

# Free urgent 24/7 mental health support for young people

# Communications toolkit

**Updated November 2022** 

# Campaign background

In December 2021, Healthy London Partnership launched a <u>campaign</u> to raise awareness among young people and their families of London's free NHS mental health crisis lines.

The campaign was developed with feedback and input from young people and parents with a focus on sharing messaging on social media and in education and community settings, GP surgeries, etc. This winter we all face added pressures from the cost of living, so it is important that young people and their families are reminded that urgent mental health support remains available to them.

Every mental health trust in London has put in place a free <u>telephone service</u>, supported by trained mental health advisors and clinicians, and open 365 days a year. These enable children, young people and their families to get free urgent mental health support 24/7.

This toolkit contains social media assets, posters, and articles for your own websites, newsletters and publications. Please help us to reach young people and families across London by using these assets and messaging on your social media channels and promoting them through your own stakeholders and networks.

Remember, a mental health emergency should be taken as seriously as a physical one. Together we can raise awareness of the crisis lines and help young people and their families to get support when they need it.

### What's included in this toolkit

- Article copy (long and short) for organisations' own publications, websites and newsletters
- A selection of social media assets and accompanying messages for Facebook, Instagram,
   Twitter and LinkedIn
- Additional downloadable resources including an e-signature, image for MS Teams and desktop backgrounds, posters in A4 and A3 format, and a digital postcard

o 2023 calendar of mental health awareness days and key dates for schools/colleges

Other mental health and wellbeing resources

## Article copy for organisations' own publications/websites/newsletters

### Longer article

### Free 24/7 urgent mental health support for young people

Young people and their families in need of urgent help with their mental health can get free 24/7 support from trained NHS professionals by telephone.

The last few years have been particularly hard for young people's mental health and wellbeing. The NHS's 2021 survey of children and young people's mental health found that one in six had a probable mental disorder – up from one in nine in 2017. Four in 10 6-16 year olds said their mental health had got worse since 2017, with only a fifth (21.8%) saying it had improved.

As a result, there has been an increase in people needing urgent support. Every mental health trust in London has put in place a dedicated phone line, supported by trained mental health advisors and clinicians, and open day and night, 365 days a year. The lines are free to call, and trained advisors can provide immediate help or signpost callers to other sources of support if necessary.

For those caring for someone, whether a parent, teacher, first responder, you can also call your local NHS urgent mental health support line in the first instance for immediate support and advice.

Find your local crisis line number <u>here</u>. (198 words)

Very short article for use in organisations' own publications; also as captions on Instagram and Facebook.

### Free 24/7 urgent mental health support for young people

The last few years have been hard for young people's mental health and wellbeing. Young people and their families in need of urgent help with their mental health can get free 24/7 support from trained NHS professionals by telephone.

The NHS has set up free telephone lines across London for young people in distress, open all day, every day, and staffed by trained mental health professionals. They can provide immediate support, or refer young people, or those caring for someone, to other sources of help if needed.

Find your local crisis line number <u>here</u>. (94 words)

## Social media assets and accompanying messaging

The following graphics and suggested copy can be used to raise awareness and signpost to the telephone service.

The images can be used to help share similar messages across Twitter, Facebook, LinkedIn and Instagram. Also organisations' webpages.

Remember to tag us on social media:

Instagram: @healthy\_ldn Facebook: @HealthyLDN Twitter: @HealthyLDN

**LinkedIn: @Healthy London Partnership** 

And use the campaign hashtag: **#urgentMHSupport\_youngLDN** where you do to continue raising awareness of the lines.

To download the full-sized images, select the images below, right click and select 'open link'.

