

# Now We're Talking campaign toolkit

## Overview

'Now We're Talking' is a wellbeing campaign aiming to help people maintain their mental health and independence during the 'Stay at Home' period of the coronavirus outbreak.

During this time, when routines are likely to have changed drastically, household and business finances are under pressure and people may feel increasingly isolated and lonely, anxiety and stress are likely to be increasing. So, now more than ever it's important that we keep talking.

This toolkit includes a short and long news article, plus suggested tweets and a selection of images for you to use on your own channels or share with your community.

Please use the hashtag #NowWereTalking on social media and link to the following short URL to the webpage: [www.keep-your-head.com/now](http://www.keep-your-head.com/now) (long URL: <https://www.keep-your-head.com/adults/MH/now/now>).

## **This tool kit contains:**

- **Website copy or Newsletter copy** - short article
- **Social media posts – PHOTOS TO USE HAVE ALSO BEEN SENT WITH THIS EMAIL**

## **Website copy / Newsletter copy – short article:**

### **Now we're talking - coming together in isolation**

Organisations across the county have joined forces to launch a wellbeing campaign and additional mental health support for people during the coronavirus outbreak.

'Now We're Talking', encourages people to get talking to combat loneliness whilst self-isolating, and to seek help if they are struggling with their mental health.

The campaign, led by the local authority, NHS and third sector also directs people to increased mental health support available including:

- **Lifeline Plus** - a new mental health and wellbeing helpline for people aged 18 and over living in Cambridgeshire and Peterborough, is available **Monday-Friday between 9am and 2pm** via freephone 0808 808 2121. The line will support people to manage their wellbeing, provide self-help advice or signpost to other organisations for particular concerns.
- **Lifeline - 7 days a week, between 2pm and 11pm** the same number is Lifeline, managed by Lifecraft who provide support for those in mental health distress: 0808 808 2121.
- **Qwell** - an online wellbeing support, including educational and self-help articles and peer-to-peer support via forums. Adults are also able to receive help from qualified counsellors via drop-in or scheduled online chat sessions. [www.qwell.io](http://www.qwell.io)
- **Keep Your Head** – this website brings together all the mental health support available across the county - [www.keep-your-head.com/now](http://www.keep-your-head.com/now)

**ENDS**

## **Social media posts and assets**

Please find below our suggested content for social media posts to accompany the images we have created. These can be copied and pasted as they are, or adapted to reflect your own tone.

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Alternatively you can show your support by sharing the official social media messages from CCC, PCC, CPSL Mind, Cambridgeshire and Peterborough CCG, Cambridgeshire and Peterborough NHS Foundation Trust.

## Social media accounts to look out for and retweet and/or tag

Twitter	Facebook
<p> <b>@CambsCC</b>  <b>@PeterboroughCC</b>  <b>@cpslmind</b>  <b>@CambsPboroCCG</b>  <b>@CPFT_NHS</b>  <b>@LifecraftCamNew</b>  <b>@PHE_EoEngland</b>  <b>@ccs_nhst</b>  <b>@NHSEastEngland</b>  <b>@CUH_NHS</b> </p>	<p> <b>@CambridgeshireCC</b>  <b>@PeterboroughCC</b>  <b>@CPSLMind</b>  <b>@CambsPboroCCG</b>  <b>@cpftnhs</b>  <b>@LifecraftCamNew</b>  <b>@PublicHealthEngland</b>  <b>@CCSNHST</b> </p>

## Social media messages

Even though times are tough - talking is the one thing that can help. #NowWereTalking Find out more about how to stay mentally well during the coronavirus outbreak at [www.keep-your-head.com/now](http://www.keep-your-head.com/now)

By talking we can support each other – whether it's sharing feelings to really connect, or in times of stress. #NowWereTalking Find out more about how to stay mentally well during the coronavirus outbreak at [www.keep-your-head.com/now](http://www.keep-your-head.com/now)

Make a daily connection with friends or family, as sharing the little joys can help us feel closer to one another. #NowWereTalking Find out more about how to stay mentally well during the coronavirus outbreak at [www.keep-your-head.com/now](http://www.keep-your-head.com/now)

By reaching out to share stories and experiences, we won't feel alone. #NowWereTalking Find out more about how to stay mentally well during the coronavirus outbreak at [www.keep-your-head.com/now](http://www.keep-your-head.com/now)

It's important we keep talking, now more than ever. By talking we can support each other in times of sadness. #NowWereTalking Find out more about how to stay mentally well during the coronavirus outbreak at [www.keep-your-head.com/now](http://www.keep-your-head.com/now)

It's important we keep talking, now more than ever. By reaching out to share stories and experiences we can stay close to each other. #NowWereTalking Find out more about how to stay mentally well during the coronavirus outbreak at [www.keep-your-head.com/now](http://www.keep-your-head.com/now)

It's important we keep talking, now more than ever. Sharing the little joys with friends and family can help us feel closer while we're physically distant. #NowWereTalking Find out more about how to stay mentally well during the coronavirus outbreak at [www.keep-your-head.com/now](http://www.keep-your-head.com/now)

It's important we keep talking, now more than ever. By making a daily connection with friends or family we can still feel closer to one another. #NowWereTalking Find out more about how to stay mentally well during the coronavirus outbreak at [www.keep-your-head.com/now](http://www.keep-your-head.com/now)

It's important we keep talking, now more than ever. Keeping in touch with others will help us to stay connected and feel more together in isolation. #NowWereTalking Find out more about how to stay mentally well during the coronavirus outbreak at [www.keep-your-head.com/now](http://www.keep-your-head.com/now)