**Campaign Toolkit:**

**Five ways to Wellbeing for Children & Young People**

**Using this document**

This campaign toolkit contains information about the Five Ways to Wellbeing for Children and Young People resources and will support you in raising awareness of mental health and wellbeing within your local community.

The toolkit includes:

* an introduction to the Good Thinking digital mental wellbeing service;
* a link to the Five Ways to Wellbeing for Children and Young People resource for you to share online or print as needed;
* a newsletter/bulletin article for you to use to raise awareness of the resource within your community;
* social media content for you to use to promote the toolkit to your community on your Twitter, Instagram and Facebook pages. You can also tag us in [@GoodThinkingUK](https://twitter.com/GoodThinkingUK)

We’d appreciate your support in promoting this campaign to improve mental health and wellbeing across London.

You can find out more [here.](https://www.good-thinking.uk/christianity/)

If you have any questions, please contact the Good Thinking team at

[info@good-thinking.uk](mailto:info@good-thinking.uk)

### **About Good Thinking**

Good Thinking is an NHS-approved, online mental health and wellbeing platform that helps Londoners look after their mental health and wellbeing in a way that works for them. Since its launch in 2017, more than half a million people have used our digital service to tackle anxiety, stress, low mood, sleep problems and other concerns that can impact upon mental health and wellbeing. Good Thinking is free for those that live, study or work in London thanks to the support of the Mayor of London, London Councils, Directors of Public Health and Public Health England. The service is delivered by Healthy London Partnership.

Available 24/7 on any device and completely anonymous, Good Thinking provides a range of resources to help Londoners improve their mental wellbeing, including free NHS-approved apps, articles, blogs, podcasts, self-assessments, videos and printable workbooks. All the apps we recommend are independently assessed and our clinically validated self-assessment tool is powered by [DoctorLink](https://www.doctorlink.com/).

Since the start of the Covid-19 pandemic, we have expanded our resources to meet the growing demand for mental health support across London. Londoners have told Good Thinking that there is no ‘one size fits all’ solution when it comes to their health – they want information and support that reflects how they live and what their values are.

So, Good Thinking has been working with a variety of organisations, faith communities, academies, charities, and many others to create tailored, impactful content. Everyone’s mental health is different – we are here to help you find your own path to improve your wellbeing. Visits to our website and downloads of our resources have increased significantly during the pandemic.

**Newsletter/bulletin copy**

**Five ways to Wellbeing for Children and Young People**

Good Thinking has launched a new resource as part of its ‘Five Ways to Wellbeing” series. Five ways to Wellbeing for Children and Young People has been developed in collaboration with Partnership for Young London, ensuring that that the needs and views of young people are closely integrated into the toolkit. The toolkit provides advice and guidance for young people on looking after your mental health and wellbeing:

1. Connecting with others to share positive experiences and offer support;
2. Being physically active
3. Learning a new skill or taking on a new challenge
4. Giving to others through, for example, community involvement
5. Focusing on the present moment and taking time for self-care

The toolkit is supported with a series of videos and animations on the five ways to wellbeing that can be shared on WhatsApp and across social media channels. You can tag Good Thinking using [@GoodThinkingUK](https://twitter.com/GoodThinkingUK)

For more information, visit the Good Thinking [Young People pages](https://www.good-thinking.uk/youngpeople/)

**-Ends-**

**Social media content**

**Videos**

We’ve uploaded several short videos to YouTube to help promote Five Ways to Wellbeing for Children and Young People. Produced by young Londoners, the videos talk about common concerns that many young people may face in relation to their mental health and wellbeing, such as anxiety, low mood and stress. The videos also offer personal perspectives on how to manage mental health and wellbeing as a young person.

Please share these videos across your social media channels with members of your community. The video links are below:

|  |  |
| --- | --- |
| **Video link** | **Description** |
| <https://youtu.be/RG0Z74oE6bs> | Digital Health Ambassador Freddie Apperley talks about how he connects with others to look after his mental wellbeing. |
| <https://youtu.be/c4VxQeslfz8> | Digital Health Ambassador Jacob Hassan-Dinif talks about staying active to support better mental wellbeing. |
| <https://youtu.be/1EeNdKzfRlU> | Another way to look after your mental wellbeing is to learn something new. Karolina Czrhastek shares some insights into Obsessive Compulsive Disorder (OCD). |
| <https://youtu.be/gtzJLFf6tSU> | Theoni Fernando talks about how she gives back to her local community. |
| <https://youtu.be/QdQtQdLBd68> | Diva Wong talks through some techniques for focusing on the present and looking after yourself. |

### **Animations and assets for social media** We’ve developed a range of animations and assets that you can use to support us in promoting this campaign.

