

Oxfordshire Storytelling Project

The Oxfordshire Storytelling project was led by members of the Oxfordshire Comms Group in collaboration with the Old Fire Station. The project aimed to:

- Support partners to understand the storytelling evaluation methodology and how to put it into practice.
- Amplify the voices and perspectives of those closest to the work, informed by the Oxfordshire Mental Wellbeing Needs Assessment 2021.
- Use the learning emerging from the stories to develop our understanding of local needs, how change happens and inform future communications and support services related to mental wellbeing.

Over the course of 9 months, members of the Oxfordshire Comms Group were trained in using the Storytelling methodology, including how to collect and edit stories. They then collected stories from people involved in different ways in mental wellbeing support – parents, community researchers, staff members and volunteers. In June 2022, we brought together colleagues from a range of local partners to discuss the stories, focussing on what we could learn from them about mental wellbeing support.

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1. I do it because it's in me

I started with the Lions Barbers Collective, it would have been October 2019. I met another person who was involved and he introduced me to it. Shortly after that, in the January, I lost a friend to suicide. And it just pushed me to do more and get more involved with Tom and The Lions.

The Lions Barber Collective train hair professionals in mental health support. For me, being an educator, it's something I'm really passionate about, so I helped set up training for students at Abingdon and Witney College. Seeing the difference when my students trained with The Lions, I felt it was really beneficial. We've got a really good team within the service industry department. They're all very much behind it, and most of the lecturers have taken the training as well.

I then became the volunteer liaison, probably about a year ago. So, I now structure and speak to volunteers all around the country. I help set up and coordinate pop-up Barber shops at different places, which raise awareness of mental health support whilst offering free haircuts, and I help coordinate volunteers. We've just set up a new volunteer induction process, so I've been bringing on new volunteers too. There are probably forty or so, which is great, and having more volunteers in the area will be wonderful. Training people within Oxfordshire, that's the main thing that drives me - the positive impact on people and community - definitely.

Part of what the Lions are doing is signposting people to other resources that are already available. So, it's building awareness of us within other charities, and showing people that other charities are there that they've never been aware of. Because of what I've done, I've learned what's out there, and I've started to build up relationships with other local charities.

I think it's developed me in lots of ways that I never really realised at the time. When I worked in a salon prior to doing the education that I do now, I lost two customers to suicide. And I used to then think, did I miss anything? People do divulge a lot of information to you. And sometimes you're not always prepared for it when you leave college. After a year of education, you're a qualified barber or hairdresser, and you're 17 and you're in the industry, and you've got people telling you certain things that you might have never been told before. And the weight that you then carry from that conversation, it affects you. I definitely feel like, from doing the training and from other people doing the training, it gives you that... what's the right word to use? Not filter... but it teaches you how to safeguard yourself, like with the information that you're learning. Having the right questions to ask and knowing that you have asked them. Having the right information to give people, and knowing that you have listened correctly, things like that. I feel like the training safeguards you to know that you've done everything for that person that you could do in that time that you were there with them.

And also, because when you're a hairdresser, like myself, quite often you're thinking about: A) you're doing your job, B) you got a client coming in in 30 minutes, and this person's really talking and you're going to run over and what does that client want? And C.) then you've also got to pick the kids up at three and cook for dinner. So, while someone is talking to you, and you're thinking about 10 different things you're not present in the moment, so it actually teaches you how to put some thoughts to the back of your mind and really listen to people, and the right body language and words to use as well. So, it's really interesting to just open up and make those connections and listen to other people and absorb what they're saying.

Quite often you'll have somebody come in and say, I want a radical change, I want all my hair cut off. And you're like, do you? Do you really want a radical change? Are you just having a moment and you're going to hate me tomorrow if I cut all your hair off? You know, some people do and that's

fine. But you need to be able to then ask the right questions to know whether they're just having a bit of a crazy headspace moment, and they need to overcome that and not just cut their hair.

You know, barbershops, hairdressers and beauticians have changed quite a lot because of COVID. I think there has been a massive impact from the PPE that people had to wear. Now you can book silent appointments. So, if you are really anxious, and you want to go in, and you just want to get your hair cut, and you actually don't want to don't chat, you can click that. And then you literally just do your consultation, and as a barber or hairdresser you learn how to stay quiet and to give somebody that service. Some people are really anxious about talking to strangers and find that really uncomfortable and so avoid the barbershops. Now you can also provide a safe space for somebody that doesn't want to talk.

