



Public Health
England

**every mind
matters**

Every Mind Matters

Partner Toolkit

Contents

Every Mind Matters overview	3
Every Mind Matters introduction	4
Every Mind Matters online tool	5
How you can help	6
Activation ideas	7
Creative resources	9
Printed resources	10
Printed toolkits	11
Digital resources	12
Social media resources	13
Localising the resources	18
Localising printed resources	19
Localising digital resources	20
Localising social media resources	21
PR resources	22
How to order resources	24

Every Mind Matters

overview

Every Mind Matters introduction

Did you know that one in four people in the UK experienced mental health issues in the last year? This means that most people in England know someone with mental health problems or have personally experienced them.

But we don't need to wait until we are struggling with our mental health; there are lots of things we can do to protect ourselves and prevent problems escalating, just as we do with our physical health.

The new Every Mind Matters encourages adults to be more aware of their mental health and helps them **to discover simple steps to look after their mental health** and wellbeing.

Every Mind Matters offers a range of useful resources that help spot the signs of common mental health concerns, offers practical self-care tips and guidance and, importantly, explains when to seek further support. It also has a free NHS-approved online tool on the Every Mind Matters website, which helps people build an action plan to deal with stress and anxiety, boost their mood, improve their sleep and help them feel more in control.

Every Mind Matters will be promoted at scale with PR, TV and digital advertising and is being promoted by big brands and a coalition of partners through their channels.

Every Mind Matters Partner Toolkit

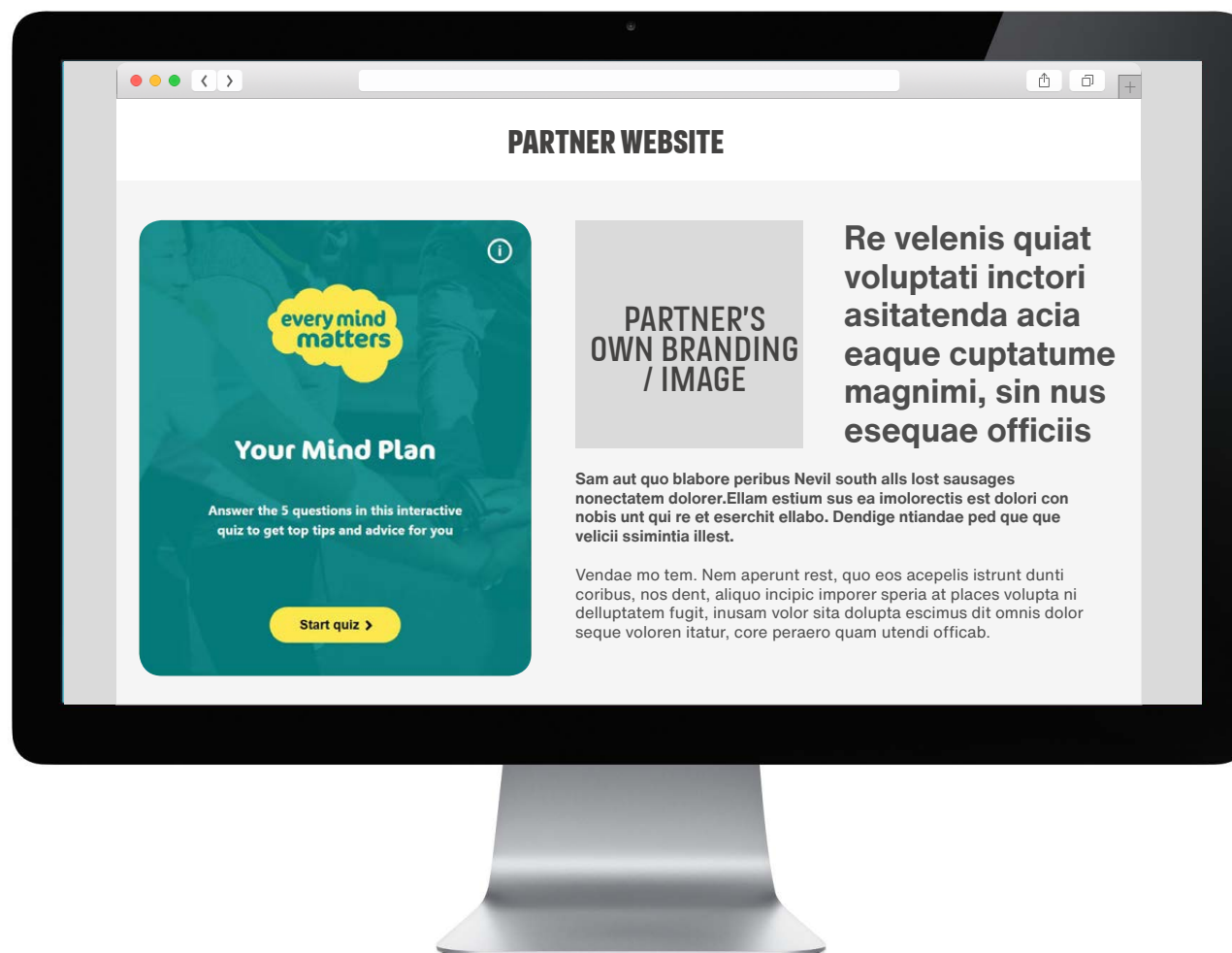
Every Mind Matters is a digital hub that offers a range of useful resources, helping you spot the signs of common mental health concerns, offers practical self-care tips and guidance and, importantly, explains when to seek further support.

