



Public Health
England

EVERY MIND MATTERS CAMPAIGN TOOLKIT

**EVERY MIND
MATTERS**

ONE YOU

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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.



SUPPORT ON OFFER – THE EVERY MIND MATTERS ONLINE GUIDE

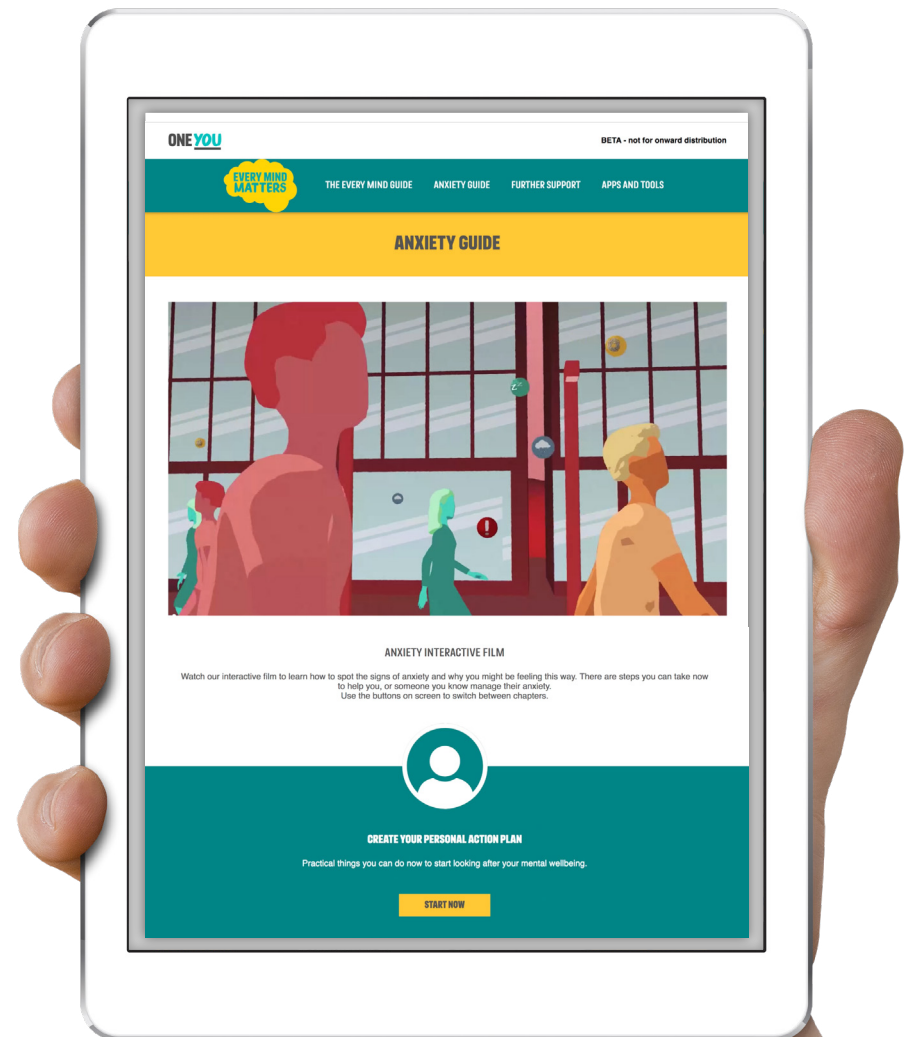
The Every Mind Matters online guide consists of:

- 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.