I am a very active person, and I don't like to be bored. I have got two young children and I work my full working week within four days. So, I have a Friday, but that's my day off and that's what I give to the charity. It's not always a full day. I do what I need to do, and I can dip in and out. My dad, for 10 years, ran a football team that he was dedicated too, and he dragged me along to every game. So maybe I have learned that passion from my parents to a degree. I'm very lucky, my mum and dad are amazing, they help the children a lot, as well as my husband. My kids love it - they come to the football tournament, and they've done the Lion's Road five-mile run, and they raise money. They do the cake sale with me, and they help do all the baking. They enjoy all aspects of it. I hope my children will learn from it and see the goodness of it, and why I do it too.

If I can do anything, no matter how nervous and scared I am, if I can talk about the charity, and push the message further, I would definitely do it. I think it's good to put yourself outside your comfort zone. I do it because I enjoy it. I love it. I believe in the charity; I believe in the message it's sending out. I've seen the positive effects of it and how it helps. So that probably drives me to do more. I don't feel like it is work or it is extra. I do it because it's in me, if you see what I mean?

2. Okay not to be okay

I have four children. A boy who's twenty-five from my first relationship, and a little girl, Evelyn, who's eleven. Then from my husband I've got Theo, who is now six, and Henry, who is five. I met my husband and after many miscarriages, we finally managed to hold on to Theo. He was born at thirty-eight weeks. We had a bit of a rocky ride with him at the beginning. He was in ICU for a bit, he had prolonged jaundice, and he slept for the first twelve weeks of his life. And then at twelve weeks he woke up, and he's never been asleep since. Literally.

Henry was born when Theo was fifteen months. It was at that time that I realised that Theo was quite quirky. I had my suspicions at the beginning, because of the sleeping for twelve weeks. And then he didn't like breastfeeding. He didn't have that bond. He didn't do kisses. I started noticing these little quirky things. He would lick everything, anything that was new outside. So if there was a new pavement being laid, he'd lick it. I noticed as young as two that he couldn't communicate his frustration in a good way. It was always violence. Even at a young age he wanted so much routine. If it was broken, then the meltdowns were something I'd never experienced with my first two children. They were above and beyond meltdowns. And he didn't sleep – at all. He was up every hour.

Anyway, the months went by, and I kept in contact with health services, often saying 'There's something not quite right.' I rang once and said 'I cannot cope with him.' I actually don't remember much after that. I just kind of blocked things out, I seem to have missed a six-month period in my life. Then I had a meeting with the paediatrician. That's when they diagnosed the autism. And then the school got involved and referred me to Home-Start. That's when my saving grace came along, and Wendy called me. We had an interview and it just all went from there.

I'm still very angry. At the beginning when I reached out for help from health services, nobody contacted me or touched base for two weeks. My husband and my mum tried to sort of keep me together. And I think that's when I went to the GP and he put me on some anti-depressants. It's difficult when you finally get the courage to kind of reach out to somebody and then you're ignored. When I reflect back now, I just think I could have been a single mum living in the middle of nowhere with no friends and family. But I'm so lucky that I do have great family and a great support network with my friends.

With Theo I was just finding life challenging. It was like treading treacle every single day. I didn't quite understand him. Even between me and my husband, things were really bad. My husband's got Asperger's, and he doesn't quite understand Theo himself, although they're very close and they understand each other's silence. But he doesn't understand his needs. And so it broke down the family. We're still together, but it was a really stressful situation. My daughter was saying she wanted to go live with her dad. Theo was just so needy, twenty-four hours a day. And once the anger and his aggression kicked in, it just made family life even worse.

We can't leave them on their own, nothing. And I think that's what's so exhausting. You know, we're not a family that can run the bath, they both get in and I can put the clothes away. Because the last time I did that, Theo tried to drown Henry. Henry is very scared of Theo at times. And then I have that guilt, that I'm allowing him to bully my other children. Theo set fire to the house a couple of weeks ago. Luckily, it stayed contained in the kitchen. But you know, it's just constant. Where's Theo? What's he doing? You get yourself in a right old tizz. And then you think right, tomorrow, tomorrow's the day – I'm gonna be a really good mum tomorrow. And then within half an hour of getting up, Theo's smashed up the house, told me I'm a fat cow. And I'm like, 'Yeah, I'm done now, see ya!'