It also has the NHS-approved online tool 'Your Mind Plan', which helps you build your action plan to deal with stress and anxiety, boost your mood, improve your sleep and help you feel more in control.

The online tool can be embedded on your website (see the example on the screen).

Instructions are available on the PHE Campaign Resource Centre campaignresources.phe.gov.uk/resources/campaigns/82-every-mind-matters

Every Mind Matters online tool



How you can help

Mental health directly affects our overall health and wellbeing, impacting our quality of life and our ability to work.

The new Every Mind Matters can help your colleagues, patients, customers and members of the public discover simple steps to look after their mental health. And organisations like yours have a crucial role to play to help promote good mental health:

- You could become an Every Mind Matters ambassador and communicate Every Mind Matters externally. This could include influencing other organisations to support the Every Mind Matters, for instance a Local Authority who can influence regional organisations such as small businesses.
- You can communicate the importance of good mental health within your organisation and to the general public, signposting people to the Every Mind Matters online tool. We have produced Every Mind Matters toolkits for different groups of partners with a number of printed resources that you could order or download from the PHE Campaign Resource Centre campaignresources.phe.gov.uk/resources
- And if any of your services fit under the recommended self-care actions, you could use Every Mind Matters to help promote your services.

To join a growing movement of organisations committed to taking action to prevent mental health problems, search **Prevention Concordat for Better Mental Health for All**.

Activation ideas

Whether you've got five minutes, a couple of hours or a little more time, there are many ways you can support Every Mind Matters.

Short of time

Spread the word about Every Mind Matters, ensuring people around you know where they can find practical self-care tips and guidance for their mental health.

- Let your colleagues know about Every Mind Matters; display our posters and conversation starters in areas where people congregate and if you can, send an email to all your staff sharing the Every Mind Matters resources and messaging.
- We spend so much of our time online, why not make use of the digital and social assets we've created to promote Every Mind Matters? Use them on your website, intranet, emails and social media channels.

Have an hour or two

Start a conversation. When it comes to mental health, talking about it is so important.

- We've produced a ready-made presentation with handy speaker notes to help introduce Every Mind Matters.
- Part of a social or community group, such as a book club or sports team? Create some time and space to introduce Every Mind Matters over a cup of tea and biscuit. Take some posters and conversation starters with you to share with others.
- Closer to home, talk to friends and family. If you're not sure where to begin, use our conversation starter to help get the ball rolling. If you feel comfortable sharing your own experience, this will make it even more powerful.

Activation ideas (continued)

Able to do more

Host an event. Bringing people together can help them engage on the subject of mental health.

- Host an event where you introduce Every Mind Matters to people, point them to the online tool, and offer the printed resources too.
- We need to look after our mental health just like our physical health. What better way to emphasise this than to organise a physical activity such as a lunchtime running group or yoga class, with the opportunity to discuss self-care at the end of the session.
- Organise a get together based on one of the four most common mental health challenges. For example, organise a breakfast event for colleagues to share their tips on how to get a better night's sleep. Have the Every Mind Matters resources available.

