EVERY MIND MATTERS CAMPAIGN TOOLKIT
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CAMPAIGN OVERVIEW
CAMPAIGN INTRODUCTION

We all have mental health, and like our physical health it goes up and down, directly affecting our overall wellbeing, quality of life and life expectancy. And just like our physical health there are things that we can do to improve it. Every year 1 in 4 people in the UK experience a mental health problem; the total cost to the country was recently estimated at £105 billion.

This is why Public Health England is launching a new campaign to empower people to take control of their mental health, called Every Mind Matters. The campaign focusses on the things we can all do to protect and improve our own mental health and how we can look out for others.

At the heart of the campaign is the Every Mind Matters online guide, an online curated resource that will provide expert advice and tips and a personal action plan to help improve our mental wellbeing.

The campaign launches via a phased approach, starting in the Midlands on World Mental Health Day, Wednesday 10th October.
The Every Mind Matters online guide consists of:

- An interactive video called the ‘Every Mind Matters Guide’.
- Eight supporting individual ‘module’ videos highlighting the most common mental health issues, and how to help others.

The guide:

- Provides advice on how to spot the signs of common mental health problems.
- Offers practical self-care tips and guidance.
- Explains what’s okay and when people should seek further support.
- Is endorsed by the NHS.

The content is available as online video content, a downloadable e-booklet and an audiobook – all via the One You website.
WHAT YOU CAN DO

Whether you’ve got five minutes, a couple of hours or a little more time, there are many ways you can support the campaign.

SHORT OF TIME

Spread the word about the campaign, ensuring people around you know where they can find practical self-care tips and guidance for their mental health.

• Let your colleagues know, display the printed resources at work, and if you can, send an email to all your staff sharing the Every Mind Matters Guide.

• We spend so much of our time online, why not make use of the digital and social assets we’ve created to promote the campaign? Use them on your website, intranet, emails and social media channels.

• Display our posters and conversation starters in areas where people congregate. Know a busy place in your community? See if they’ll put up some posters, or share the conversation starters.

HAVE AN HOUR OR TWO

Start a conversation. When it comes to mental health, talking about it is so important.

• We’ve produced a ready-made presentation with handy speaker notes to help introduce Every Mind Matters.

• Part of a social or community group, such as a book club or sports team? Create some time and space to introduce the campaign over a cup of tea and biscuit. Take some posters and conversation starters with you to share with others.

• Closer to home, talk to friends and family. If you’re not sure where to begin use our conversation starter to help get the ball rolling. If you feel comfortable sharing your own experience, this will make it even more powerful.
WHAT YOU CAN DO

ABLE TO DO MORE

Host an event. Bringing people together can help them engage on the subject of mental health.
• Host an event where you introduce the campaign to people, point them to the online guide, and offer the printed resources too.
• We need to look after our mental health just like our physical health. What better way to emphasise this than to organise a physical activity such as a lunchtime running group or yoga class, with the opportunity to discuss self-care at the end of the session.
• Organise a get together based on one of the four most common mental health challenges. For example organise a breakfast event for colleagues to share their tips on how to get a better night’s sleep. Have the Every Mind Matters resources available.

Get your employer on board. Commitment and enthusiasm can help engage and inspire others in the workplace.
• Arrange a meeting with your HR team and offer to present the campaign to key decisions makers at work (use our presentation and speaker notes).
• Discuss how the campaign could complement the existing support offer for staff.
• Ask your employers to commit to designating an hour of staff time to explore the Every Mind Matters guide.
• Set up a dedicated group of Every Mind Matters champions at work. Meet up on a regular basis to explore how you can continually promote the campaign through events and communications, and help keep mental wellbeing top of the agenda.

We would love to see how you are supporting the campaign locally, so please send your photos or any examples of how you are using campaign materials to partnerships@phe.gov.uk
CREATIVE RESOURCES
ANXIETY

Anxiety occurs when our thoughts go into overdrive. Feelings of worry and dread, overthinking, and having trouble concentrating are all signs of anxiety. You can take action now, for example try writing down what’s troubling you or learn about reframing unhelpful thoughts.

THINGS YOU CAN DO

There are things we can do to look after our mental health and wellbeing. Create your own action plan with the Every Mind Matters online guide.

The information here is just a snapshot of what you can find in the Every Mind Matters online guide. It’s a great place for everyone to start taking care of your mental health.

The guide provides expert advice on how to spot the signs of common mental health problems and gives a range of practical tips and resources to help make positive changes. You can also find out about helplines, charity services and resources that can help you.

We all have mental health and, just like our physical health, it goes up and down. So there will be times when we feel stressed, low or anxious. The Every Mind Matters online guide provides expert advice and practical tips to help you start taking care of your mental health.

SLEEP PROBLEMS

Poor sleep can make us feel low, irritable and make usually manageable tasks harder. The better our sleep, the better our energy levels, mood and ability to concentrate. There are things you can do to get a better night’s sleep such as lowering your caffeine intake and following a regular sleep pattern.

STRESS

We all lead busy lives and things can get on top of us. The good news is that there are lots of ways to combat stress including being more active, and making time to chat to family and friends.

LOW MOOD

Many of us can sometimes feel sad, down, angry and unmotivated. While these feelings can be unpleasant, there are things we can do to change our perspective and help turn negative thoughts into positive ones. Do some breathing exercises or try making some more time for a hobby you enjoy.

HOW DO YOU HANDLE LIFE’S UPS AND DOWNS?

We all have mental health and, just like our physical health, it goes up and down. So there will be times when we feel stressed, low or anxious. The Every Mind Matters online guide provides expert advice and practical tips to help you start taking care of your mental health.