Social media channel	Imagery for channel	Messaging for young people	Messaging for parents, carers or other supporters of young people
Facebook asset 1	Alt text: A young person is alone, their head bowed down. Text reads 'Free 24/7 mental health support' alongside the NHS logo.  A heading reads: Worried or feeling	1. Festive season:  The festive season can be difficult if you're struggling with your mental health.  If you need to talk to someone, you can call NHS trained advisors for urgent mental health support and advice, whenever you need it.  i Find your local helpline here:	1. Festive season:  The festive season can be overwhelming. If you're concerned about a young person's mental health, you can contact NHS trained advisors day and night for free advice.  Find your local helpline here:  www.healthylondon.org/urgentsuppor tlines

www.healthylondon.org/urgents down? Call for 2. Return to school or college: urgent support upportlines Young people may feel anxious when you need it. getting back to school or college in January. 2. Return to school or college: There are many resources to support It's ok to feel nervous about their mental health and wellbeing, but getting back to school or college if you're concerned that they might in the new year. need urgent help, contact your local There are many resources NHS mental health helpline for free available to support your mental professional advice from trained health and wellbeing, but if advisors. things feel too much, you can Find #mentalhealth resources and contact NHS trained advisors for helpline telephone numbers here: free support and advice, any www.healthylondon.org/urgentsuppor time of the day. tlines i Find #mentalhealth #mentalhealthsupport resources and helpline phone numbers here: 3. 24/7 support: www.healthylondon.org/urgents upportlines There are many resources to help young people's mental health and #urgentMHsupport youngLDN wellbeing. If you are concerned they need urgent support, you can contact NHS trained advisors for 24/7 advice. 3. 24/7 support: Find mental health resources and If you're a young person in helpline telephone numbers here: London struggling with your https://www.healthylondon.org/urgent mental health, you can contact supportlines NHS trained advisors 24/7 for free support and advice. #mentalhealthsupport i Find mental health resources and helpline phone numbers here: https://www.healthylondon.org/u rgentsupportlines #urgentMHsupport\_youngLDN Social **Imagery for** Messaging for young Messaging for parents, media channel people carers or other supporters of channel young people 1. Festive season: 1. Festive season: Instagram The festive season can be The festive season can be post asset difficult if you're struggling with overwhelming. If you're concerned vour #mentalhealth. about a young person's #mentalhealth, you can contact NHS Also If you need to talk to trained advisors day and night for suitable for free advice and support. use on someone, you can call NHS WhatsApp trained advisors for free urgent

Alt text: A young person is alone, their head bowed down. Text reads 'Free 24/7 mental health support' alongside the NHS logo.

A heading reads: Worried or feeling down? Call for urgent support when you need it. mental health support, whenever you need it.

i Search 'NHS urgent mental health support' or find more information on the helplines and other support in London here: www.healthylondon.org/urgents upportlines

#urgentMHsupportyoungLDN

### 2. Return to school or college:

It's ok to feel nervous about getting back to school or college in the new year.

There are many resources available to support your mental health and wellbeing, but if things feel too much, you can contact NHS trained advisors for free support and advice, any

time of the day

i Search 'NHS urgent mental health support' or find resources and helpline phone numbers here:

www.healthylondon.org/urgents upportlines

#urgentMHsupportyoungLDN

### 3. 24/7 support:

If you're a young person in London struggling with your #mentalhealth, you can contact NHS trained advisors 24/7 for free support and advice.

i Search 'NHS urgent mental health support' or find more information here:
www.healthylondon.org/urgents upportlines

#urgentMHsupportyoungLDN

i Search 'NHS urgent mental health support' or find more information on the helplines in London here:

www.healthylondon.org/urgentsuppor tlines

### 2. Return to school or college:

Young people may feel anxious getting back to school in January.

There are many resources to support their mental health and wellbeing, but if you're concerned that they need might need urgent help, you can contact local NHS mental health helplines for free professional advice from trained advisors.

i Search 'NHS urgent mental health support' or find resources and urgent support telephone numbers here:

www.healthylondon.org/urgentsuppor tlines

### 3. 24/7 support:

There are many resources to help young people's mental health and wellbeing. But if you're concerned that they need urgent support, you can contact NHS trained advisors for 24/7 #mentalhealth advice.

i Search 'NHS urgent mental health support' or find helpline telephone numbers:

 $\underline{www.healthylondon.org/urgentsuppor}\\ \underline{tlines}$ 

#urgentMHsupportyoungLDN

Instagram Story asset 1



Add click-through link to: <a href="https://www.healthylondon.org/urgentsupportlines">https://www.healthylondon.org/urgentsupportlines</a>

### Social media channel

# Imagery for channel

# Messaging for young people

# Messaging for parents, carers, teachers or other professionals supporting young people

LinkedIn asset 1



Alt text: A young person is leaning against a wall with their head bowed down. Text reads 'Free 24/7 mental health support' alongside the NHS logo.

