

## Supporting the mental wellbeing of our key workers and residents in Cheshire and Merseyside

### Kind to your mind campaign briefing

This is a short briefing about the new 'Kind to your mind' campaign. It will be running in April 2020 and aims to support the mental wellbeing of those living and working in Cheshire and Merseyside during the Coronavirus outbreak. It is being led jointly by Champs Public Health Collaborative and the Cheshire and Merseyside Health and Care Partnership.

#### How you can help

Please support this important campaign and encourage your local colleagues and residents to visit the webpage [www.kindtoyourmind.org](http://www.kindtoyourmind.org) for information and resources to help improve mental wellbeing during the Coronavirus outbreak.

#### Why do we need this campaign?

Both key workers and members of the public are likely to be feeling stress or anxiety at this difficult time as we make major changes to how we live and work. It is more important than ever that we look after our mental wellbeing and encourage others to do the same. This will help us during the pandemic and aid our recovery.

The Kind to your mind campaign will utilise the national 'Every Mind Matters' messages and materials and will promote awareness of a wellbeing portal that has been exclusively developed **by** Cheshire and Merseyside **for** Cheshire and Merseyside residents and workers. The campaign will link to a landing page branded '*Kind to your mind*' which will signpost people to these resources.

#### Every Mind Matters

Every Mind Matters is a joint NHS and Public Health England campaign. The purpose of the campaign is to support people with advice and resources to look after their mental health and wellbeing.

In response to the Coronavirus outbreak, the campaign has been updated with expert advice and top tips on how to look after mental wellbeing when staying at home. It also includes guidance for those feeling worried or anxious about the outbreak. Further information can be found here:

<https://www.nhs.uk/oneyou/every-mind-matters/>

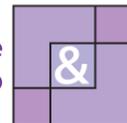


#### Our new Cheshire and Merseyside Wellbeing Portal

The Cheshire and Merseyside Health and Care Partnership has developed [ALMA](#), an online portal with a suite of mental and physical wellbeing resources to support those living and working in Cheshire and Merseyside.

The portal includes free access to a knowledge base of health and wellbeing apps that have been evaluated by a medical professional for their clinical effectiveness. The range of apps includes mental wellbeing, physical activity, diet, smoking cessation, sleep, and much more.

As well as this, users will have access to intensive online Cognitive Behavioural Therapy (CBT) courses, which focus on dealing with stress and anxiety, building mental resilience



and getting better quality sleep. These courses have been developed by health and care professionals and offer a personalised and curated experience, similar to a face to face CBT session.

### Key messages and benefits

- Every Mind Matters is the best place to go to find tips for improving mental wellbeing.
- Having good mental health helps us to relax, achieve more and enjoy our lives more.
- While you are staying at home because of coronavirus, it's important to take care of your mind as well as your body.
- It is quite common to feel worried, scared or helpless about the current situation. Remember, it is OK to share your concerns with others you trust.
- The ALMA wellbeing portal:
  - The portal gives access to clinically approved digital resources that will help to improve the mental wellbeing and resilience of those living and working in Cheshire and Merseyside
  - It includes access to clinically recommended and approved online therapy programme that people can self-refer to, to help cope with things like stress, anxiety and sleeplessness

### Channels and implementation

**Radio** - A partnership has been established with the Bauer media group, which covers a number of radio stations across Cheshire and Merseyside. This partnership will involve a variety of communications and marketing activities, including:

- **A 4-week commercial airtime campaign** on Radio City, Greatest Hits Liverpool, Radio City Talk, Silk and Signal
- **Dedicated landing page** [www.kindtoyourmind.org](http://www.kindtoyourmind.org) that includes Every Mind Matters resources, the ALMA wellbeing portal and mental health crisis numbers. There will also be a link to local partner websites.
- **Branded on air content** including targeted messaging every weekday evening on Radio City and Greatest Hits Radio (Liverpool), presenter live reads - Radio City Breakfast presenters will endorse the campaign in weekly live reads, encouraging listeners to visit the dedicated webpage.
- **Creative digital advertising** including Social Media endorsed by Radio City and adverts on Instream, Bauer's digital audio advertising platform to target those audiences not listening to Radio City and listeners in areas they don't cover.

**Podcasts on Smooth FM** - Podcasts are an increasingly popular method of media consumption especially for those at home, walking/exercising or commuting as part of their job. Podcast listening has increased week on week since the coronavirus crisis, overall in the UK, it's up 10% week on week with health and wellness up 26% week on week.

A partnership with podcast producer, Voiceworks, will include two 3-part podcast series (over 6-weeks), hosted by a regional presenter, who will talk to health and wellbeing experts from across Cheshire and Merseyside. The podcasts will be released weekly and will focus on themes such as building resilience, physical activity, nutrition, sleep and mental health.

For further information and access to the campaign tool kit please contact Tracey Lambert, Communications Lead, Champs Collaborative Support Team [traceylambert@wirral.gov.uk](mailto:traceylambert@wirral.gov.uk)  
[www.champspublichealth.com](http://www.champspublichealth.com)