These are available to download from the [Good Thinking pages of the Healthy London Partnership website.](https://www.healthylondon.org/resource/five-ways-to-wellbeing-for-children-and-young-people/)

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### **Content: WhatsApp**

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| **Copy** |
| Many young people struggle with their mental wellbeing and don’t know where to turn to for help.  We’ve created Five Ways to Wellbeing for Children and Young People in collaboration with young Londoners to offer ideas on how to maintain your mental wellbeing that work for you  <https://www.healthylondon.org/resource/five-ways-to-wellbeing-for-children-and-young-people/> |
| Connecting with others can really improve your mental wellbeing. Young Londoner Freddie talks about how he gets together with friends and how it helps him to keep a positive mindset.  <https://youtu.be/RG0Z74oE6bs>  èPlease share widely |
| As we head into summer, there’s plenty of opportunity to get out and get active. Exercise can really help to improve your mental wellbeing. Jacob talks about how he stays active and the difference it makes to his state of mind.  <https://youtu.be/c4VxQeslfz8>    èPlease share widely |
| Learning a new skill or taking on a new challenge can have a positive impact on your mental wellbeing. Listen to Karolina as she shares her personal perspective on living with Obsessive Compulsive Disorder (OCD).  <https://youtu.be/1EeNdKzfRlU>  èPlease share widely |
| Giving something back to the local community through activities like volunteering can help you take on a more positive mindset. Theoni talks about how she supports her local community and the positive impact it’s had on her own mental wellbeing.  <https://youtu.be/gtzJLFf6tSU> |
| It’s easy for the pressures of life to get on top of us. Taking time out for self care and focusing on the present moment through activities such as mindfulness can help reduce stress and improve mental wellbeing. Listen to Diva talk through some techniques for focusing on the present and looking after yourself.  <https://youtu.be/QdQtQdLBd68> |



### **Content: Social Media**

Please support this campaign through your own social media channels by creating your own posts or liking and sharing the social content posted from the Good Thinking channels below:

**Facebook** [goodthinkinguk](https://www.facebook.com/goodthinkinguk)

**LinkedIn**  [goodthinkinguk](https://www.linkedin.com/company/goodthinkinguk)

**Instagram** [www.instagram.com/goodthinkinguk](http://www.instagram.com/goodthinkinguk)

**Twitter**  [@GoodThinkingUK](https://twitter.com/goodthinkinguk)

Please show your support on social media, encouraging people to visit the [Good Thinking website](https://www.good-thinking.uk/youngpeople/) for support. Feel free to share the social media images (insert link) with your posts!

Please find below some example posts that can be posted on your social channels. Remember to tag us in when you can **@GoodThinkingUK** 😊

|  |  |
| --- | --- |
| **Copy** | **Link** |
| 80% of young people think that Covid-19 has had a negative impact on their mental health. Help is at hand. @GoodThinking has developed a new resource to help young people improve their mental wellbeing. @PYL\_London | <https://good-thinking.s3.amazonaws.com/documents/JC0423_CYP_5Ways_Poster_v3b.pdf> |
| Meeting up with friends, having a chat or getting together for sports is a great way to improve your mental health and wellbeing. Find out more @PYL\_London | <https://www.good-thinking.uk/youngpeople/> |
| With summer on the way, getting out into the fresh air for a walk or jog, or diving into the pool – staying active can have a positive impact on your mental wellbeing. Find out more @PYL\_London | <https://www.good-thinking.uk/youngpeople/> |
| Supporting your local community to make a difference can help you adopt a positive mindset. Theoni talks about how she gets involved in community activities and the difference it’s made to her mental wellbeing. @PYL\_London <https://www.good-thinking.uk/youngpeople/> | <https://youtu.be/gtzJLFf6tSU> |
| Life can be hectic, and it’s easy to take on too much or become overwhelmed. Diva talks about the techniques she uses to focus on the present moment and practice self-care to improve mental wellbeing @PYL\_London  <https://www.good-thinking.uk/youngpeople/> | <https://youtu.be/QdQtQdLBd68> |
| Learning a new skill or taking on a new challenge can have a positive effect on your mental wellbeing. Find out more @PYL\_London | <https://www.good-thinking.uk/youngpeople/> |
| Make a pledge to spend more time getting active and see the benefits it can bring to your mental wellbeing. Jacob talks about how he uses exercise to combat stress and low mood @PYL\_London <https://www.good-thinking.uk/youngpeople/> | <https://youtu.be/c4VxQeslfz8> |

**Your support of this faith-based campaign will be greatly appreciated.**

**Please feel free to share amongst your colleagues and networks.**