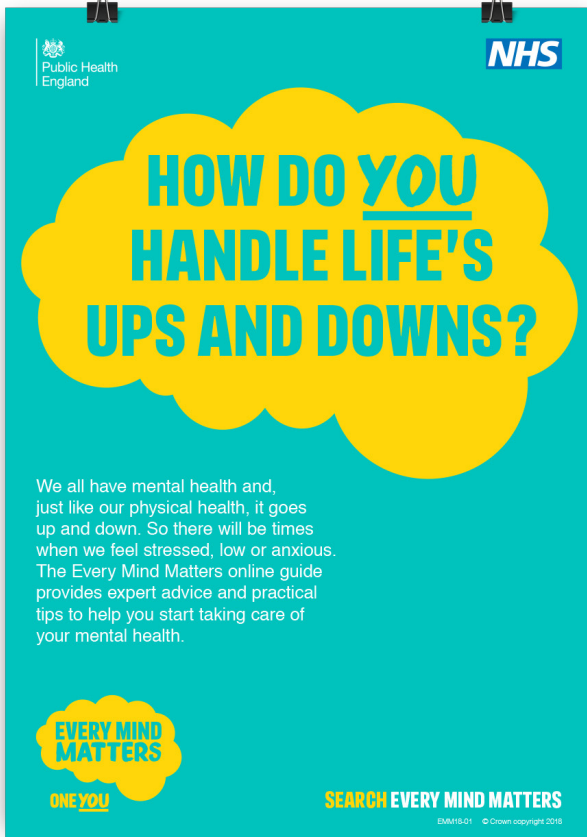
- Host an event where you introduce the campaign to people, point them to the online guide, and offer the printed resources too.
- We need to look after our mental health just like our physical health. What better way to emphasise this than to organise a physical activity such as a lunchtime running 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



Every Mind Matters A4 poster



Conversation starter

PRINTED RESOURCES

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

Printed resources available to order

- A4 poster
- Conversation starter

PRINTED TOOLKITS

We have created ready-made toolkits with a preselected quantity of printed resources for the following five groups:

- GPs and Pharmacies
- Local Authorities
- Non-commercial organisations
- Commercial organisations and employers
- NHS

The toolkits contain:

- A4 posters
- Conversation starters
- Conversation starter dispensers
- Tailored activation briefs for the audience



Sample activation briefs shown



Digital screen

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.



MPU



Email signature



Leaderboard

SOCIAL MEDIA RESOURCES

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.

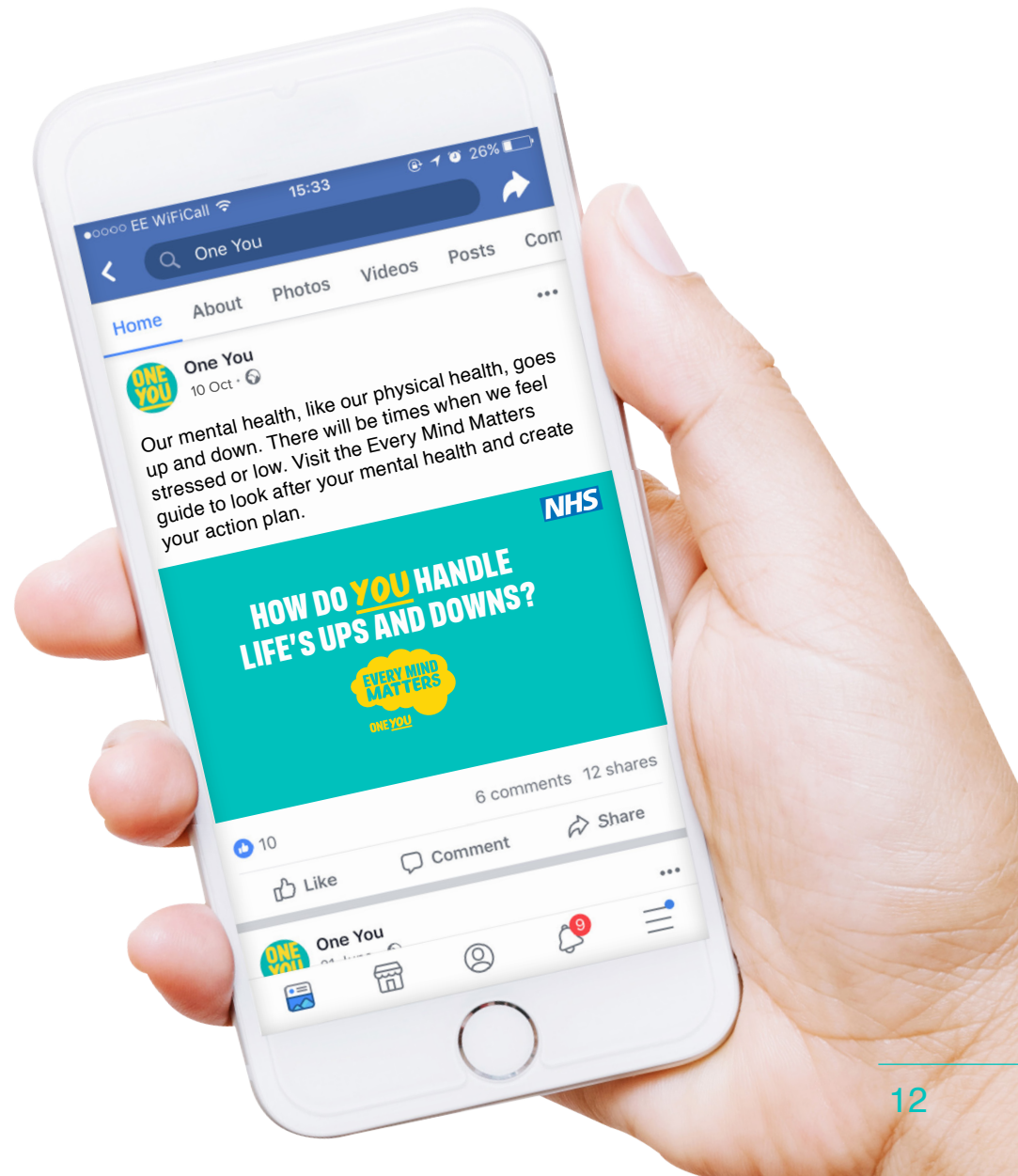
As this is a regional launch in the Midlands, please avoid using national social media accounts wherever possible.