A heading reads: Worried or feeling down? Call for urgent support when you need it.

### 1. Festive season:

The festive season can be difficult if you're struggling with your mental health.

If you need to talk to someone, you can call NHS trained advisors, day or night, for urgent #mentalhealth support.

You can find information about mental health support from the NHS and other organisations

www.healthylondon.org/urgents upportlines

They are all here to help you.

#### 2. Return to school or college:

It's ok to feel nervous about getting back to school or college in the new year.

There are many resources available to support your mental health and wellbeing, but if things feel too much, you can contact NHS trained advisors for free #mentalhealth support and advice, any time of the day.

Find help here:

www.healthylondon.org/urgents upportlines

### 3. 24/7 support:

### 1. Festive season:

The festive season can be overwhelming. You can call NHS trained advisors day or night for urgent support, if you're concerned about a young person's #mentalhealth.

Find more information on London's urgent mental health support here: www.healthylondon.org/urgentsupportlines

### 2. Return to school or college:

Young people may feel anxious getting back to school in January.

There are many resources to support their mental health and wellbeing, but if you're concerned that they might need urgent help, you can contact your local NHS #mentalhealth helpline for free professional advice from trained advisors.

Find resources and urgent support telephone numbers here: www.healthylondon.org/urgentsuppor tlines

#mentalhealthsupport

### 3. 24/7 support:

There are many resources to help young people's #mentalhealth and wellbeing, but if you're concerned that they need urgent support, you

	If you're a young person in London struggling with your #mentalhealth, there are many free resources available to support you.  But if things feel too much, you can contact NHS trained advisors for free urgent support and advice, any time of the day.  Find more information here: www.healthylondon.org/urgents upportlines	can contact your local NHS mental health helpline for free 24/7 professional advice from trained advisors.  Find more information and local London numbers here:  www.healthylondon.org/urgentsuppor tlines
Social Imagery for channel channel	Messaging for young people	Messaging for parents, carers or other supporters of young people
Alt text: A young person is leaning against a wall with their head bowed down. Text reads 'Free 24/7 mental health support' alongside the NHS logo.  A heading reads: Worried or feeling down? Call for urgent support when you need it.	1. Festive season:  The festive season can be difficult if you're struggling with your #mentalhealth.  If you need to talk to someone, call NHS trained advisors for urgent support and advice, any time of the day.  Find more information at: www.healthylondon.org/urgents upportlines  #urgentMHsupport_youngLDN  2. Return to school or college:  It's ok to feel nervous about getting back to school or college in the new year.  If things feel too much, you can call NHS trained advisors for free #mentalhealth support, day or night. Find help here: www.healthylondon.org/urgents upportlines  3. 24/7 support:  If you're a young person in London struggling with your #mentalhealth, you can contact NHS trained advisors 24/7 for	1. Festive season:  The festive season can be overwhelming. If you're concerned about a young person's #mentalhealth, you can contact NHS trained advisors for free advice, any time of the day.  i Find more information here: www.healthylondon.org/urgentsuppor tlines  #urgentMHsupport_youngLDN  2. Return to school or college:  Young people may feel anxious getting back to school in January. If you're concerned about their #mentalhealth, you can contact trained NHS advisors for free professional advice.  i Find telephone numbers for London's urgent mental health helplines at: www.healthylondon.org/urgentsuppor tlines  3. 24/7 support:  If you're concerned about a young person's mental health, you can call NHS urgent #mentalhealth support