I spent so much time not wanting my life, wishing I'd never had him, wishing things were different. You then go into that mother's guilt, 'I can't believe I ever thought that, why would I wish that?' But there are times where you just want to pack your bags and run away. I think in so many situations parents feel like that, that 'I can't do this anymore.' But they would never say it.

That's one thing I've learned. I have to say it, how it is now. This morning was a bad day, the usual refusing to go to school, the shouting, the aggression, smashing up the house, not wanting to get dressed – and that is every single day. After the school drop off, I go to my sister-in-law's and we drink coffee, or we talk outside the school gates, just sort of rant, rage, talk about it. When I have a bad morning, and I feel very tearful, and then I speak to my friends, it just makes me feel a bit better. People need to start coming forward.

We couldn't function as a normal family. I couldn't go out with my children. My daughter wouldn't come out with us because if Theo kicked off, she'd get embarrassed. And I hated people looking and staring. You just know society is judging you. So I just stopped doing stuff, I'd go to the park and pray to God that he didn't hurt a child, and that was pretty much all we ever did. So when I knew I was gonna get a home support worker from Home-Start, I said to the kids, 'We can go out, we can do stuff now as a family!' And then bloody lockdown came and everything was done over Skype. I was so gutted.

But what I found useful was that with Jude, my first home support worker, it ended up being like a counselling session for an hour. I could just be so honest, talking about how I feel guilty that I resent him. Or things that I needed to do, like find out more about his sensory processing disorder, but I never get the time, she would do that for me. It was just a little bit of extra weight lifted off my shoulders.

Then Jude moved away and I got Jane. She's lovely, and she gives me hands-on support, she will meet me places. I've always wanted to take the kids to our local café for a hot chocolate. But I can't do it on my own because Theo's a runner. So we did that one time. And then I always struggle leaving the park, because Theo will run and then I'm left with Henry and Evelyn. So she started every Friday coming to the park with me.

The Home-Start support's ended now, because of the age thing, now we don't have any kids under five. I'm gutted. It was just so nice, someone actually thinking about us and our daily struggles, it was just nice to know that people were there caring for us. Jane one day said to me, 'I don't know how you do this every day.' It was just nice for someone to acknowledge how bloody hard having a child with additional needs or any child that's got problems is, it just absolutely consumes you. It's just a roller coaster. There's days I just feel so sorry for him. And then there's days that I could literally drop him off at Social Services and say 'Don't bring him back.' Because it's just exhausting mentally.

But with the support I've had, I think Jude taught me I am a good mum. And Wendy's been like my big sister. I just felt like she had my back. And Jane's very much like you're doing a great job, we can do it. So she gives me the confidence. It's not my fault, and it's okay not to be okay. It just taught me that these negative feelings, this resentment towards Theo, in periods of my life was normal. You end up spending all night laid in bed crying, thinking, 'I'm such an awful mum.' And I just have to think, 'Well, my other three kids are okay.' So I didn't do that much of a bad job. I am a good mum.

Names have been changed to protect privacy.

3. What I'm waiting for

At a time in my life when I really needed help, there was a woman that came forward. I was struggling, pregnant, and I'd moved to the north without knowing anyone there. She took me in and helped me. I got to know what she does in the community. And I thought, okay, this is something I can do. Since then, I've never stopped. Community means a lot to me. I'm African, and in Africa they say that it takes a whole village to look after a child. As a Healthwatch Oxfordshire Community Researcher, I can look into anything and everything that affects the Oxford community, our community. I chose to look into maternity. My interest led me to create a film which shares women's views, from Oxford's diverse and multi-ethnic communities, on local maternity care.

I was one of those women that was told I will never get pregnant. But by concentrating on living my life and just having fun, I think that that's how I got pregnant. When I gave birth, I had a really good experience, even though it was painful as hell. One of the midwives, she was just wholesome. She didn't need to be there, but she knew what I was going through. They called her to say I was giving birth because, for some reason, she'd left a note in my file that said if I'm giving birth, they needed to let her know. So she came to the hospital. She was there with me. She was holding my hand and she was saying to the other midwife: you need to look after her.