Printed resources available to order

• A4 poster
• Conversation starter

We are providing printed resources that are available to order. Alternatively you can download resources to print yourself from the Campaign Resource Centre at campaignresources.phe.gov.uk.
A NEW APPROACH TO MENTAL HEALTH

Dear Colleagues,

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 or have experienced one previously. This means that most people in England know someone with mental health problems or have personally experienced them.

How can you after their own mental health?

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How can you after their own mental health?
How do you handle life’s ups and downs?

Search Every Mind Matters now for tips and advice.

DIGITAL RESOURCES

We have created a suite of digital assets to help you promote Every Mind Matters.

These include:

- MPU and leaderboard banner to display on your website. If possible please hyperlink these to the Every Mind Matters guide: www.nhs.uk/oneyou/every-mind-matters/
- Digital poster to display on TV or digital screens.
- An email signature to share internally with your staff.
Social media is a great way to spread the word and support Every Mind Matters. On the following pages you will find images and suggested copy for posts that you can use on your social media channels.

As this is a regional launch in the Midlands, please avoid using national social media accounts wherever possible.

If you plan on delivering paid for media please ensure it is for regional populations only.

Images are available in Facebook (1200 x 628px) and Twitter (1024 x 512px) formats and images on pages 13-15 are compliant with paid media requirements.

Don’t forget:

• To refer to the campaign key messages (available from the PHE Campaign Resource Centre) when writing the copy for your posts and be mindful of the character limit. Facebook copy will be truncated after 400 characters.

• Add the Every Mind Matters link in the call to action for your posts: www.nhs.uk/oneyou/every-mind-matters/ or use the tracked link (po.st URL) so you can monitor engagement. If you don’t have one, please contact the partnership team at partnerships@phe.gov.uk
KEY CAMPAIGN SOCIAL POSTS

This image can be used as a standalone post (not accompanied by any copy) or as a digital image to be placed within your digital environment.

Twitter
We all have mental health and just like our physical health it goes up and down. The Every Mind Matters online guide is there to help you start taking care of your mental health [bit.ly/2RhpKrs](bit.ly/2RhpKrs)

Facebook
Our mental health, like our physical health, goes up and down. There will be times when we feel stressed or low. Visit the Every Mind Matters guide to look after your mental health and create your action plan.
FOUR SYMPTOMS SOCIAL POSTS

PHE’s digital advertising will be targeted at contextually relevant times, for example targeting ‘sleep problems’ when people are most likely to experience them, between 11pm and 4am.

While the posts below can run at any time, consider scheduling them for the times suggested when they’ll be most relevant.

**SLEEP**

**Twitter**
Missing out on sleep can make us feel low. If you need to claim back some zzz’s, we’re here to help. The Every Mind Matters online guide provides tips and advice on sleep problems, stress and other common mental health challenges 

#everymindmatters bit.ly/2RhpKrs

**Facebook**
Poor sleep can make us feel low and irritable. The Every Mind Matters online guide provides expert advice and tips to help you start taking care of your mental health. Create your own action plan now.

#everymindmatters bit.ly/2RhpKrs

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**STRESS**

**Twitter**
It’s normal to feel stressed now and then. But if it never ends, it can make us feel unable to cope. The Every Mind Matters guide is full of tips to help you combat stress and start taking care of your mental health.

#everymindmatters bit.ly/2RhpKrs

**Facebook**
We all lead busy lives and things can get on top of us. Thankfully there are lots of ways to combat stress. Visit the Every Mind Matters guide to create your action plan now.
### LOW MOOD

**Twitter**
Most of us will feel sad, angry or down now and then. If you’re finding it hard to shift negative feelings, visit our Every Mind Matters guide to see some ideas for things you can do to boost your mood. #everymindmatters bit.ly/2RhPkrS

**Facebook**
Many of us can feel sad and unmotivated. Thankfully there are things we can do to change our perspective. Visit the Every Mind Matters guide to create your action plan now.

### ANXIETY

**Twitter**
We all have days where we feel worried or anxious but sometimes anxiety can start to get in the way of normal life. Visit Every Mind Matters bit.ly/2RhPkrS for coping ideas to get you back to your usual self. #everymindmatters

**Facebook**
We all have days where we feel worried or anxious, but sometimes anxiety gets in the way of normal life. Thankfully there are ways to cope. Visit the Every Mind Matters guide to create your action plan now.

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**FEELING LOW?**

Low Mood post image
Sunday 4pm – Monday 11am

**ANXIOUS?**

Anxiety post image
Any time
LOCALISING THE CAMPAIGN
We all have mental health and, just like our physical health, it goes up and down. So there will be times when we feel stressed, low or anxious. The Every Mind Matters online guide provides expert advice and practical tips to help you start taking care of your mental health.

How do you handle life’s ups and downs?

To engage your audience and local community further, you can localise the campaign poster. It can be customised by placing your logo on the indicated area (see left.)

To request open artwork files for localisation please email partnerships@phe.gov.uk and share your final design for approval before publishing.

Your logo can be less, but should never be more than, 4x height of the ‘Matters’ in the Every Mind Matters logo.

For more detail see the Every Mind Matters partner brand guidelines at campaignresources.phe.gov.uk
PR RESOURCES
PR RESOURCES

PR resources are available on the Campaign Resource Centre at campaignresources.phe.gov.uk

They include:

- Press releases
- Key messages
- Facts and statistics
- Long and short copy
- Campaign Q&A

If you are unable to access these documents please email partnerships@phe.gov.uk
HOW TO ORDER RESOURCES
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All printed, digital and social resources are available to order and download through the Campaign Resource Centre campaignresources.phe.gov.uk

If you have any questions about the campaign or if you would like to receive customisable artwork files you can request them from the partnership team at partnerships@phe.gov.uk
THANK YOU FOR SUPPORTING THE CAMPAIGN