media channel people carers	aging for parents, s or other supporters of g people
The festive season can be a lonely time if you're struggling with your mental health. Don't struggle alone – support is always there if you need it.  Alt text: A young woman looks at a smartphone in her hands. Text reads: 'Free 24/7 mental health support, alongside the NHS logo.'  A large speech bubble on the left reads: 'Does it all feel too much?'  To the right, a smaller speech bubble reads: 'Our trained advisors can help.'  2. Return to school or college: January can feel like a tough month. It's ok to take things one day at a time but if things do feel too much, you can call NHS trained advisors, any time, any day, for free urgent #mental health support.  2. Return to school or college: January can feel like a tough month. It's ok to take things one day at a time but if things do feel too much, you can call NHS trained advisors, any time, any day, for free urgent #mental health support.  I i Find more information on the NHS helplines, and other mental health support.  I i Find more information on the NHS helplines, and other mental health support.  I i Find more information on the NHS helplines, and other mental health support.  I i Find more information on the NHS helplines, and other mental health support.  I i Find more information on the NHS helplines, and other mental health support.  I i Find more information on the NHS helplines, and other mental health support.  I i Find more information on the NHS helplines, and other mental health support.  I i Find more information on the NHS helplines, and other mental health support.  I i Find more information on the NHS helplines of the times www.helplines.  2. Return to school or college:  3. 24 Return to school or college:  4. Return to sc	ive season:  Itive season can be ging. If a young person you ing for is struggling with their health, support is available to u help them.  NHS trained advisors for free #mentalhealth support when ed it.  Ind more information on the elplines, and other mental support here:  Indicate the maximum person and their health, call your local NHS #mentalhealth helpline and to a trained advisor for free and advice.  Ind more information on the elplines, and other mental support here:  Indicate the maximum person and the mental support here:  Indicate the mental health and the mental support here:  Indicate the mental health and the mental support here:  Indicate the mental health and the mental support here:  Indicate the mental health and the mental support here:  Indicate the mental health and the mental support here:  Indicate the mental health and the mental support here:  Indicate the mental health and the mental support here:  Indicate the mental health and the mental health and the mental support here and need urgent support, in contact local NHS mental

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Social media channel	Imagery for channel	Messaging for young people	Messaging for parents, carers or other supporters of young people
Instagram post asset 1, also suitable for use on WhatsApp	DOES IT ALL FEEL TOO	1. Festive season:  The festive season can be a lonely time if you're struggling with your mental health. Don't struggle alone – support is always there if you need it.	1. Festive season:  The festive season can be challenging. If a young person you are caring for is struggling with their mental health, support is available to help you help them.
	Alt text: A young woman looks at a smartphone in her hands. Text reads: 'Free 24/7 mental health support', alongside the NHS logo.	You can call NHS trained advisors, any time, any day, for free urgent #mentalhealth support.  Search 'NHS urgent mental health support' or find more information here:  www.healthylondon.org/urgents upportlines  #urgentMHsupportyoungLDN	Call NHS trained advisors for free urgent #mentalhealth support when you need it.  Search 'NHS urgent mental health support' or find more information here:  www.healthylondon.org/urgentsupportlines  #urgentMHsupportyoungLDN
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		3. 24/7 support:  If you feel like things are too much and you're struggling with your mental health, you can contact NHS trained advisors 24/7 for free support and advice.	#urgentMHsupportyoungLDN  3. 24/7 support:  There are many resources to help support young people's mental health and wellbeing, but if you are concerned and need urgent support,

