

# Free urgent 24/7 mental health support for young people

## Communications toolkit

December 2021

### 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](#)

## 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.


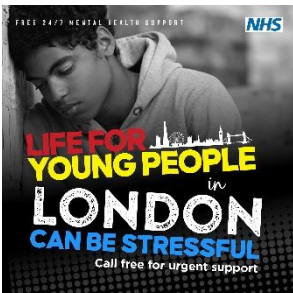
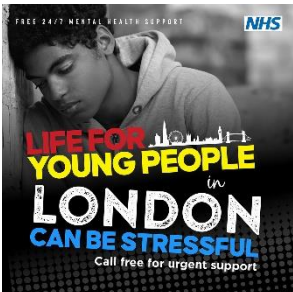


The images can be used to help share similar messages across Twitter, Facebook, LinkedIn and Instagram. Also organisations' webpages.

Remember to tag **@HealthyLDN** and use the campaign hashtag: **#UrgentMHSupport\_YoungLDN** where you do to continue raising awareness of the lines.




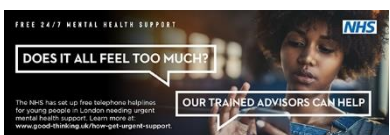
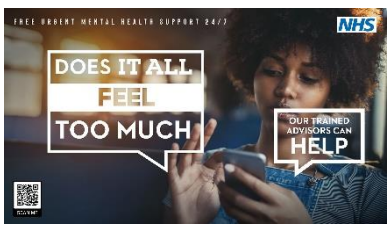
To download the full sized images, select the images below, right click and select 'open link'.



Campaign tagline	Social media channel	Imagery for channel	Accompanying tweet or caption	Alternative tweet or caption
Worried? Feeling down? Call for urgent support when you need it.	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 <a href="#">here</a> .	<b>For use over December:</b> Christmas and the school holidays can be daunting if you are struggling with your mental health. If you need urgent support you can contact NHS trained advisors 24/7

	Instagram post			for free. Find out more <a href="#">here</a> .
	LinkedIn			
	Twitter			
Does it all feel too much? Our trained advisors can help.	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 <a href="#">here</a> .	
	Instagram post			
	LinkedIn			
	Twitter			

Life for young people in London can be stressful. Call free for support.	Facebook		<b>For young people:</b> 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 <a href="#">here</a> .	<b>For parents/carers:</b> 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 <a href="#">here</a> .
	Instagram			
	LinkedIn			
	Twitter			
	All social channels, emails and webpages		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 <a href="#">here</a> .	<b>For use over December:</b> Christmas and the school holidays can be daunting if you are struggling with your mental health. If you need urgent support you can contact NHS trained advisors 24/7 for free. Find out more <a href="#">here</a> .

## Additional resources

Asset	File	Usage
Poster: Worried? Feeling down? Call for urgent support when you need it.		Right click to download <a href="#">A4</a> and <a href="#">A3</a> versions for printing or digital use
Poster: Does it all feel too much? Our trained advisors can help.		Right click to download <a href="#">A4</a> and <a href="#">A3</a> versions for printing or digital use
Life for young people in London can be stressful. Call free for support.		Right click to download <a href="#">A4</a> and <a href="#">A3</a> versions for printing or digital use
E-signature		To add to e-signatures
Digital background image (two designs included)		For use as a desktop background image or MS Teams background filter

		
Digital postcard (gif format)		For use on organisations' websites, newsletters and social media