



MHFA England announces the departure of CEO

[Thursday 15 March, 15:00 GMT] Mental Health First Aid (MHFA) England today announced the departure of Chief Executive Officer, Poppy Jaman OBE. Poppy will be leaving her position with a view to focus on her role as the CEO of the City Mental Health Alliance and to explore opportunities in the global mental health space.

As one of the founders of the MHFA movement in the UK, Poppy has been working to promote MHFA training in England since its inception in 2007. She has served as MHFA England's CEO since the organisation's establishment in 2009, growing it from a small government project into a commercially successful social enterprise with international standing.

Commenting on the announcement, Poppy said, "After dedicating more than a decade of my career to promoting Mental Health First Aid in this country, the time has come for me to explore the next phase of my professional life. Leading MHFA England has been a privilege, and a fantastic challenge that has brought me a lot of enjoyment and satisfaction, both personally and professionally."

"Over the past ten years, our community has built a solid foundation for a movement capable of changing hearts and minds throughout the nation, moving us closer towards parity of esteem between mental health and physical health in the process. Whilst I will be sad to no longer be a central part of this, I know that great things lie ahead for MHFA England and all its supporters."

Poppy will now continue in an ambassadorial capacity for the next six to twelve months, during which time the organisation will welcome a new CEO. In the interim transition period MHFA England's Senior Leadership Team will operate a joint leadership model.

Professor Mark Watson-Gandy, Chairman of the MHFA England Board, commented, "Poppy has made an outstanding contribution to the MHFA movement in England. Under her leadership over 250,000 people have been trained in Mental Health First Aid skills, helping to make schools,



universities, workplaces and our communities more supportive, mentally healthier places. We are immensely grateful for Poppy's hard work in taking MHFA England to its current position of strength, and we will now look forward to the new challenges that lie ahead.”

-ENDS-

Notes to editors

1. MHFA England is a community interest company (CIC), established in 2009.
2. MHFA is the mental health equivalent of physical first aid training and provides participants with the skills and confidence to recognise the signs and symptoms of common mental health issues and effectively guide a person towards the right support, be that self-help or professional services.
3. To date over 250,000 people in England are trained in MHFA skills.
4. The core principles of MHFA include: spotting the signs of a mental health issue, helping to prevent issues from getting worse and giving confidence in helping someone who is experiencing an issue.
5. As well as the Adult MHFA course, the organisation runs a number of tailored courses including Youth MHFA, Higher Education MHFA, Armed Forces MHFA and Workplace MHFA.
6. More information about MHFA England and its courses can be found at www.mhfaengland.org or by emailing info@mhfaengland.org.