you can contact local NHS mental Find more information on health helplines for free 24/7 urgent mental health support professional advice from trained from the NHS, and other advisors. organisations, here: www.healthylondon.org/urgents Find more information about upportlines urgent mental health support in #urgentMHsupportyoungLDN London here: www.healthylondon.org/urgentsuppor tlines Instagram Story asset Add click-through link to: https://www.healthylondon.org/urgentsupportlines Social **Imagery for** Messaging for young Messaging for parents, channel carers or other supporters of media people channel young people LinkedIn 1. Festive season: 1. Festive season: asset 2 The festive season can be The festive season can be a lonely time if you're struggling challenging. If a young person you with your mental health. Don't are caring for is struggling with their struggle alone – support is mental health, support is there to always there if you need it. help you help them. You can call NHS trained Call NHS trained advisors for free Alt text: A young advisors, any time, any day, for urgent #mentalhealth support when woman looks at a free urgent #mentalhealth you need it. smartphone in her support. Find more information on urgent hands. Text reads: Find more information here: mental health support in London, 'Free 24/7 mental provided by the NHS, and other health support'. www.healthylondon.org/urgents organisations, here: alongside the NHS upportlines www.healthylondon.org/urgentsuppor logo. tlines A large speech 2. Return to school or college: bubble on the left January can feel like a tough 2. Return to school or college: reads: 'Does it all month. It's ok to take things one feel too much?' Young people may feel anxious day at a time but if things do feel about returning to school or college too much, you can call NHS To the right, a after the Christmas break. trained advisors, any time, any smaller speech day, for free urgent bubble reads: 'Our If you are concerned about their #mentalhealth support. trained advisors mental health, call your local NHS can help.' Find more information here: urgent #mentalhealth helpline and www.healthylondon.org/urgents speak to a trained advisor for free upportlines support and advice.

		3. 24/7 support:  If things are feeling too much and you're struggling with your #mentalhealth, you can contact NHS trained advisors 24/7 for urgent support and advice.  Find more information on London's NHS urgent mental health helplines here:  www.healthylondon.org/urgents upportlines	Find out more here:  www.healthylondon.org/urgentsuppor tlines  3. 24/7 support:  There are many resources to help support young people's mental health and wellbeing, but if you are concerned and need urgent support, you can contact local NHS mental health helplines for free 24/7 professional advice from trained advisors.  Find more information on London's NHS urgent mental health helplines here: www.healthylondon.org/urgentsuppor tlines
Social media channel	Imagery for channel	Messaging for young people	Messaging for parents, carers or other supporters of young people
Twitter asset 2	Alt text: A young woman looks at a smartphone in her hands. Text reads: 'Free 24/7 mental health support', alongside the NHS logo.  A large speech bubble on the left reads: 'Does it all feel too much?'  To the right, a smaller speech bubble reads: 'Our trained advisors can help.'	1. Festive season  The festive season can be a lonely time if you're struggling with your mental health. Don't struggle alone – support is always there.  Call NHS trained advisors, any time, any day, for free urgent #mentalhealth support www.healthylondon.org/urgents upportlines  #urgentMHsupport_youngLDN  2. Return to school or college:  January can feel like a tough month. It's ok to take things one day at a time but if things feel too much, you can call NHS trained advisors, any time, any day, for free urgent #mentalhealth support.  i Find more information here:  www.healthylondon.org/urgents upportlines	1. Festive season The festive season can be challenging. If a young person you're caring for is struggling with their #mentalhealth, support is there to help you help them.  Call NHS trained advisors for free urgent #mentalhealth support. Find more information at: www.healthylondon.org/urgentsuppor tlines  2. Return to school or college: Young people may feel anxious about returning to school after the Christmas break.  i If you're concerned about their mental health, you can call your local NHS urgent #mentalhealth helpline and speak to trained advisors for support. Learn more here: www.healthylondon.org/urgentsuppor tlines  3. 24/7 support: There are many resources to support young people's mental health and wellbeing. But if you're concerned that they need urgent support, call