Get your employer on board. Commitment and enthusiasm can help engage and inspire others in the workplace.

- Arrange a meeting with your HR team and offer to present Every Mind Matters to key decision makers at work (use our presentation and speaker notes) to investigate if:
 - Every Mind Matters could complement the existing support offer for staff – like embedding the “Your Mind Plan” on your intranet site.
 - Every Mind Matters could add to what you offer your customers or local audience – by briefing your staff so they highlight what support is available.
- Ask your employers to commit to designating an hour of staff time to explore the Every Mind Matters resources.

We would love to see how you are supporting Every Mind Matters locally, so please send your photos or any examples of how you are using available resources to partnerships@phe.gov.uk

Creative resources

We are providing printed resources that are available to order. Alternatively you can download resources to print yourself from the Campaign Resource Centre at campaignresources.phe.gov.uk

Assets available:

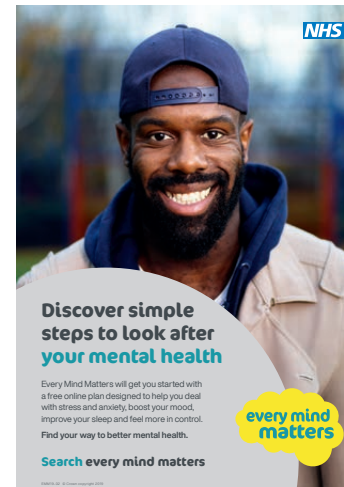
- Male poster (A4)
- Female poster (A4)
- Male empty belly poster (A4)
- Female empty belly poster (A4)
- Conversation starter (credit card size)
- Conversation starter dispenser (A5)



Conversation starter



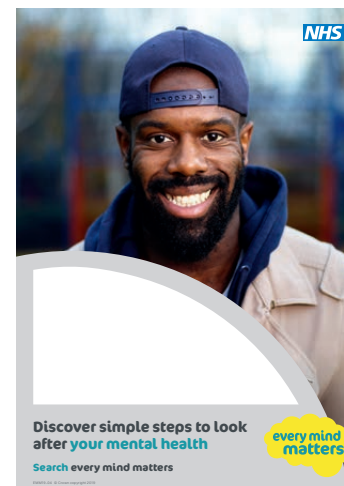
Conversation starter dispenser



Male poster A4



Female poster A4



Male empty belly poster A4



Female empty belly poster A4

Printed toolkits

We have created ready-made toolkits with a preselected quantity of printed resources for the following five groups:

- GPs and pharmacies
- Local Authorities
- Non-commercial organisations
- Commercial organisations and employers
- NHS

The toolkits contain:

- A4 posters
- Conversation starters
- Conversation starter dispensers
- Tailored activation briefs for the audience



Digital resources

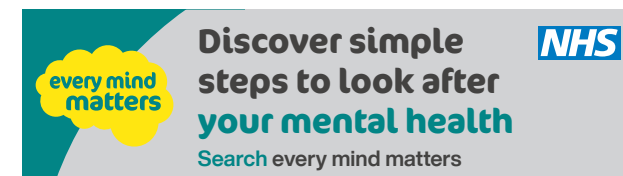
We have created a suite of digital assets to help you promote Every Mind Matters.

These include:

- Email signature
- TV digital screen
- Digital banners
- MPU
- Leaderboard
- Skyscraper



Digital screen



Email signature



MPU



Leaderboard



Skyscraper

Social media resources

Social media is a great way to spread the word and support Every Mind Matters. On the following pages you will find images and suggested copy for posts that you can use on your social media channels.

There is a selection of posts for you to choose from, including **generic posts** and **condition-led posts** specific to sleeping problems, stress, low mood and anxiety.

You can use these assets to create your own content calendar to share different posts at different times in your social media channels.

The images are available in Facebook (1200 x 628px) and Twitter (1024 x 512px) formats.

Don't forget:

- To use **#EveryMindMatters** when communicating messages in your social channels, especially on Twitter.
- To add the Every Mind Matters link in the call to action for your posts:
nhs.uk/oneyou/every-mind-matters/



Images for social media

We have created a variety of visuals for social media.

