

GROWING TOGETHER



HELP US SPREAD THE WORD: SOCIAL MEDIA GUIDE

Children's Mental Health Week is run by children's mental health charity **Place2Be** to focus on the importance of looking after our emotional wellbeing from an early age. This year's theme is '**GROWING TOGETHER**'.

Human beings change and grow – we do it all the time and in many different ways. Physical growth is easy to see as we grow from babies to children, teenagers to adults. We grow intellectually as we gain new knowledge, skills, and understanding at school, and beyond. **GROWING TOGETHER** is about growing emotionally, and finding ways to help each other grow.

For Children's Mental Health Week 2022, Place2Be is encouraging children (and adults) to consider how they have grown, what they need to help them grow, and how they can help others to grow too.

We'd love your support to help us spread the word and raise awareness of the importance of children's mental health. We've created assets, example tweets and posts, to make it as easy as possible for you to shout about the week. Feel free to adapt the content according to your needs, or develop your own.

KEY INFORMATION

Please help spread the news about Children's Mental Health Week on social media by tagging Place2Be in all of your tweets and use **#ChildrensMentalHealthWeek**.

@Place2Be

@_Place2Be

Place2BeCharity

Place2Be

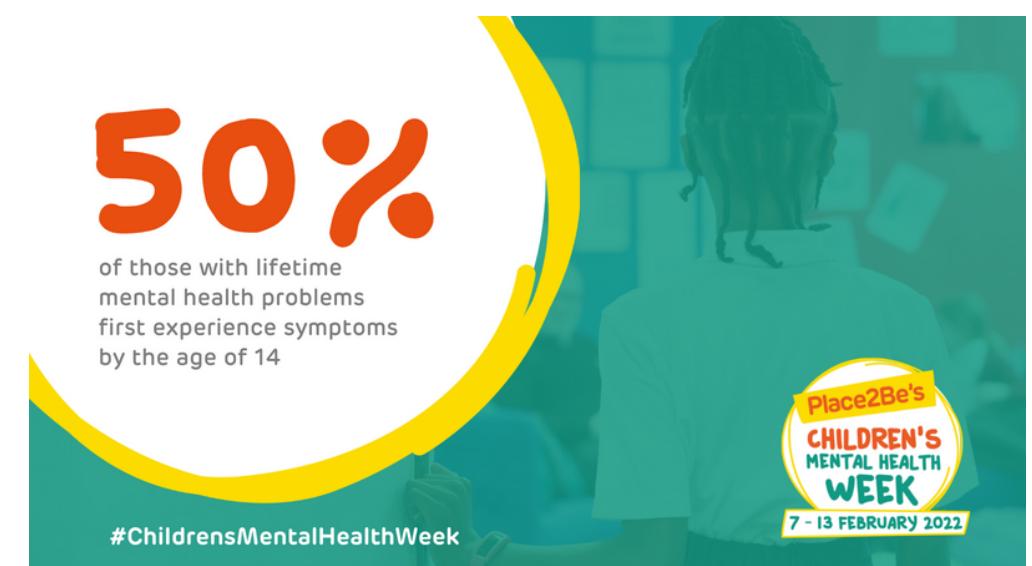
POSTS FOR DURING THE WEEK

Help to spread the word about the week by sharing some of the tweets below.

[Assets to accompany your posts can be found on Dropbox.](#)