#### 3. 24/7 support: vour local NHS mental health helpline and speak to trained advisors any time, any day. If you feel like things are too much and you're struggling with your mental health, you can i Find more information here: contact NHS trained advisors www.healthylondon.org/urgentsuppor 24/7 for free support and advice. tlines Find more information here: www.healthylondon.org/urgents upportlines Messaging for young Social **Imagery for** Messaging for parents, media channel people carers or other supporters of channel young people Facebook 1. Cost of living: 1. Cost of living: asset 3 Money worries can affect your Young people you are caring for may #mentalhealth, but it's important be concerned about the financial not to struggle alone. strain at the moment. If you are worried that they are not coping, the The NHS has set up telephone NHS has set up telephone lines lines across London providing Alt text: a close up across London providing 24/7 urgent urgent mental health support of a teenage boy mental health support and advice 24/7 from trained mental health looking down with from trained #mentalhealth advisors advisors and clinicians. his head resting and clinicians. against a wall. Find your local number Find your local number here: here: Text reads: 'Free www.healthylondon.org/urgentsuppor www.healthylondon.org/urgents 24/7 mental health tlines upportlines support' alongside the NHS logo. #urgentMHsupportyoungLDN 2. January/back to school or A larger heading college: reads: 'Life for 2. January worries: Young people might feel anxious young people in about getting back to school or London can be January can feel like a hard college in January. stressful. Call free month. If you're struggling and for urgent support', need to talk to someone about If you are concerned that their mental alongside a graphic your mental health, you can call health is suffering, you can direct of the London NHS trained advisors for free them to NHS urgent mental health skyline. advice and support. support lines, or speak to a trained advisor yourself for free, professional Find more information on advice. London's NHS urgent #mentalhealth helplines here: Find more information on www.healthylondon.org/urgents London's NHS urgent #mentalhealth upportlines helplines here: www.healthylondon.org/urgentsuppor tlines 3. 24/7 support: #urgentMHsupportyoungLDN Life for young people in London can be stressful. 3. 24/7 support: The NHS has set up telephone The past few years have been tough lines across London providing on young Londoners. The NHS has urgent mental health support set up telephone lines across London

Social media channel	Imagery for channel	24/7 from trained mental health advisors and clinicians.  i Find your local number here: www.healthylondon.org/urgents upportlines  Messaging for young people	providing urgent mental health support 24/7 from trained mental health advisors and clinicians.  i Find your local NHS number here: www.healthylondon.org/urgentsupportlines  Messaging for parents, carers or other supporters of young people
Instagram post asset 3 - also suitable for use on WhatsApp	Alt text: a close up of a teenage boy looking down with his head resting against a wall.  Text reads: 'Free 24/7 mental health support' alongside the NHS logo.  A larger heading reads: 'Life for young people in London can be stressful. Call free for urgent support', alongside a graphic of the London skyline.	1. Cost of living:  Money worries can affect our #mentalhealth, but it's important not to struggle alone.  The NHS has set up telephone lines across London providing urgent mental health support 24/7 from trained mental health advisors and clinicians.  Search 'NHS urgent mental health advisors and clinicians.  Search 'NHS urgent mental health support or find your local number here: www.healthylondon.org/urgents upportlines  #urgentMHsupportyoungLDN  2. January worries:  January can feel like a hard month. If you're struggling and need to talk to someone about your mental health, you can call NHS trained advisors for free advice and support.  Find more information on iurgent mental health support in London here: www.healthylondon.org/urgents upportlines  #urgentMHsupportyoungLDN  3. 24/7 support:  Life for young people in London can be stressful.  The NHS has set up telephone lines across London providing urgent mental health	1. Cost of living:  Young people you are caring for may be worried about the financial strain at the moment. If you are concerned that they are not coping, the NHS has set up telephone lines across London providing urgent mental health support and advice, 24/7 from trained #mentalhealth advisors and clinicians.  Search 'NHS urgent mental health support' or find your local number here: www.healthylondon.org/urgentsuppor tlines  #urgentMHsupportyoungLDN  2. Back to school or college: Young people might feel anxious about getting back to school or college in January.  If you are concerned that their mental health is suffering, you can direct them to NHS urgent mental health support lines, or speak to a trained advisor yourself for free, professional advice.  i Visit: www.healthylondon.org/urgentsuppor tlines for more information on London's urgent mental health support.  3. 24/7 support:  The past few years have been tough on young Londoners.  The NHS has set up telephone lines across London providing urgent mental health support 24/7 from