- 'Image and headline' posts
- 'Image only' posts
- 'Headline only' post – can be used as standalone (without the supportive copy)

You can use any of these images in your social channels with the copy suggestions that you can find on the following pages.

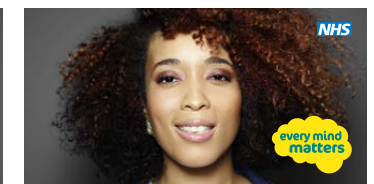
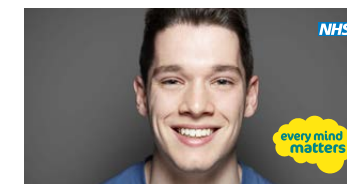
'Headline only' post



'Image and headline' posts



'Image only' posts



Generic social posts



Copy suggestions to be used with 'image and headline' visual

We all have times when life gets on top of us. But there are simple things you can do to look after yourself. To find your way to better mental health, start by visiting Every Mind Matters <https://www.nhs.uk/oneyou/every-mind-matters/>

Every Mind Matters can help you deal with stress and anxiety, boost your mood, improve your sleep and feel more in control. Start taking care of your mental health with Every Mind Matters and create your action plan <https://www.nhs.uk/oneyou/every-mind-matters/>

We all have times when we feel stressed, low or anxious, or have trouble sleeping. For practical tips and expert advice to improve your mental health, visit Every Mind Matters <https://www.nhs.uk/oneyou/every-mind-matters/>

You take care of your body, what about your mind? Taking simple steps to look after your mental health can help you relax, achieve more and live life to the full. Find out more and get started with Every Mind Matters <https://www.nhs.uk/oneyou/every-mind-matters/>



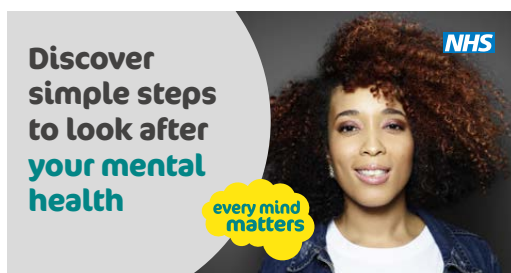
Copy suggestions to be used with 'image only' visual

Good mental health helps us relax more, achieve more and enjoy life more. It also helps us prepare for life's ups and downs. Discover simple steps to improve your mental health at Every Mind Matters <https://www.nhs.uk/oneyou/every-mind-matters/>

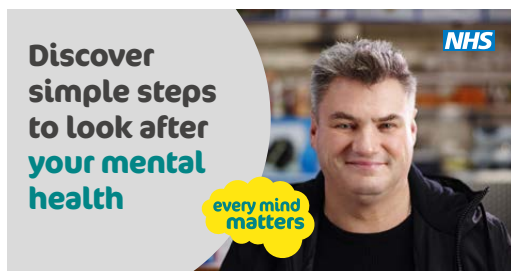
Find your way to better mental health with Every Mind Matters. Click here <https://www.nhs.uk/oneyou/every-mind-matters/> to create 'Your Mind Plan' and discover simple steps to look after your mental health.

Mental health is as important as our physical health, and there is always something we can do to improve it. Visit Every Mind Matters <https://www.nhs.uk/oneyou/every-mind-matters/> to discover simple steps to look after your mental health.

Condition-led social posts



You can choose any image from page 14 to accompany the copy



You can choose any image from page 14 to accompany the copy

Sleep problems

Poor sleep can make it harder to get things done. To learn the simple actions you can take to improve your sleep, visit Every Mind Matters <https://www.nhs.uk/oneyou/every-mind-matters/>

Better sleep improves energy levels. Try winding down before bedtime to improve your sleep. For more practical tips and advice visit Every Mind Matters <https://www.nhs.uk/oneyou/every-mind-matters/>

Better sleep improves energy levels, mood and ability to concentrate. Visit Every Mind Matters <https://www.nhs.uk/oneyou/every-mind-matters/> for more practical tips and advice on how to improve your sleep.