Sometimes I feel bad to share my positive experience when I hear from women speaking about their negative experiences. I would sit with women and listen to them all. And they would say awful things about their experiences here in Oxford. I kept thinking of my experience. I didn't go through this. Can this be about race? I think above all else it's got to do with communication and cultural differences. Everyone needs to understand that this is going on in Oxford. And if women are going through this, you might be doing something that you don't even know you're doing, as a professional.

Women don't speak up because they know that it probably wouldn't go anywhere. And that's because they can't see diversity in where they're going to complain. They can't see diversity in the staff that are standing next to you. Do you think that if I'm a midwife, and I walk in while a Nigerian is giving birth, do you think they're going to speak to any other person? They will speak to me in a way that I will understand what their pain is and what they need. But it's not there. They haven't been able to express how they feel and what they felt.

That's what helped me to do this project really. I know that for midwives and anyone in health professions the one thing they would love is to be able to hear back about how they do their work – what could be better and what has gone well, and to be able to learn from it.

So if I'm going to be anything in this world, I want to be the bridge closing the gap between these organisations, these nurses, these professionals, and these women. When the chance came to do some community research, I knew this was what I wanted to look at. With the help of Healthwatch Oxfordshire and Oxford Community Action I held an event where women could share their experiences of using maternity services, and we made their stories into a film. Their voices needed to come out. This film has since been presented to representatives from Oxfordshire maternity services and health decision-makers to help identify ways in which Black and minority ethnic women can be better supported during pregnancy, childbirth and after care.

Now the women have shared their stories, it has brought everyone together. I didn't want them to feel like it's a sad day. I wanted them to be celebrated for being brave enough to share what they felt. When they were in the film screening, I just said, hello everyone, and pressed play. And it's amazing that it went well, because everyone just started sharing. It was really, really powerful. And I

was thinking, oh my god, this is amazing. I'm glad, it's exactly the way I wanted it to be. I thought, yes, there is no way you can't learn something from it. And even the negative side didn't seem negative. It teaches you how you're wrong and where you can change and make things right. And that's exactly how I wanted it to be.

I actually saw one of the ladies today when I went shopping, and I saw the baby. I was remembering everything this lady's story, when she said she was really thirsty. They left her there on her own. She didn't have the buzzer with her. And she was in pain. She was screaming, help, help, help. And then eventually somebody came and asked her what she wanted. And she said, 'I'm thirsty. I need water, water, please water'. And the guy said, 'oh, go toilet, go to the toilet and get some water'. And she said, 'what? Water from the toilet?' He said, 'yes, you know, this is the same water from the kitchen'. She said, 'I'm in pain. I'm having a baby. You want me to get down from the bed and go to the bathroom and get water for myself?' And he said, 'yes'. And apparently, he was a doctor. What happened to 'we' as human beings? What happened to: this is a pain I don't know how it feels like. Let me get her a cup of water. This is water, water we're talking about. I just can't process it. It's water.

I'm hoping in the future they will invite someone like me to actually walk around the ward and talk to the women and introduce myself and ask them what their experiences are before they leave. Or, when the visitors or the midwives go home, let the women know there is this group that runs every Wednesday or every Thursday. If you really feel like you can't share your experience with me, you can go there and speak to a lady who can listen to you and hear you. It's not just about you going in there and talking about your experience. You can see other mums as well and you can access services there. Yes, that is my dream.

I'm just getting started really. I cannot let that film be the end of it. I cannot. Every day since the filming, since listening to those women, and being in those meetings, it actually makes me want to do more. Everyone's different. You have to create an environment where everyone can be the way they want to be. There's a lot of work to be done. I've heard what proposed changes the regulatory body plan, especially in terms of communication, which is mainly interpreters, translators, and trainings on diversity and inclusion. But the thing is, I haven't actually seen it implemented yet. We still have other women that have given birth recently, saying it was bad. You can tell me, we're going to do this change, we're going to do that change. Well. I want to see it happen. That's what I'm waiting for.

4. Guardian angel

My past relationships haven't been good. I was on my own for a long while before I got with my youngest's dad. Same as with the others it was good to start off with, but it ended in bad violence, where he ended up really physically hurting me, and the police got involved. He hasn't been around since.

I was in a bit of a state back then, I was on my own with my three girls, and I really didn't know what to do. One of the school mums told me about the baby group Home-Start was running. I thought it would help to meet people and she said she'd come along with me, but when I went there, I just broke down. It was far too overwhelming for me - too many people, too much in my face. I was experiencing anxiety and depression and everything else, so the people at Home-Start suggested I speak to Lisa who provided me with some 1:1 support.