1. We're proud to be supporting @Place2Be's #ChildrensMentalHealthWeek (7-13 February). Join us and help to shine a light on the importance of children and young people's #mentalhealth. Find out more and download your free resources today: childrensmentalhealthweek.org.uk
2. 1 in 6 children and young people have a diagnosable #mentalhealth condition. This week, we're supporting @Place2Be's #ChildrensMentalHealthWeek - raising awareness of the importance of children and young people's mental health. Learn more: childrensmentalhealthweek.org.uk
3. No child or young person should have to face mental health problems on their own. We're proud to be supporting @Place2Be's #ChildrensMentalHealthWeek. Find out more: childrensmentalhealthweek.org.uk
4. 50% of those with lifetime mental health problems first experience symptoms by the age of 14. This #ChildrensMentalHealthWeek, @Place2Be is shining a spotlight on the importance of children and young people's mental health. Learn more at childrensmentalhealthweek.org.uk
5. It's #ChildrensMentalHealthWeek: what are you doing to mark the week? It's not too late to get involved! Visit childrensmentalhealthweek.org.uk to find out more, and help @Place2Be to raise awareness of the importance of children and young people's #mentalhealth.

DOWNLOAD OUR
GRAPHICS FOR
TWITTER, FACEBOOK,
INSTAGRAM AND
STORIES HERE!



GROWING TOGETHER



PROMOTING OUR ONLINE ASSEMBLY

We've teamed up with BAFTA Kids to create two free online assemblies - one for primary schools, and one for secondary schools. The assemblies, which will be available from 8am on Monday 7 February, feature pupils and well-known faces (including Oti Mabuse, Emma Willis and more) discussing the theme of 'Growing Together'. We'd love your help to share the assembly far and wide! [Assets for the assembly can be found in this Dropbox folder.](#)

1. This #ChildrensMentalHealthWeek, @Place2Be has teamed up with @BAFTA to create two free virtual assemblies. Available to all schools and families, the assemblies features pupils & well-known faces discussing how we are all Growing Together: childrensmentalhealthweek.org.uk/assembly
2. We're excited to tune in to @Place2Be and @BAFTA's free virtual assemblies this #ChildrensMentalHealthWeek, supported by @OakNational. Join us! Find out more at childrensmentalhealthweek.org.uk/assembly



PROMOTING OUR GROWTH STORIES

In exclusive interviews with presenter and Place2Be Ambassador Josh Smith, Dr Alex George (UK Mental Health Ambassador), Jacob Anderson (Game of Thrones), Mandip Gill (Doctor Who), YolanDa Brown (saxophonist) and Andy Lewis MBE (Paralympian) have shared their stories of emotional growth with us. These videos can be used in class to help start a conversation about growth and the different challenges we may face.

[Assets to promote these Growth Stories can be found in this Dropbox folder.](#)

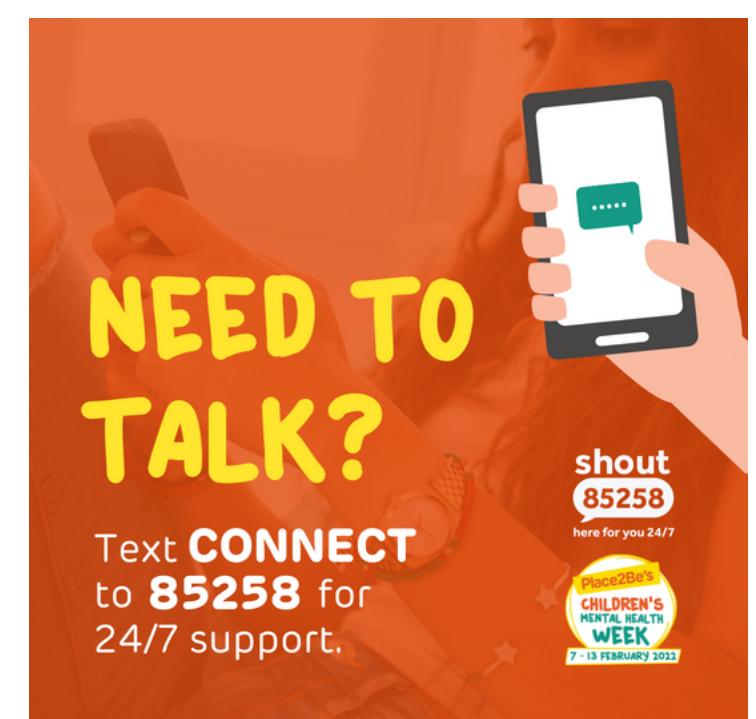
1. This #ChildrensMentalHealthWeek, @Place2Be is encouraging us to consider the ways in which we have grown, and who has helped us along the way. Their Growth Stories series features familiar faces from TV, music and sport sharing their stories. Watch now at childrensmentalhealthweek.org.uk/growthstories
2. It's #ChildrensMentalHealthWeek, and this year's theme is Growing Together. We love @Place2Be's Growth Story series, which features exclusive interviews with familiar faces such as @yolandabrown, @raleighritchie and more. Watch now at childrensmentalhealthweek.org.uk/growthstories
3. Calling all families! @Place2Be's Growth Stories are a great way to start a conversation this #ChildrensMentalHealthWeek. In interviews with @joshsmithhosts, familiar faces from TV, music and sport share their stories of emotional growth. Watch now at childrensmentalhealthweek.org.uk/growthstories

