

# Now We're Talking campaign toolkit

## For Cambridgeshire and Peterborough Communities

### 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 for you to use in your community, parish or residents association magazines and / or websites etc, and some suggested social media posts and images that you are welcome to use and share.

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 and assets** (please note Facebook and Twitter posts are named to match posts for ease, but please feel free to use any combination)
- **WeTransfer links for the assets** – Please download the files you require immediately as THESE LINKS WILL EXPIRE **BY Thursday 7 May**:
  - **Facebook posts:** <https://we.tl/t-Ch1hKXaJr2>
  - **Twitter posts:** <https://we.tl/t-3hOWNW5bz4>*If you require the links again after this time please email [joanna.shilton@cambridgeshire.gov.uk](mailto:joanna.shilton@cambridgeshire.gov.uk)*
- **News release** – long article

### **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.

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- **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

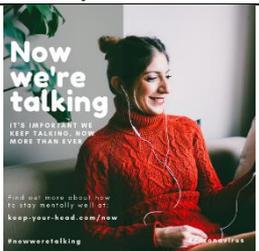
Please find below our suggested content for social media posts to accompany the images we have created. These can be copied and pasted as they are, or adapted to reflect your own tone.

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 (in bold) and/or tag

Twitter	Facebook	Instagram
<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>	<b>@CambridgeshireCC</b> <b>@PeterboroughCC</b> <b>@CPSLMind</b> <b>@CambsPboroCCG</b> <b>@cpftnhs</b> <b>@LifecraftCamNew</b> <b>@PublicHealthEngland</b> <b>@CCSNHST</b>	<b>@cambridgeshirecountycouncil</b> <b>@peterboroughcitycouncil</b> <b>@nhscampsporo</b> <b>@ccs_nhst</b>

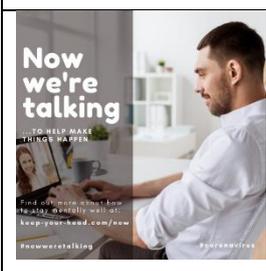
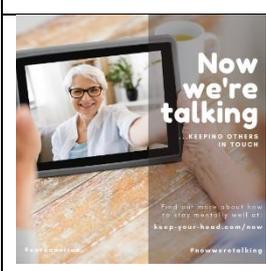
### Social media messages

Post assets (below shows thumbnails only) - correctly sized images in Zip files	Asset title in Posts folders	Messages for social channels
 	A. Keep talking 1 A. Keep talking 2	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 <a href="http://www.keep-your-head.com/now">www.keep-your-head.com/now</a>
 	A. Keep talking 3 A. Keep talking 4	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 <a href="http://www.keep-your-head.com/now">www.keep-your-head.com/now</a>
	A. Keep talking 5 A. Keep talking 6	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 <a href="http://www.keep-your-head.com/now">www.keep-your-head.com/now</a>

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			<p>By reaching out to share stories and experiences, we won't feel alone.  <b>#NowWereTalking</b> Find out more about how to stay mentally well during the coronavirus outbreak at <a href="http://www.keep-your-head.com/now">www.keep-your-head.com/now</a></p>
		<p>B. LifelinePlus 1          B. LifelinePlus 2</p>	<p>It's important we keep talking, now more than ever. If days seem tough and you feel low <b>LifelinePlus</b> can help. <b>#NowWereTalking</b> Find out more about how to stay mentally well during the coronavirus outbreak at <a href="http://www.keep-your-head.com/now">www.keep-your-head.com/now</a></p>
		<p>C. Qwell 1          C. Qwell 1</p>	<p>It's important we keep talking, now more than ever. Getting support can help, use <b>Qwell</b> online chat for peer support and wellbeing advice. <b>#NowWereTalking</b> Find out more about how to stay mentally well during the coronavirus outbreak at <a href="http://www.keep-your-head.com/now">www.keep-your-head.com/now</a></p>
		<p>D. Lifeline 1          D. Lifeline 2</p>	<p>It's important we keep talking, now more than ever. Needing support, feeling distressed <b>Lifeline</b> is here for you into the evening. <b>#NowWereTalking</b> Find out more about how to stay mentally well during the coronavirus outbreak at <a href="http://www.keep-your-head.com/now">www.keep-your-head.com/now</a></p>
		<p>E. Sadness 1          E. Sadness 2</p>	<p>It's important we keep talking, now more than ever. By talking we can support each other in times of sadness. <b>#NowWereTalking</b> Find out more about how to stay mentally well during the coronavirus outbreak at <a href="http://www.keep-your-head.com/now">www.keep-your-head.com/now</a></p>
		<p>F. Reach out 1          F. Reach out 2</p>	<p>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. <b>#NowWereTalking</b> Find out more about how to stay mentally well during the coronavirus outbreak at <a href="http://www.keep-your-head.com/now">www.keep-your-head.com/now</a></p>

