



## Weekly English Practice

22nd June 2016

English  
Coaching  
Projects S.Coop.

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## What is the Depressed Cake Shop?

*One in four people will suffer from, or be touched by, a mental health issue at some point in their lives*

**platform** (n): space where a cause can be promoted.  
**pop-ups** (n): temporary shops which suddenly appear.  
**toolkit** (n): set of tools needed for a job or task.  
**charities** (n): bodies which collect & distribute money to those in need.  
**conspirator** (n): a person who participates in a conspiracy.  
**donate** (v): to give money or goods to a good cause.  
**marshmallows** (n): a spongy sweet confection.

The Depressed Cake Shop is a unique (and delicious) **platform** designed to raise awareness of these challenges. With the help of its co-conspirators, it hosts **pop-ups** worldwide that sell highly customised baked goods as a way to get people talking about mental illness.

The organisation provides a safe place for conversation and a unique **toolkit** that enables interested bakers and organisers to raise funds for mental health **charities** through locally organised pop-ups.

### What is the origin of the Depressed Cake Shop?

In the summer of 2013, Emma Thomas, a creative director and P.R. specialist in the United Kingdom, conceived a project called the Depressed Cake Shop. One in four people will suffer from mental health issues at some point in their lives. The Depressed Cake Shop was created as a unique (and delicious) **platform** to raise awareness and discuss these issues while raising money for local mental health charities.

Emma's brief was very specific – the cakes had to be grey, but could have a spot of colour to symbolise hope. Her astute intuition was that this would ensure that the concept stood out from the countless charity fundraisers that take place each year.

It was very successful and received attention throughout the United Kingdom. It also created an active community of bakers and organisers who joined a Facebook group and were inspired to create pop-ups of their own.

Then, something magical happened. The concept did not end with that first pop-up, the bakers and organisers kept going. Shops

popped up in San Francisco, Los Angeles, Glasgow, Houston, Seattle, Kuala Lumpur, Atlanta, Australia and India (just to name a few).

Many of the cakes were designed and donated by bakers who had personal experience with depression, and they used their creations to express their struggles with and experiences of their illnesses. Others were compelled to join because they had seen friends and family members suffering and wanted to be part of a solution. The committed co-**conspirators** who have kept the Depressed Cake Shop movement alive are continually looking for new opportunities to change the conversation around mental health one grey cake at a time.

### What does involvement entail?

When a baker becomes involved with the Depressed Cake Shop there is only one requirement, that the baked goods you donate have an element of grey to signify the grey cloud that can descend over a beautiful world when someone is struggling with mental health issues.

The Depressed Cake Shop welcomes any type of **donated** baked good, and its shops have become a wonderful and curated collection ranging from professional bakers with store fronts, to licensed home bakers, to people who bake as a hobby and just want to be involved.

The organisation asks that contributors avoid using nuts as so many people are seriously allergic to them. Other than that, volunteers can make a cake to be sold in its entirety or by the slice, cake pops, cupcakes, or cookies. Some people have made custom marshmallows, 'misfortune cookies,' pies, chocolate covered Oreos. The only limit is the contributors' imagination.

A list of ingredients should be provided, as well as the type and flavour of the item. A fun name is great too. Vegan and gluten free items are also welcome as customers often request them.

Adapted from [Depressed Cake Shop](#)

"Let's chat about that!"

- What is the Depressed Cake Shop?
- How did it get started?
- What happens to the money collected?
- How can making cakes help with depression?
- Could it catch on here?
- If you are feeling down do you eat (or do) something special?

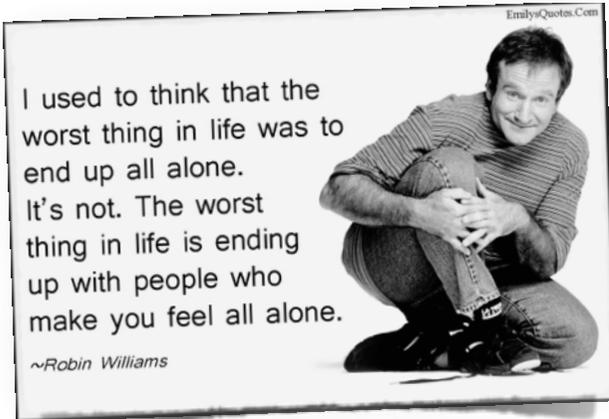


# “iLook, iThink, iSpeak” Express yourself better!

## UK & WORLD MENTAL HEALTH STATISTICS

**Do you find thesis statistics surprising? What do you think are the causes of mental illnesses?**

- 20% of adolescents may experience a mental health problem in any given year.
- 50% of mental health problems are established by age 14 and 75% by age 24.
  - 10% of children and young people (5-16 years) have a clinically diagnosable mental problem.
  - 70% of children and adolescents who experience mental health problems have not had appropriate interventions at a sufficiently early age.
  - In England, women are more likely than men to have a common mental health problem and are almost twice as likely to be diagnosed with anxiety disorders.
  - In 2013, 6,233 suicides were recorded in the UK for people aged 15 and older. Of these, 78% were male and 22% were female.
  - 10% of mothers and 6% of fathers in the UK have mental health problems at any given time
- Mental health problems are one of the main causes of the overall disease burden worldwide.
- Mental health and behavioural problems (e.g. depression, anxiety and drug use) are reported to be the primary drivers of disability worldwide, causing over 40 million years of disability in 20 to 29-year-olds.
- Major depression is thought to be the second leading cause of disability worldwide and a major contributor to the burden of suicide and heart disease.



## USEFUL LINKS

- [Depressed Cake Shop BBC Interview](#)
- [Depressed Cake Shop Blog](#)
- [5 Reasons Baking is Good for Mental Health](#)
- [5 Steps to Mental Well-Being NHS](#)
- [Movies That Helped People During Their Depression](#)
- [Books That'll Help You Manage Your Anxiety](#)



## ECP'S END-OF-COURSE PARTY & 3RD PINTXO COMPETITION



Thanks to everyone who came to our party and our third pintxo competition! And the winner was... Maite!

Her tasty '*Salmorejo Joy*' (see photo above) convinced the judges to crown her 2016 ECP Pintxo Champion.

They awarded 2nd place to Pablo and 3rd spot to John.

All the pintxos that competed were absolutely lovely and made the party really special. Thank you!

See you at our next event :-)