Stress

We all feel stressed sometimes and it can get on top of us. Visit Every Mind Matters <https://www.nhs.uk/oneyou/every-mind-matters/> for simple actions you can take to help you feel less stressed.

Life can be stressful, but regular physical activity can help to relieve some of the tension. Visit Every Mind Matters <https://www.nhs.uk/oneyou/every-mind-matters/> for more practical tips on how to improve your mental health.

Condition-led social posts (continued)



You can choose any image from page 14 to accompany the copy



You can choose any image from page 14 to accompany the copy

Low mood

Many of us find ourselves feeling sad, down or unmotivated at times. But making small changes can often help to improve our mood. To find ideas that could help you improve your mental health, visit Every Mind Matters <https://www.nhs.uk/oneyou/every-mind-matters/>

Making small changes in your life can help you improve your mood, like making time each day to do things you enjoy. Get more practical tips and advice at the Every Mind Matters website <https://www.nhs.uk/oneyou/every-mind-matters/>

Feeling low? To improve your mood, learn how to challenge unhelpful thoughts. For more practical tips and advice visit Every Mind Matters <https://www.nhs.uk/oneyou/every-mind-matters/>

Anxiety

Anxiety affects lots of us and can get overwhelming. But there are simple things you can do to improve your mental wellbeing. To get started, visit Every Mind Matters for practical tips and advice <https://www.nhs.uk/oneyou/every-mind-matters/>

Anxiety affects lots of us. If you're feeling overwhelmed, try spending some quality time with supportive friends, family or colleagues. Find more practical advice and actions at the Every Mind Matters website <https://www.nhs.uk/oneyou/every-mind-matters/>

Localising the resources

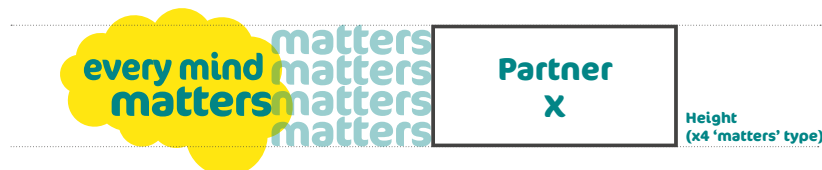
Localising printed resources

To engage your audience and local community further, you can localise the poster. It can be customised by placing your logo on the indicated area (see top left).

To request open artwork files for localisation please email partnerships@phe.gov.uk and share your final design for approval before publishing.

Your logo can be less, but should never be more, than 4x height of the 'matters' in the Every Mind Matters logo.

For more detail see the Every Mind Matters partner brand guidelines at campaignresources.phe.gov.uk



Localising digital resources

For further engagement, you can also localise digital assets. They can be customised by placing your logo on the indicated area.

To request open artwork files for localisation please email partnerships@phe.gov.uk and share your final design for approval before publishing.

Your logo can be less, but should never be more, than 4x height of the 'matters' in the Every Mind Matters logo.

For more detail see the Every Mind Matters partner brand guidelines at campaignresources.phe.gov.uk



Digital screen



MPU



Leaderboard



Skyscraper

Localising social media resources

Social posts can also be customised and there are options depending on which localised content is used.

The set includes 'logo only' options, as well as an 'empty belly' post so you can add your call to action or your own image.

To request open artwork files for localisation please email partnerships@phe.gov.uk and share your final design for approval before publishing.

Your logo can be less, but should never be more, than 4x height of the 'matters' in the Every Mind Matters logo.

For more detail see the Every Mind Matters partner brand guidelines at campaignresources.phe.gov.uk



'Logo only' option



'Logo only' option



'Logo only' option



'Empty belly' option

PR resources

PR resources are available on the Campaign Resource Centre at **campaignresources.phe.gov.uk** and can be accessed by those with “unrestricted access”.

They include:

- **Key messages**
- **Facts and statistics**
- **Long and short copy**
- **Q&A**

If you are unable to access these documents please email **partnerships@phe.gov.uk**

How to order resources

How to order resources

All printed, digital and social resources are available to order and download through the Campaign Resource Centre campaignresources.phe.gov.uk

If you have any questions or if you would like to receive customisable artwork files you can request them from the partnership team at partnerships@phe.gov.uk



**Thank you
for supporting
Every Mind Matters**