



HOW CAN **YOU** SUPPORT YOUR PATIENTS / CUSTOMERS TO LOOK AFTER THEIR OWN MENTAL HEALTH?

A NEW APPROACH TO MENTAL HEALTH

Dear Colleagues,

Public Health England (PHE) is launching Every Mind Matters, an innovative new campaign that empowers people to take control of their own mental health.

Our mental health directly affects our overall health and wellbeing, impacting on our quality of life and how long we live. Every year 1 in 4 people in the UK experience a mental health problem. This means that most people in England know someone with mental health problems or have personally experienced them.

The campaign will highlight that at times we can all experience things such as low mood, stress, anxiety or sleep problems. At the heart of the campaign is the Every Mind Matters online guide that will provide expert advice, information and practical tips, and a personal action plan to help improve our mood and mental wellbeing. The guide offers self-help solutions for people who could benefit from support or guidance but aren't in need of a clinical solution.

Developed in conjunction with clinicians, academics and leading mental health charities, and endorsed by the NHS, the information will be brought to life with expert advice and real-life experiences. For those seeking further support and advice, the guide will also highlight helplines, charity services and other resources which can help.

ABOUT THE CAMPAIGN

Every Mind Matters will launch via a phased approach. It will start in the Midlands on World Mental Health Day (10th October 2018) and will be promoted with an advertising campaign across the Central TV region as well as on radio, PR, digital and partner-driven communications. Following full evaluation of the pilot in the Midlands, it will then launch nationally in spring/summer 2019.

WHY WE WANT YOUR SUPPORT

Our ambition is that over the next three years Every Mind Matters will deliver a step change to how people think about their mental health - with over one million people taking positive steps to help themselves and to help others.

HOW YOU CAN GET INVOLVED

We need healthcare professionals such as yourselves to help raise the profile of Every Mind Matters and to join us in encouraging the public to think of mental health as something that can be improved, just like physical health.

You are in a unique and important position. As a trusted healthcare professional you regularly consult with and advise patients and members of the public who struggle with mental health problems. Research shows that many people respond well to evidence-based, simple self-management techniques either as a first line approach or as an adjunct to other treatments. Every Mind Matters is a valuable resource that can support these people with information and ideas for ways to improve their mental health and wellbeing.

**EVERY MIND
MATTERS**

BECAUSE THERE'S ONLY
ONE YOU

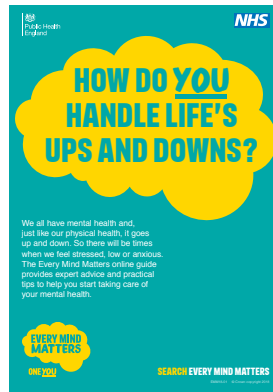


We've created this toolkit for you to use across your premises and communication channels, for your patients/customers to see.

WHAT YOU WILL FIND IN THIS TOOLKIT

- A4 posters
- Conversation starters
- Conversation starter dispenser

NB: All these materials, as well as campaign implementation guidelines, are available for download at the Campaign Resource Centre at campaignresources.phe.gov.uk



A4 poster



Conversation starter dispenser



Conversation starter

THINGS YOU CAN DO

1. Display the printed materials in prominent positions across your sites, to raise awareness about mental health and the Every Mind Matters online guide.
2. Download and use our range of free digital and social resources (Facebook posts, images, email signature) on your digital and social channels to communicate Every Mind Matters messages.
3. Consider recommending the Every Mind Matters online guide where appropriate to patients, for example during medicine reviews or health checks.

If you would like to discuss these or any other ideas to increase the profile of mental health within your organisation, then please contact Partnerships@phe.gov.uk

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