

'Let's Keep Talking' Campaign Toolkit

Overview

Let's Keep Talking is a mental health campaign launching in January 2021 to encourage people to stay connected with family and friends, to reach out to others who may be isolated or struggling at the moment and to seek help when needed.

We know that the coronavirus pandemic has affected people's mental health with increased mental distress: anxiety, depression and stress. We want to make sure that, as the pandemic continues, people have conversations about how they are feeling, both with trusted friends and family, colleagues and professionals where necessary.

The campaign messages aim to provide reassurance and signpost to further information on where to find support and resources. The campaign materials have been developed in consultation with people from the target groups.

The call to action directs people to helplines and organisations that can support with mental health and to the www.kindtoyourmind.org website for more information.

Kind to Your Mind provides people with a wide range of mental health & wellbeing resources, podcasts by mental health professionals and those who are experts through lived experience and information on how to find support.

The campaign is brought to you by Cheshire & Merseyside local authorities and NHS services.

Key Messages

- Let's keep talking about our mental health
- It is normal to be struggling with your mental health right now
- It is ok to ask for support
- If you are struggling, reach out to someone you trust and share your thoughts and feelings
- If you think someone you know is struggling, reach out to them
- If you are looking for more information to help with your mental wellbeing visit www.kindtoyourmind.org
- If you are in crisis you can find support near you at www.kindtoyourmind.org

Target Groups

The campaign is targeting those whose mental health has been particularly impacted by the coronavirus pandemic: young people, the workforce and those in our communities who are isolated.

•**Young people**

Young people have experienced disruption to their social life, to education and support from services for their mental health. Mental Health impacts include loneliness, anxiety, depression, behavioural difficulties, and strained family relationships. We know that children and young people in low-income families have been more adversely impacted.

•**The workforce**

The uncertainty over employment security, being furloughed or made redundant, have all had

significant impacts on the mental health and wellbeing of the workforce, with people in these groups reporting higher levels of mental distress and anxieties.

The impact of the financial downturn is more keenly felt by those in low-skilled jobs and our poorer communities. Frontline workers have experienced prolonged stress with the risk of burn-out. Maintaining a work-life balance has been difficult for so many workers, with parents having to stop-start on home-schooling, as well as some workers managing carer responsibilities for older relatives.

• ***Vulnerable & isolated community members***

Many vulnerable community members have now been isolating for a long time and their mental health is of particular concern. People in this group may be more fearful of the coronavirus and be experiencing distress and loneliness along with anxieties about going out.

The campaign call to action is for people to stay in touch and to reach out, connect and support the mental health of those in our communities who are more vulnerable.

We know that helplines and support services have experienced increased demand and are concerned that self-harm and suicides may rise. However, so far, the local and national data does not show an increase and we hope that the response by NHS and voluntary services can provide the support for people when in need.

Short news story – template text

A new campaign encouraging people to look after their mental health is being launched across Cheshire and Merseyside. The *Let's Keep Talking* campaign encourages the general public to keep talking to those people that they trust the most, whether friends, family or colleagues, about their mental health. It also directs people who don't have anyone to talk to and those who need extra support, to the [Kind to Your Mind website](#) for advice, resources and service information. The campaign is particularly targeting three key groups of people who may have been especially adversely affected by Covid, young people, the workforce (specifically key workers and those who have been furloughed) and vulnerable and isolated people. As the coronavirus pandemic continues and the country remains in lockdown, it is vital that we continue to encourage people to look after themselves and their mental wellbeing. Organisations that are interested in helping to promote the campaign can find the toolkit and assets on the Kind to Your Mind website www.kindtoyourmind.org

Campaign plan

The campaign will run in two phases:

Phase 1 – Paid for social media campaign and organic social media campaign via partner organisations.

Phase 2 – Video content is to be produced with local organisations/case studies to be used within the second phase of the social media campaign. Printed leaflets will also be distributed to local areas/organisations to target vulnerable and isolated groups.

The Let's Keep Talking campaign will run from January 18th until 31st March 2021.

