolm first started working on CALM at Ogilvy Advertising in 2007.

## **Ambassador**

Claire Anstey – freelance presenter at Virgin, Anstey was the driving force behind creating Stand Up to Stop Suicide.

## **Trustees**

Dr E Church - Chair - freelance Public Health consultant.

Andrew Gregory - Company Secretary - DWF solicitors, one of the countries leading lawyers on business recovery

Janet Finucane - Associate Head, Manchester Joint Commissioning Team

David Sweeny - Mental Health Commissioning Manager, St Helens, Merseyside.

Maggie Day - Maggie first became involved in CALM after her son killed himself. With friends and family Maggie has raised many thousands of pounds for CALM.

Sami Khan - Art director (Yasmin) and most recently, writer and director.

## Advisors

Prof Louis Appleby - Louis Appleby is National Director for Mental Health in England and Professor of Psychiatry at the University of Manchester.

Prof Mark Bellis - Director of Public Health and Health Studies at John Moores University. Special interest in substance and alcohol misuse and healthy nightclubs.

Emily Eavis - Emily left her teaching studies to help her father run Glastonbury festival. Since then, she has taken on an increasing role in the organisation of the festival. She has also worked with Oxfam on their "Make Trade Fair" campaign.

Keith Harris - Keith currently manages Lain Gray and still represents Stevie Wonder. Senior Fellow of the University of Westminster and Chairman of Musictank.

Aimee Luther - Account Director at advertising agency Beattie McGuinness Bungay. Long term companion to CALM and bears huge responsibility for encouraging the creation of the charity.

Gary McClaranan - Sparkle Street and Vice Chair of the Music Managers Association, Manager of Mr Scruff.

Chris Price - is Director of Music Programming for MTV Networks UK & Ireland.

Steve Smith - Established events company Ear to the Ground, D.percussion festival, Canteena and the Manchester in Malaysia festival in Kuala Lumpur. Steve has been a nonexec director of Chrysalis radio for 7 years.

Indra Morris - Consultant at Accenture and senior member of the Government Strategy team.

Jude Stansfield - Mental Health Promotion Lead, (NIMHE) National Institute for Mental Health in England.

## Downloads

Articles of Association (PDF 59Kb / 8 pages)

Memorandum of Association (PDF 30Kb / 3 pages)

Complaint Policy (PDF 32Kb / 1 page)

Equal Opportunities Statement (PDF 27Kb / 1 page)

## Contact info

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