Then I did a course they were running supporting mums who had been abused. That helped me learn to deal with things. And Lisa kept coming out to see me weekly and helping me out with different stuff.

After that I got connected with one of the Home-Start volunteers, Susan. And that's been really, really good. She's just been so supportive, and we've built up a great relationship. I haven't got any family to support me or anything - my mum died, and I haven't seen my dad since I was young and don't have anything to do with him. So it's been nice to have someone to fall back on, someone on my side who can help me build up my confidence. Emotionally sometimes I just need someone to vent to or talk about things with, and knowing someone's there for me, and that they'll be in touch to make sure I'm OK is really nice.

Then there's the practical stuff too. I've had a big problem with my gas and electric going on for months. I was making phone calls every day and getting nowhere and it was causing me a hell of a lot of stress. The kids were freezing and I couldn't even cook them dinner. It was just a nightmare to be honest, and Susan's really helped me with sorting that out. She helped me with citizen's advice too when I had a bit of a crisis situation and helped me get funding for a new oven - it's stopped me feeling totally overwhelmed.

Susan's helped me with my middle daughter too. She's got really bad confidence issues because her dad left when she was very young and she's had problems at school and stuff. Susan's helped me get her into clubs and stuff like theatre and dance, which I can't afford to pay for. That's really helping her.

She's been like my guardian angel really.

My life hasn't been easy from square one, and it's all just built up. I was in a very bad way - no confidence, didn't want to go out and all sorts. I've been diagnosed with borderline personality disorder which means I just can't deal certain situations.

I've put myself in hospital through overdoses. I used to feel like I had nothing, that I was a rubbish mum, and I would act irrationally, waking up in hospital and feeling absolutely sick to the stomach thinking 'What have I done?' 'Why did I do that to my children?'. The thing is at the time I'd just think that I was no good for them and that they didn't need me - just awful feelings.

I haven't done that since I've been with Home-Start. Knowing I've had someone looking out for me has stopped me. I mean I've had my ups and downs, but I've not taken an overdose or anything. Sometimes I've thought 'Oh god I just can't cope with this situation' but then I've had my Home-

Start people to fall back on. I've phoned them and they've said 'Look, it's OK, I'm here' sort of thing. It's all about having the relationship with them and trust, and that's something I struggle with a lot due to my past.

The support I've had from Home-Start has built up my confidence a hell of a lot. I wouldn't have been able to speak like this before. Wendy my Home-Start Coordinator said I seem totally different to when she first met me. It's changed me so much.

Although I've had some help with the children in certain ways, it's been more support for me to be honest. But I guess that's what it's all about, if I'm not right, and not where I need to be as a person, then I can't be there for them. The support has given me a gentle push in the right direction. I've still got a way to go, but I now value myself much more as a person and as a mum.

Names have been changed to protect privacy.

5. A principle of self-love

I'm a Health Practitioner at Achieve Oxfordshire. When I first started it was a very different job title. It was wordy: 'Specialist Mental Health Weight Management Practitioner'. And if you say specialist, you're in that consultant range, which I certainly am not. I work specifically with people that have mental health conditions, either self or clinically diagnosed, to deliver Gloji Mind+. We call it a weight management programme, as opposed to a weight loss programme. It's 12 weeks of one-to-one sessions, with the aim of around a 5% body weight loss. But actually, it's been a lot more about the background work, about people's relationship with food and with their body more so than the scales. The bigger success is knowing that you actually feel more comfortable around food, more loving and accepting of your body, so that you have the motivation to start caring for that body. It's such intimate work. There are some days where it is particularly heavy, but when you have a fulfilling day, you have such a fulfilling day.

We've got this KPI of weight. And I'm happy to weigh patients every week or month. But if they feel like that's going to demotivate them across time, we can just go entirely by feeling, entirely by clothes, because that's the stuff that matters to me. When I lost weight, I didn't jump on the scales once and then suddenly I did and I was like 'oh, God!' When I address not chasing the scales, I'll talk about my own journey. I was quite an overweight teenager, struggled with my weight for years and years. And even now I still have my moments where I completely struggle with how I look or what I'm eating. That's why a principle of self-love and self-reflection is far more important than anything that you see on the scales.