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

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.



Generic standalone post image

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.

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.



Sleep post image
Evenings 11pm - 4am



Stress post image
Commuter hours 7am - 10am, 5pm - 7pm

FOUR SYMPTOMS SOCIAL POSTS

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.



Low Mood post image
Sunday 4pm – Monday 11am

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

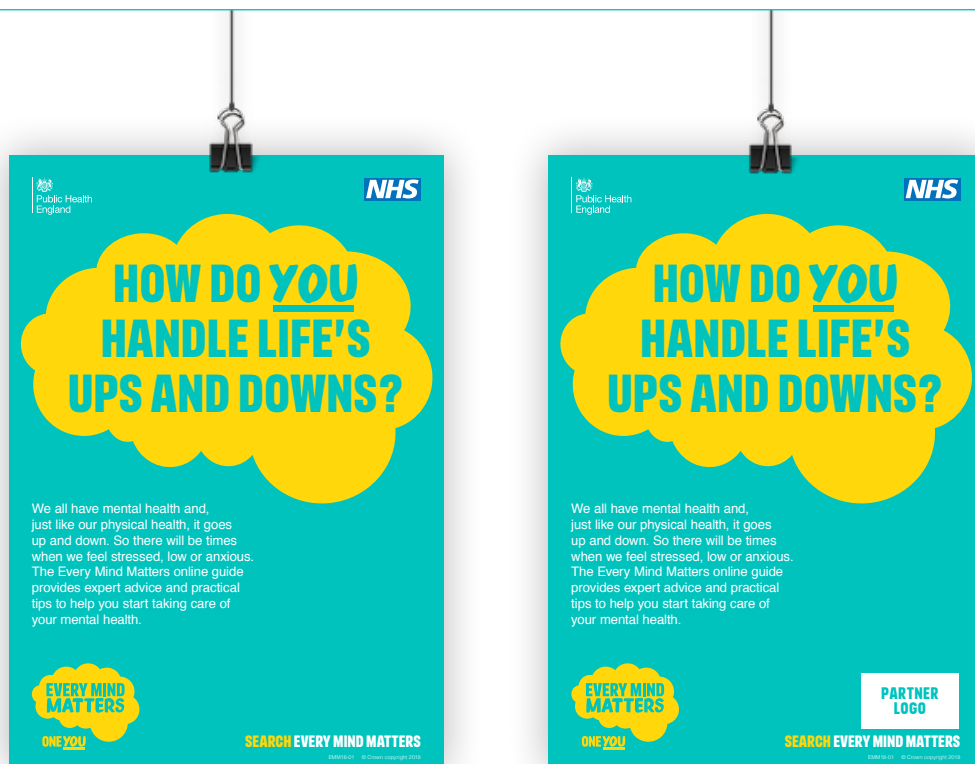
We all have days where we feel worried or anxious, but sometimes anxiety gets in the way of normal life. Thankfully there are ways to cope. Visit the Every Mind Matters guide to create your action plan now.



Anxiety post image
Any time

LOCALISING THE CAMPAIGN

LOCALISING PRINTED RESOURCES



Logo position

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

HOW TO ORDER RESOURCES

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