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 <p><b>Now we're talking</b> ...SHARING LITTLE JOYS CAN HELP US FEEL CLOSER TO ONE ANOTHER</p> <p>Find out more about how to stay mentally well at <a href="http://keep-your-head.com/now">keep-your-head.com/now</a></p> <p>#coronavirus #nowwretalking</p>	 <p><b>Now we're talking</b> ...SHARING LITTLE JOYS CAN HELP US FEEL CLOSER TO ONE ANOTHER</p> <p>Find out more about how to stay mentally well at <a href="http://keep-your-head.com/now">keep-your-head.com/now</a></p> <p>#nowwretalking #coronavirus</p>	<p>G. Sharing 1 G. Sharing 2</p>	<p>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 <a href="http://www.keep-your-head.com/now">www.keep-your-head.com/now</a></p>
 <p><b>Now we're talking</b> ...TO MAKE A DAILY CONNECTION</p> <p>Find out more about how to stay mentally well at <a href="http://keep-your-head.com/now">keep-your-head.com/now</a></p> <p>#nowwretalking #coronavirus</p>	 <p><b>Now we're talking</b> IT'S IMPORTANT WE KEEP TALKING, NOW MORE THAN EVER</p> <p>Find out more about how to stay mentally well at <a href="http://keep-your-head.com/now">keep-your-head.com/now</a></p> <p>#connection #nowwretalking</p>	<p>H. Connection 1 H. Connection 2 H. Connection 3</p>	<p>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 <a href="http://www.keep-your-head.com/now">www.keep-your-head.com/now</a></p>
 <p><b>Now we're talking</b> ...TO STILL GET THINGS DONE</p> <p>Find out more about how to stay mentally well at <a href="http://keep-your-head.com/now">keep-your-head.com/now</a></p> <p>#nowwretalking #coronavirus</p>	 <p><b>Now we're talking</b> ...TO STILL GET THINGS DONE</p> <p>Find out more about how to stay mentally well at <a href="http://keep-your-head.com/now">keep-your-head.com/now</a></p> <p>#nowwretalking #coronavirus</p>	<p>I. Done 1 I. Done 2</p>	<p>We're all in a situation we've not had to deal with before, and by talking to each other we can still get things done. #NowWereTalking Find out more about how to stay mentally well during the coronavirus outbreak at <a href="http://www.keep-your-head.com/now">www.keep-your-head.com/now</a></p>
 <p><b>Now we're talking</b> ...TO HELP MAKE THINGS HAPPEN</p> <p>Find out more about how to stay mentally well at <a href="http://keep-your-head.com/now">keep-your-head.com/now</a></p> <p>#nowwretalking #coronavirus</p>	 <p><b>Now we're talking</b> ...TO HELP MAKE THINGS HAPPEN</p> <p>Find out more about how to stay mentally well at <a href="http://keep-your-head.com/now">keep-your-head.com/now</a></p> <p>#nowwretalking #coronavirus</p>	<p>J. Happen 1 J. Happen 2</p>	<p>It's important we keep talking, now more than ever. By talking we can help each other make things happen. #NowWereTalking Find out more about how to stay mentally well during the coronavirus outbreak at <a href="http://www.keep-your-head.com/now">www.keep-your-head.com/now</a></p>
 <p><b>Now we're talking</b> ...KEEPING OTHERS IN TOUCH</p> <p>Find out more about how to stay mentally well at <a href="http://keep-your-head.com/now">keep-your-head.com/now</a></p> <p>#nowwretalking #coronavirus</p>	 <p><b>Now we're talking</b> ...KEEPING OTHERS IN TOUCH</p> <p>Find out more about how to stay mentally well at <a href="http://keep-your-head.com/now">keep-your-head.com/now</a></p> <p>#nowwretalking #coronavirus</p>	<p>K. Touch 1 K. Touch 2</p>	<p>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 <a href="http://www.keep-your-head.com/now">www.keep-your-head.com/now</a></p>
 <p><b>Now we're talking</b> ...SHARING FEELINGS TO REALLY CONNECT</p> <p>Find out more about how to stay mentally well at <a href="http://keep-your-head.com/now">keep-your-head.com/now</a></p> <p>#coronavirus #nowwretalking</p>	 <p><b>Now we're talking</b> ...SHARING WORDS TO REALLY CONNECT</p> <p>Find out more about how to stay mentally well at <a href="http://keep-your-head.com/now">keep-your-head.com/now</a></p> <p>#coronavirus #nowwretalking</p>	<p>L. Feelings 1 L. Words 1</p>	<p>It's important we keep talking, now more than ever. Sharing our feelings can help us connect while we're physically distant. #NowWereTalking Find out more about how to stay mentally well during the coronavirus outbreak at <a href="http://www.keep-your-head.com/now">www.keep-your-head.com/now</a></p>