SIGNPOSTING FOR SUPPORT – SHOUT

We're proud to work in partnership with Shout to provide 24/7 text support to those in need. If you'd like to signpost people to this support, see the suggested copy below.

[Assets to promote Shout can be found in this Dropbox folder.](#)

1. Anxious? Worried? Stressed? Don't keep it all to yourself. @Place2Be have partnered with @GiveUsAShout to provide 24/7 support. If you need to talk, text CONNECT to 85258, and someone will be there to listen. Learn more: place2be.org.uk/help #ChildrensMentalHealthWeek
2. No one should have to face mental health problems on their own. If you need to talk to someone, text CONNECT to 85258 to speak to one of @giveusashout's trained volunteers. Find out more on the @Place2Be website: place2be.org.uk/help #ChildrensMentalHealthWeek



GROWING TOGETHER

Place2Be's

CHILDREN'S
MENTAL HEALTH
WEEK

7 - 13 FEBRUARY 2022

DRESS TO EXPRESS

This Children's Mental Health Week, we're asking people to **Dress to Express** and help raise vital funds to help us support more children and young people with their mental health. We'd love your support to spread the word.

[Social media graphics are available here on Dropbox.](#)

1. This #ChildrensMentalHealthWeek, we're hosting a virtual 'Dress to Express' Day to help raise vital funds for children's mental health charity @Place2Be. Get involved at [childrensmentalhealthweek.org.uk/fundraisingpack](#)
2. Today we're taking part in 'Dress to Express' to show our support for @Place2Be's #ChildrensMentalHealthWeek. It's not too late for you to get involved. Learn more at [childrensmentalhealthweek.org.uk/fundraisingpack](#)



FAQS

What is Children's Mental Health Week?

Place2Be is the UK's leading provider of school-based mental health support. We launched the first Children's Mental Health Week in 2015 to shine a spotlight on the importance of children and young people's mental health. Now in its seventh year, we hope to encourage more people than ever to get involved and spread the word. [You can find out more about the week, and Place2Be, on the Children's Mental Health Week website.](#)

Can I fundraise for you? What is DRESS TO EXPRESS?

DRESS TO EXPRESS is our fundraising campaign. The idea is simple – use colour to express yourself during Children's Mental Health Week by wearing a colourful outfit and donating £2 to Place2Be. You can learn more about the campaign, and get your school, organisation or family involved, on the [Children's Mental Health Week website](#).

Let us know your fundraising plans, and let us support you with your fundraising, by getting in touch with us on friends@place2be.org.uk.

I can't access the Dropbox folders, can you help?

If you have any issues accessing the graphics or logos, please email us on press@place2be.org.uk.

THANK YOU FOR YOUR SUPPORT

Whether you're raising money, giving up your time, or giving your voice to help us raise awareness during Children's Mental Health Week - thank you. We couldn't do our vital work without your support.

If you have any other questions or would like to let us know what you have planned, please email:

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