Social	Imagery for	support 24/7 from trained mental health advisors.  Search 'NHS urgent mental health support' for more information, or find your local number here:  www.healthylondon.org/urgents upportlines  #urgentMHsupportyoungLDN  Messaging for young	trained mental health advisors and clinicians.  Search 'NHS urgent mental health support' for more information, or find your local number here:  www.healthylondon.org/urgentsupportlines  #urgentMHsupportyoungLDN  Messaging for parents,
media channel	channel	people	carers or other supporters of young people
LinkedIn asset 3	Alt text: a close up of a teenage boy looking down with his head resting against a wall.  Text reads: 'Free 24/7 mental health support' alongside the NHS logo.  A larger heading reads: 'Life for young people in London can be stressful. Call free for urgent support', alongside a graphic of the London skyline.	1. Cost of living:  Money worries can affect our #mentalhealth, but it's important not to struggle alone.  The NHS has set up telephone lines across London providing urgent mental health support 24/7 from trained mental health advisors and clinicians. Find your local number here:  www.healthylondon.org/urgents upportlines  2. January worries:  January can feel like a hard month. If you're struggling and need to talk to someone about your mental health, you can call NHS trained advisors for free advice and support.  Find more information and local London numbers here:  www.healthylondon.org/urgents upportlines  3. 24/7 support:  Life for young people in London can be stressful.	1. Cost of living:  Young people you are caring for may be worried about the financial strain at the moment. If you are concerned that they are not coping, the NHS has set up telephone lines across London providing urgent mental health support and advice, 24/7 from trained #mentalhealth advisors and clinicians.  Find your local number here: www.healthylondon.org/urgentsuppor tlines  2. Back to school or college: Young people might feel anxious about getting back to school or college in January.  If you are concerned about their mental health, you can call your local NHS urgent #mentalhealth support helpline, to speak to a trained advisor for free, professional advice.  www.healthylondon.org/urgentsuppor tlines  3. 24/7 support:
		The NHS has set up telephone lines across London providing urgent mental health support 24/7 from trained #mentalhealth advisors and clinicians. Find your local number here:  www.healthylondon.org/urgents upportlines	The past few years have been tough on young Londoners but urgent mental health support is there if they need it.  Visit:  www.healthylondon.org/urgentsuppor tlines for more information on mental health support from the NHS, and other organisations.

Social media channel	Imagery for channel	Messaging for young people	Messaging for parents, carers or other supporters of young people
Twitter asset 3	Alt text: a close up of a teenage boy looking down with his head resting against a wall.  Text reads: 'Free 24/7 mental health support' alongside the NHS logo.	1. Cost of living:  Money worries can affect our #mentalhealth, but it's important not to struggle alone. The NHS has set up telephone lines across London providing 24/7 urgent #mentalhealth support from trained advisors and clinicians.  Find your local helpline here:  www.healthylondon.org/urgents upportlines	1. Cost of living:  Young people you're caring for may be concerned about the financial strain. If you're worried that they're not coping, you can call trained NHS advisors for urgent #mentalhealth support.  i Visit:  www.healthylondon.org/urgentsuppor tlines to find your local NHS urgent #mentalhealth helpline.
	A larger heading reads: 'Life for young people in London can be stressful. Call free for urgent support', alongside a graphic of the London skyline.	2. January worries:  January can feel like a hard month. If you're struggling and need to talk to someone about your mental health, you can call NHS trained advisors for free advice and support  Find more information about NHS #mentalhealth helplines, and other support at:  www.healthylondon.org/urgents upportlines	2. Back to school or college: Young people might feel anxious about getting back to school or college in January.  i If you are concerned that their mental health is suffering, you can direct them to NHS urgent mental health support lines, or speak to a trained advisor yourself for free, professional advice.  www.healthylondon.org/urgentsuppor tlines
		3. 24/7 support:  Life for young people in London can be stressful.  The NHS run telephone lines across London providing free 24/7 urgent #mentalhealth support from trained advisors.  Find your local number here: www.healthylondon.org/urgents upportlines	3. 24/7 support:  The past few years have been tough on young Londoners. The NHS run free 24/7 urgent #mentalhealth support helplines to anyone who needs it.  i Visit:  www.healthylondon.org/urgentsupportlines for more information on mental health support from the NHS, and other organisations.

