



Riding for Smiles is very pleased to join with Children in Need to help spread the word about this important campaign, highlighting CiN's goal to encourage conversations about kids' mental health and to give children, parents, teachers, and guardians the tools they need to discuss feelings in a healthy way.

B B C

CHILDREN IN NEED

MENTAL HEALTH ISSUES CAN BE HARDER TO SEE

Pudsey's removed his bandana to show that some issues aren't visible on the outside. But conversations can help keep a child's mental health on track.

For tips and tools: bbc.co.uk/pudsey



For

Mental Health Awareness Week (May 15th–21st),

Pudsey will be temporarily removing his iconic bandana to show that mental health issues can be less visible on the outside, and to encourage conversations that can help.

'Together, with financial support from CiN, we are Riding for Smiles.' We know that the last few years have seen an unprecedented rise in children with mental health problems. Covid, then the cost-of-living crisis have increased feelings of anxiety, depression, and hopelessness.

B B C

CHILDREN IN NEED

**In the last 3 years,
the likelihood of
young people having
a mental health
issue has increased
by 50%**

(Children's Society 2021)



For more information, head to
www.bbc.co.uk/pudsey

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