



Free urgent 24/7 mental health support for young people

Communications toolkit

Updated February 2022

Campaign background

Healthy London Partnership has launched a [campaign](#) to raise awareness among young people and their families of London's free NHS mental health crisis lines.

The campaign has been developed with feedback and input from young people and parents, and will be largely based on social media, and for use in education and community settings, GP surgeries, etc.

Every mental health trust in London has put in place a free [telephone service](#), 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 publications and websites. Please help us to reach young people and families by using these resources on your social media channels and promoting them through your own stakeholders and networks.

Together we can raise awareness of the crisis lines and help young people and their families to get support when they need it.

What is included in the 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](#)
- [2022 overview of mental health awareness days and secondary school/college exam and results periods for social media forward planning](#)

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 18 months have been particularly hard for young people's mental health and wellbeing. The NHS's survey of children and young people's mental health early this year found that one in six had a probable mental disorder – up from one in nine in 2017. Four in ten 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.

Find your local crisis line number [here](#).

(168 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 18 months have been particularly 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 people to other sources of help if needed.

Find your local crisis line number [here](#).

(89 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


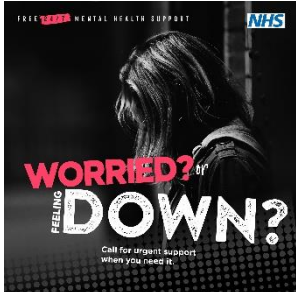
Facebook: @HealthyLDN


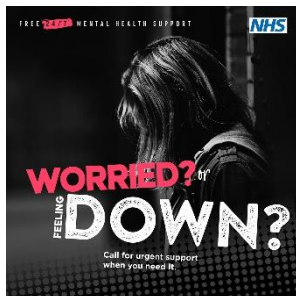



Twitter: @HealthyLDN






LinkedIn: @Healthy London Partnership


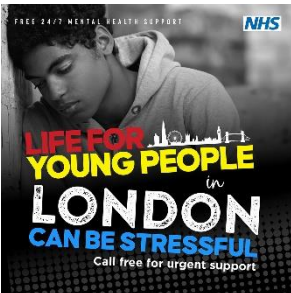

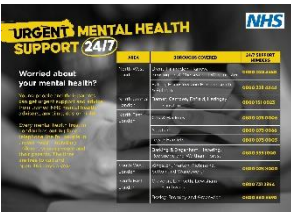
And use the campaign hashtag: **#UrgentMHSupport_YoungLDN** where you do to continue raising awareness of the lines.

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


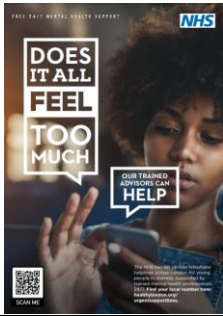




Campaign tagline	Social media channel	Imagery for channel	Accompanying tweet/caption	Adapted tweet/caption
Worried or feeling down?	Facebook		If you are a young person in London struggling with your mental health, you can contact NHS trained advisors 24/7 for free support and advice. Find out more: https://www.healthyldn.org/urgentsupportlines/	For parents/carers: Are you a parent or carer of a young person struggling with their mental health? Get free professional support and advice, day or night. Learn more here: https://www.healthyldn.org/urgentsupportlines/
	Instagram post, also suitable for use on Whatsapp			



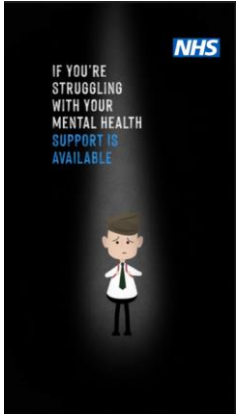
	Instagram Story or Reel	 <p>Link to: https://www.healthylondon.org/urgentsupportlines/</p>		
	LinkedIn			
	Twitter			
Does it all feel too much?	Facebook		If you are a young person in London struggling with your mental health, you can contact NHS trained advisors 24/7 for free support. Find your local number here: https://www.healthylondon.org/urgentsupportlines/	For use during exam periods: Exam pressures and worries can be hard on your mental health. If you need urgent support you can contact NHS trained advisors 24/7 for free: https://www.healthylondon.org/urgentsupportlines/
	Instagram post, also suitable for use on Whatsapp			

	Instagram Reel or Story	 <p>Link to: https://www.healthy london.org/urgentsupportlines/</p>		
	LinkedIn			
	Twitter			
Life for young people in London can be stressful.	Facebook		Life for young people in London can be stressful. 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:	The pandemic has been tough on young Londoners but urgent mental health support is there if you need it. Find your local NHS number here: https://www.healthy london.org/urgentsupportlines/
	Instagram post, also suitable for use on Whatsapp			

	Instagram Story or Reel	 <p>Link to: https://www.healthy london.org/urgentsupportlines/</p>	https://www.healthy london.org/urgentsupportlines/	
	LinkedIn			
	Twitter			
	All social channels, emails and webpages		<p>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.healthy london.org/urgentsupportlines/</p>	<p>For use during exam periods:</p> <p>School and college pressures can feel overwhelming if you're struggling with your mental health.</p> <p>If you need urgent support you can contact NHS trained advisors 24/7 for free. Find out more here: https://www.healthy london.org/urgentsupportlines/</p>

Additional resources

Asset	File	Usage
Poster: Worried or feeling down?		Right click to download: <ul style="list-style-type: none"> A4 size for printing or digital use A3 size for printing or digital use
Poster: Does it all feel too much?		Right click to download: <ul style="list-style-type: none"> A4 size for printing or digital use A3 size for printing or digital use
Poster: Life for young people in London can be stressful		Right click to download: <ul style="list-style-type: none"> A4 size for printing or digital use A3 size for printing or digital use
E-signature		To add to e-signatures
Digital background image	 	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: https://youtu.be/CF40VZEB_MY Link to: https://www.healthylondon.org/urgentsupportlines/
Digital animation (15 second vertical format)		Vertical format for use on Instagram Reels or Stories. Download .mp4 file here . Link to: https://www.healthylondon.org/urgentsupportlines/

2022 overview of mental health awareness days and secondary school/college exam and results periods for social media forward planning

Date	Event
7-13 February 2022	Children's Mental Health Awareness Week
3 March 2022	University Mental Health Day
April 2022	Stress Awareness Month
9-15 May 2022	Mental Health Awareness Week
May/June 2022	Exam period for A Level, AS Level, GCSE and other equivalent qualifications
18 August 2022	Results for May/June 2022 AS, A-level and other equivalent qualifications released to students
25 August 2022	Results for May/June 2022 GCSE and other equivalent qualifications released to students

10 September 2022	World Suicide Prevention Day
10 October 2022	World Mental Health Day
2 November 2022	National Stress Awareness Day