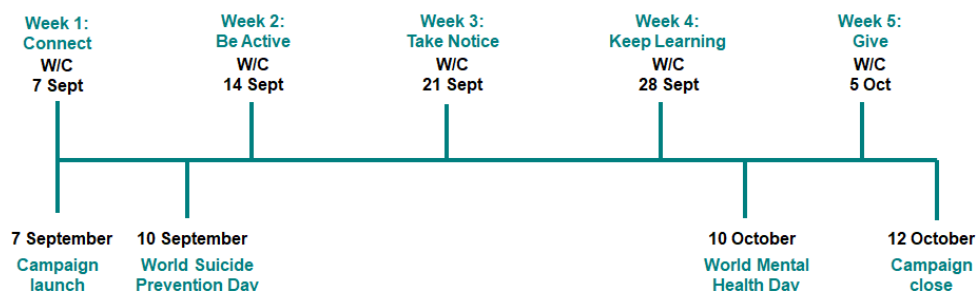


## HSC mental health campaign September – October 2020: Stakeholder communications briefing

### Overview

The Public Health Agency (PHA), five Health and Social Care (HSC) Trusts and Northern Ireland Ambulance Service (NIAS) have developed an inter-agency social media campaign to promote positive mental health and wellbeing of people across Northern Ireland. The campaign incorporates both World Suicide Prevention Day (WSPD) and World Mental Health Day (WMHD) and will focus on looking after the mental and emotional wellbeing of self and others by promoting the Take 5 Steps to Wellbeing and the range of resources and support available.



The campaign will be launched on **Monday 7 September 2020** and run for a 5 week period. Each week of the campaign will focus on promoting one of the Take 5 Steps to Wellbeing (Connect, Be Active, Take Notice, Keep Learning and Give), commencing on 7 September 2020 with Connect.

There will be a video message shared on the Monday of each week introducing the Take 5 Step of focus for that week. Throughout each week, there will be additional social media posts promoting the Take 5 message of the week and linking to resources and support available.

The Minding Your Head (MYH) website will be used as the landing page for the campaign and will be updated on a weekly basis throughout the campaign period with key resources and information.

### How can you get involved?

A key aim of the campaign is to continue to promote and support the mental and emotional wellbeing of individuals and communities across NI using coordinated and consistent messaging and working collaboratively to amplify the message.

Organisations are encouraged to get involved and support the campaign by sharing the PHA social media posts and using the hashtag #MentalWellbeingNI2020. Organisations are also encouraged to share events or initiatives that link in with the theme of each week.

If you would like to find out more information on how to get involved, contact your local HSC Trust representative:

- Belfast Trust: Ben Hanvey – [ben.hanvey@belfasttrust.hscni.net](mailto:ben.hanvey@belfasttrust.hscni.net)
- Northern Trust: Selina Ramsey – [Selina.ramsey@northerntrust.hscni.net](mailto:Selina.ramsey@northerntrust.hscni.net)
- South Eastern Trust: Alison Doake – [Alison.doake@setrust.hscni.net](mailto:Alison.doake@setrust.hscni.net)
- Southern Trust: Deirdre McParland – [deirdre.mcparland@southerntrust.hscni.net](mailto:deirdre.mcparland@southerntrust.hscni.net)
- Western Trust: Sonia Montgomery – [Sonia.montgomery@westerntrust.hscni.net](mailto:Sonia.montgomery@westerntrust.hscni.net)