How you can support the campaign

Please help us promote the campaign with the following actions:

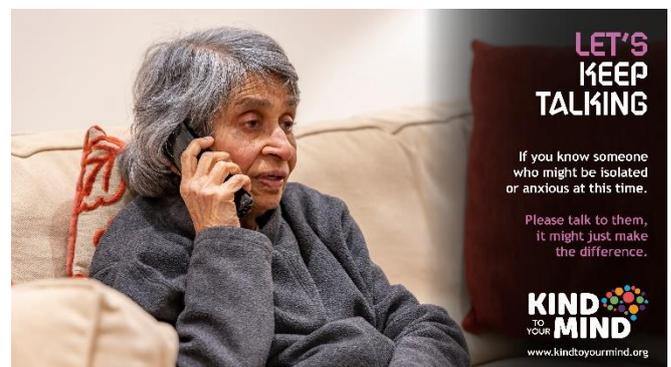
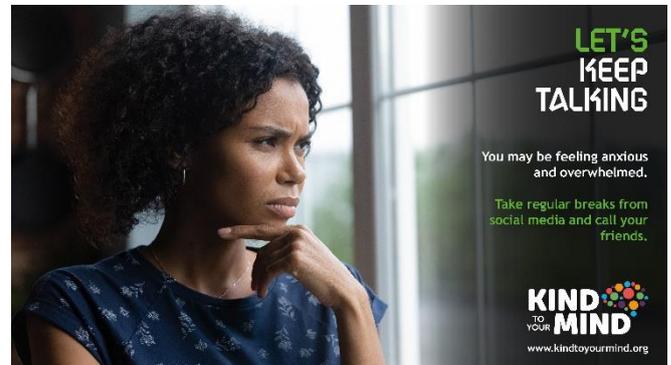
- Share the campaign across all social media platforms using the assets in the toolkit. Some example social media posts are below.
- Print and use the posters within the toolkit. These can be amended to include local area logos and signposting.
- Share the template press release with your local press and use on your own news sites.
- If there are any other organisations within your local area who you feel could also support this campaign, please share the toolkit with them.

Assets

The toolkit contains the following assets and can be downloaded from the Kind to Your Mind website:

- Social media images
- Posters signposting to national services and kind to your mind
- Posters with blank footer for local areas to add own service information
- Template press release

Examples of assets below:





If you need support:

SCAN the QR code with your phone camera to find support near you
CALL Samaritans 116 123 to talk to someone 24/7
TEXT 'SHOUT' to 87258 for free support 24/7
VISIT www.kindtoyourmind.org for wellbeing and mental health resources



Brought to you by your local council and the NHS in Cheshire and Merseyside



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Suggested social media posts

The campaign hashtag is **#LetsKeepTalking**. Below are some suggested social media posts for each of the target audiences which can be used as they are or adapted as you see fit.

Young people

- Feeling anxious due to Covid? #LetsKeepTalking - call or speak to a friend or someone you trust – a problem shared can be a problem halved. If you are still struggling to cope, visit www.kindtoyourmind.org for information on local services that can help
- Are you feeling overwhelmed by Covid? Remember to take time away from social media and speak to a mate or someone you are close to. #Letskeep talking during this difficult time. If you feel that you need professional help visit www.kindtoyourmind.org for info on local services
- It's normal to not be feeling 100% yourself right now. #Letskeep talking about how we are feeling. Call or text a mate, speak to a sibling or someone you trust. If you need support with your mental health visit www.kindtoyourmind.org for info on services that can help
- Struggling to stay upbeat during Covid? Don't suffer in silence, #Letskeep talking. It is normal to not feel ok – tell a friend how you are feeling. Or if you need help visit www.kindtoyourmind.org for advice and services

Workforce

- In these uncertain times, returning to work can be difficult. If you are struggling with your mental health right now #LetsKeepTalking - speak to someone you trust – a mate, partner or colleague. If you need professional help, find local services at www.kindtoyourmind.org
- Isolated due to furlough? If you're worried, talk to someone about it. Call a friend or someone you trust. #LetsKeepTalking, you are not alone. For support visit www.kindtoyourmind.org

- Things might not feel normal at the moment, particularly if you are out of work. If you are worried or anxious please talk to someone. For information on support services visit www.kindtoyourmind.org
- If you are in a health or care role, it is easy to forget about looking after yourself too. If you are feeling the strain – talk to someone you trust. To find information of services that can support you visit www.kindtoyourmind.org #LetsKeepTalking about our mental health.

Vulnerable and isolated people

- If you know someone who might be isolated or anxious at this time, take the time to speak to them. #LetsKeepTalking it might just make a difference. For information, support and advice on mental health visit www.kindtoyourmind.org
- Many people are currently vulnerable and isolated. If you know someone in this situation, please reach out. #LetsKeepTalking and take care of each other. For support visit www.kindtoyourmind.org

For further information about this campaign please contact:

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