

# First Psychology Scotland picks Edinburgh PR firm

Edinburgh-based PR and marketing agency Niche Works has won the Public Relations account for First Psychology Scotland, which operates bespoke First Psychology Centres in Edinburgh, Glasgow and the Borders.

✘ First Psychology Centres was set up by Professor Ewan Gillon, a Chartered and HPC registered Psychologist, who spotted a gap in the market for easily accessible psychological treatments before establishing The Edinburgh Psychology Centre, his own thriving practice. Professor Gillon specialises in psychological therapy, and is a part-time academic at Glasgow Caledonian University where he created, and now leads, the only Doctorate in Counselling Psychology in Scotland.

The Niche Works team will promote the key message that First Psychology Scotland and the First Psychology Centres provide easily accessible professional treatments including cognitive behavioural therapy (CBT), counselling, psychotherapy, relationship / couples counselling, and coaching. Professor Gillon is a published author and expert in men's wellbeing, general counselling and therapy, and psychological wellbeing, and has recruited a team of professionals highly specialist in a range of problems including depression, anxiety, phobia, anger, OCD, eating difficulties, post traumatic stress disorder, self-harm, and body image.

First Psychology Centres have an accessible approach and therapy can be provided regardless of where the client lives, with telephone and online treatment available. This is particularly useful for individuals who may find that face-to-face treatment makes them anxious.

Professor Gillon says: "I'm proud to say that we successfully provide treatments which are easily accessible for everyone, which was not always the case. I'm looking forward to working with Niche Works to raise the profile of the centres and to encourage potential clients to seek the help they need, whatever their problem may be. Mental health has been a taboo subject for far too long and we aim to make people realise that problems in this area are common, and nothing to be embarrassed about."

Niche Works director Fiona Vernon said: "We are of course delighted to be working with Professor Gillon to raise the local, regional and national profile of First Psychology Scotland and First Psychology Centres, which provide real benefit to the mental health of people across Scotland."

The Edinburgh and Glasgow centres currently treat over 100 patients from across Scotland each week.