Seeing someone develop a better relationship with themselves is such a beautiful thing to witness. I become someone that sort of guides, but for the most part, a lot of someone's journey is often guided by themselves. In the first week we ask people: How important are these lifestyle changes for you? And how confident are you on a scale of one to 10? When they've scored a seven or so, there are certain factors that give them momentum. Maybe they've gone to the grandkids and they couldn't be as energetic with them, or they've got a daughter's wedding lined up. The motivation that keeps people really on path, when you boil it down, is entirely intrinsic: I miss who I used to be. I miss being confident. I miss being energetic. I miss all those traits that I used to like about myself.

A lot of people referenced COVID-19, the negative impact of lockdown, and the difficulty of working from home. Having a break from home or that break with friends is important. I think all of that sort of stuff does actually affect your weight and your health. It's very easy to become quite sedentary and it just becomes like a domino effect. A few people even lost their jobs because their mental health got so bad. There is definitely something about being seen that keeps you afloat in a way, being social and being out in public also does. Having things to look forward to rather than it just being you and your home. I used to go for bike rides when all the gyms were closed and I'd always cycle past the McDonald's. No one there of course. The day that they opened up restaurants again it was queued all the way around the roundabout and I just thought: have we actually changed that much?

60% of our referrals are self-referrals and they're all through our Achieve Oxfordshire website. It's often recommended by GPs, but we've also connected with local partners like Oxfordshire Mind, Aspire, Move Together, Oxford Health mental health teams, and we've also raised awareness through meetings and presentations. Each week we go over that person's week and integrate relevant nutritional information. It's also about trying to introduce more positive words into their narrative around themselves. It takes as long as it takes. I say to people: keep the tortoise in mind. Stay patient. About 75% of my clients are female, and one really big common thing that's come out

is how much women will sacrifice their wellbeing to provide for their family. And it's concerning how normal sacrificing yourself is as a mum. It's something I admire completely, that level of selflessness. But I always say to them: how can you expect to do all of these things, always running on that 3% battery? You have got to take time to recharge.

Even though our services don't take on people with eating disorders, a lot of people don't get diagnosed. And it's very fluid. That's an area of health that is still quite difficult to navigate, especially in this profession when you're talking about obsessive patterns or really unhealthy patterns with food. It can be quite a daunting thing where you feel like you're not actually trained enough in this. If a session goes beyond half an hour, it can turn into a counselling session. That can be fascinating when it comes to understanding someone's approach to food. But maybe a person needs further help. You can have someone that binges, let's say, once or twice a week. But for them to go to actual professional care, it has to be at least three times a week. So even there it's a big safeguarding issue in the sense of how qualified are we to deal with this? And actually, does the training need to be revamped around this area just in case there are more extreme cases? That way, we can notice those patterns and say if someone needs something more, like tier-three help.

One thing I've come to realise is that sleep is one of the most overlooked things in mental health and physical health. It really affects someone's journey and their eating. A third of your life is spent sleeping. And it's one of the most difficult habits to build, especially with a lot of the medications that people take. Some medications can mess up sleep hugely. Clients take their medication in the evening, they drop off and come the morning, they feel so sluggish and out of it that actually waking up can be a real struggle. Easily, 75% of my clients struggle with getting a solid eight hours of sleep. It's either very broken or very late bed times. If someone stays in late, they'll usually skip a meal, which can be a real difficult mindset change for a lot of people. They think I'm not eating till 12, why do I still need to eat three meals? It feels so controlled by their mental health or by their medication. We can discuss it. But it's not like I can cure it. Sleep is so complex and we've only got half an hour in our sessions. So I'll give them all the tips that I can, how they can arrange a healthier bedtime, things they can do to wind down, things they can do to wake up more abruptly.

I'm a sensitive soul. I hate saying that goodbye when I see 12 weeks are up. But you've got to pull yourself out of it at some point. 12 weeks is a solid amount of time for people to bring their wellbeing, or the prioritisation of their wellbeing, to the forefront of their mind. I can support via telephone, video calls, and actually a lot of my clients are really responsive to texts. That expectation of half an hour can be too much for some people. So even a five to 10-minute call can help someone. My ideal program, the one that I think would make the most change, would be based in self-love. Because if you truly love yourself, then you will see the areas that you need to change. And I do think it's a lot. It's deep work. It's heavy work. But it would cause a lot more ingrained change, working from the inwards outwards, rather than just focusing on the surface level things.