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	M. Laughter 1 M. Laughter 2	It's important we keep talking, now more than ever. We can lift each other's spirits if we share our experiences. #NowWereTalking Find out more about how to stay mentally well during the coronavirus outbreak at <a href="http://www.keep-your-head.com/now">www.keep-your-head.com/now</a>
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## News release – long 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.
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- **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)

Dr Liz Robin, Director of Public Health at Cambridgeshire County Council, said: "Local people are making a huge contribution by following the government's instruction to stay at home, protect the NHS and save lives. But we recognise these measures mean that nearly all of us will have made changes to our daily routines, and many of us may be experiencing uncertainty, anxiety, or stress.

"Maintaining our mental health and wellbeing is incredibly important, especially at times like this. So taking time to call a friend or family member, and talking about the way that we feel, and some of the things that we may be worried about will help".

Aly Anderson, CEO of CPSL Mind adds: "Recognising the power of talking, charities and services have partnered to develop a new helpline during coronavirus. We will provide a listening ear for people to share how they are feeling or issues they are facing right now. We will support people to manage their wellbeing, learn self-help skills or to access other support for particular concerns; such as bereavement, employment or those that are caring for others."

Tracy Dowling, Chief Executive at Cambridgeshire and Peterborough NHS Foundation Trust, said: "This is a challenging time for everyone, and this campaign highlights how we can all look after our

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mental health and each other. CPFT continues to provide specialist mental health support for those who require further help. In the current climate we've had to adapt our services and are already offering video consultations rather than face-to-face appointments where appropriate. We have also increased the support in our crisis services to ensure people who need urgent help can access it quickly."

## For more information...

The campaign is led by Cambridgeshire County Council, Peterborough City Council, Cambridgeshire and Peterborough NHS Foundation Trust, Cambridgeshire and Peterborough Clinical Commissioning Group and a number of charities including Cambridgeshire Peterborough and South Lincolnshire Mind, and Lifecraft.

The mental health campaign, Now We're Talking, is supported by BBC Radio Cambridgeshire.

## ENDS

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### Notes for Editors:

Wellbeing and mental health support services in Cambridgeshire and Peterborough:

**Qwell** [www.qwell.io](http://www.qwell.io) is a free online support and wellbeing community.

Find self-help resources, join in peer support through chat and access safe and confidential one-hour sessions with a fully qualified counsellor via instant messaging. It is available to adults 18+ in Cambridgeshire and Peterborough.

**Lifeline Plus** is a new helpline for Cambridgeshire and Peterborough providing a listening ear, to discuss issues affecting mood & wellbeing during this time. We can support you to find self-help or signpost to other partners for particular concerns. Run by trained professionals from the NHS and third sector, this is open to adults 18+. **Monday to Friday 9am-2pm 0808 808 2121**

**Lifeline** is a free, confidential and anonymous mental health helpline service available 365 days of the year for adults in Cambridgeshire and Peterborough. The Line provides listening support and information to someone experiencing mental distress or if you are supporting someone else in distress. **Every day 2pm – 11pm 0808 808 2121**

**Psychological Wellbeing Service** - People can continue to self-refer to the Psychological Wellbeing Service by clicking [here](#). This service is set up to help those aged 17 and over who are suffering from mild to moderate depression and anxiety, you don't need a diagnosis to access the service. More information can be found here: <https://www.cpft.nhs.uk/services/pws/psychological-wellbeing-service.htm>

**First response service** – If people are in mental health crisis you can contact the First Response Service on 111 option 2. [www.cpft.nhs.uk](http://www.cpft.nhs.uk)

### Media Contacts:

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