

DRAFT SOCIAL MEDIA COPY: COVID-19 public mental health messaging

V0.1

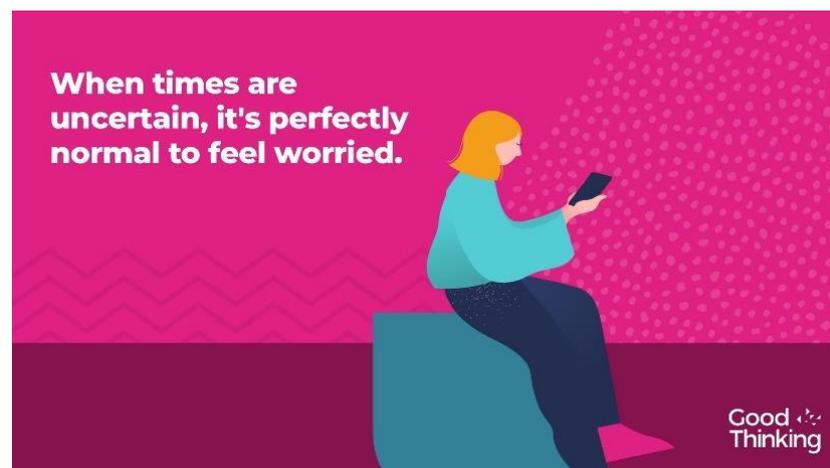
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Please note: A range of Good Thinking assets can be downloaded via <https://we.tl/t-1RnAMG2Oif>



Further supporting assets are currently in development.



Introduction

Coronavirus (COVID-19) is a pandemic virus. It does not discriminate by race, nationality or identity. The outcomes and impact of COVID-19 will be shared by all Londoners. Many people who both live and work in London are feeling incredibly anxious about coronavirus and how it might impact them, their loved ones and London's businesses. There has never been a more important time for London to work together in our local and business communities to support and be kind to each other and do whatever we can to protect the most vulnerable in our city.

Major London partners including PHE London, NHS England London, Greater London Authority, Mayor of London, London Councils and Cavendish Square Group believe that a coordinated effort to support the mental health and resilience of Londoners during and after the pandemic would provide and exchange relevant information with the public, partners and stakeholders to allow them to make well informed, rational decisions and to take appropriate actions to protect their health and safety.

On behalf of Public Health England Office for London, [Thrive LDN](#) is coordinating the public mental health response to COVID-19 in London to support the mental health and resilience of Londoners during and after the pandemic. London's digital mental wellbeing service, [Good Thinking](#), is working with Thrive LDN to provide a comprehensive digital support offer for Londoners.

About this toolkit

This resource should be used alongside the *Thrive LDN public mental health Covid-19 - communications toolkit*. Contact james.ludley@nhs.net if you require a copy of this for more indepth public mental health messaging.

Things you can do

- Use messaging and collateral within this toolkit on all your channels and within planned communications to support Londoners to access mental health information, digital support and helplines.
- Amplify and promote the positive interventions and activities of your staff and communities.
- Share training and awareness tools with colleagues e.g. suicide prevention training.
- Ensure you are promoting positive mental health during these challenging times.
- Let Thrive LDN know what public mental health support would be helpful to you and let us know about planned activities you have around improving and managing the public's mental health: Website: www.thriveldn.co.uk; Email: info@thriveldn.co.uk; Twitter: [@ThriveLDN](https://twitter.com/ThriveLDN).



STAYING MENTALLY HEALTHY

1)

It's essential that we all [#StayAtHomeSaveLives](#) right now. But we all need to look after our [#MentalHealth](#) too. [@PHE_uk](#) have published a new guide with useful tips on how to stay mentally healthy whilst at home.

🔗 bit.ly/2JoV452

2)

Stressed or bored by having to stay indoors? Remember everyone feels the same right now - brothers, sisters - and parents! Why not ask your parents or guardian what you can do to help them? Share your stories about what you are doing to keep your spirits up via [#ThriveLDN](#).

3)

It's vital that we all do things to maintain positive [#MentalHealth](#) whilst we all [#StayHomeSaveLives](#). Our friends at [@ThriveLDN](#) want to know what you are doing to stay happy and healthy whilst you are at home. Let them know via [#ThriveLDN](#).

4)

Any of us who are self-isolating, especially older adults and those with poor health or living with dementia, may feel more anxious and stressed than normal. If you are feeling lonely or isolated at home, there is local support available: [\[localised website / signposting\]](#)

5)

Keeping our physical distance doesn't mean we cannot connect to people if we need help or support. Don't be afraid to ask for help, use helplines and online tools to help you cope during worrying times. To find help in your local area, visit: [\[localised website / signposting\]](#)

6)

Shout UK ([@GiveUsAShout](#)) is the UK's first 24/7 text service for anyone in crisis anytime, anywhere. If you need support, text Shout to 85258 to start a conversation. You can text from anywhere in the UK, it's free, confidential & won't appear on your bill.



7)

Physical activity can have a positive impact on mental wellbeing. Having an exercise routine which you can do at home can really help your self-esteem & self-worth.

@thebodycoach's 10-minute home chair workout for older people is a great place to start.

<https://www.youtube.com/watch?v=ybVMu31DLQU>



#ZEROSUICIDELDN

1)

Some people may be finding life harder than usual at the moment. Would you be able to spot if someone you know was in crisis? Take @Zer0Suicide's FREE online 20 minute training today. It could make all the difference. #ZeroSuicideLDN
www.thriveldn.co.uk/zerosuicideldn

2)

#London works best when we all work together & look after each other. There's FREE online 20 minute training available to help us all to spot the signs when someone may be thinking about taking their life. #ZeroSuicideLDN
www.thriveldn.co.uk/zerosuicideldn

3)

This is a stressful time for everyone, and it's vital we all look out for each other, in case someone may be in crisis. That's why I am supporting @ThriveLDN's #ZeroSuicideLDN campaign. Save a life, take the training today. It only takes 20 minutes.
www.thriveldn.co.uk/zerosuicideldn

4)

It is all of our responsibilities to look out for each other at the moment. That's why we are asking our staff to support @ThriveLDN's #ZeroSuicideLDN campaign and take the FREE online training from @Zer0Suicide.
www.thriveldn.co.uk/zerosuicideldn