# Additional resources

Asset	File	Usage
Gif: for use on social media, community websites or WhatsApp	Worked about 10 miles of the control	1. The NHS has set up free telephone helplines across London, supported by trained mental health professionals and available every day, day or night. Find your local number here:  https://www.healthylondon.org/urgentsupportlines  2. Young people face a lot of pressures in London. NHS trained advisors can be contacted 24/7 for free, urgent mental health support if you need it. Find out more here:  https://www.healthylondon.org/urgentsupportlines
Poster: Worried or feeling down?	WORRED OF STATE OF ST	Right click to download:
Poster: Does it all feel too much?	DOES IT ALL FEEL TOO MUCH LELP LELP LELP LELP LELP LELP LELP LEL	<ul> <li>Right click to download:</li> <li>A4 size for printing or digital use</li> <li>A3 size for printing or digital use</li> </ul>
Poster: Life for young people in London can be stressful	YOUNG PEOPLE LONDON CAN BE STRESSFUL Call free for support	<ul> <li>Right click to download:</li> <li>A4 size for printing or digital use</li> <li>A3 size for printing or digital use</li> </ul>
E-signature	THE 14/7 METALL FEEL TOO MUCH?  The Net has out to free interiors which in the control of the interiors which is not to free in the interior	To add to e-signatures
Digital background image	- Control of the Cont	For use as a desktop background image or MS Teams background filter (choose from two design options)





# Digital postcard (gif format)



For use on organisations' emails, e-newsletters, social media and websites (animation enabled when image is uploaded at full size)

### Digital animation (48 second landscape format)



Landscape format for use as Twitter, LinkedIn or Facebook posts.

Download .mp4 file here.

Or embed via: <a href="https://youtu.be/CF40VZEB\_MY">https://youtu.be/CF40VZEB\_MY</a>

Link to: <a href="https://www.healthylondon.org/urgentsupportlines">https://www.healthylondon.org/urgentsupportlines</a>

### Digital animation (15 second vertical format)



Vertical format for use on Instagram Reels or Stories.

Download .mp4 file <u>here</u>.

Link to: <a href="https://www.healthylondon.org/urgentsupportlines">https://www.healthylondon.org/urgentsupportlines</a>

## 2023 calendar of mental health awareness days and key dates for schools/colleges

Date	Event
27 January 2023	Great Mental Health Day
6-12 February 2023	Children's Mental Health Awareness Week

March 2023 – date to be confirmed	University Mental Health Day
April 2023	Stress Awareness Month
15-21 May 2023	Mental Health Awareness Week
May-June 2023	Exam period for A Level, AS Level, GCSE and other equivalent qualifications
17 August 2023	Results for May/June 2022 AS, A-level and other equivalent qualifications released to students
24 August 2022	Results for May/June 2022 GCSE and other equivalent qualifications released to students
From 1 September 2023	Phased return to primary schools
From 1 September 2023	Return to secondary school and colleges
September 2023	Freshers' week from 18 September
	University first term begins from 25 September
10 September 2023	World Suicide Prevention Day
10 October 2023	World Mental Health Day
2 November 2023	National Stress Awareness Day

## Other mental health and wellbeing resources

- <u>Debt Free Advice</u> website
- Good Thinking website and app free digital mental wellbeing website and apps for Londoners
- Healthy London Partnership <u>schools mental health toolkit</u>:
  - Information hub for young people
  - Information hub for parents/carers
- <u>This may help</u> resources for parents/carers on supporting young people's mental health, sponsored by <u>Healthy Minds</u> and run by <u>Bradford District and Craven Health and Care</u> <u>Partnership</u>
- <u>Thrive LDN</u> Getting Through This Together campaign resources to support Londoners in response to the increased cost-of-living pressures
- Young Minds national charity providing mental health information and support for young people, parents/carers and professionals