

# Kind To Your Mind

User Guide – August 2024



# About the Campaign

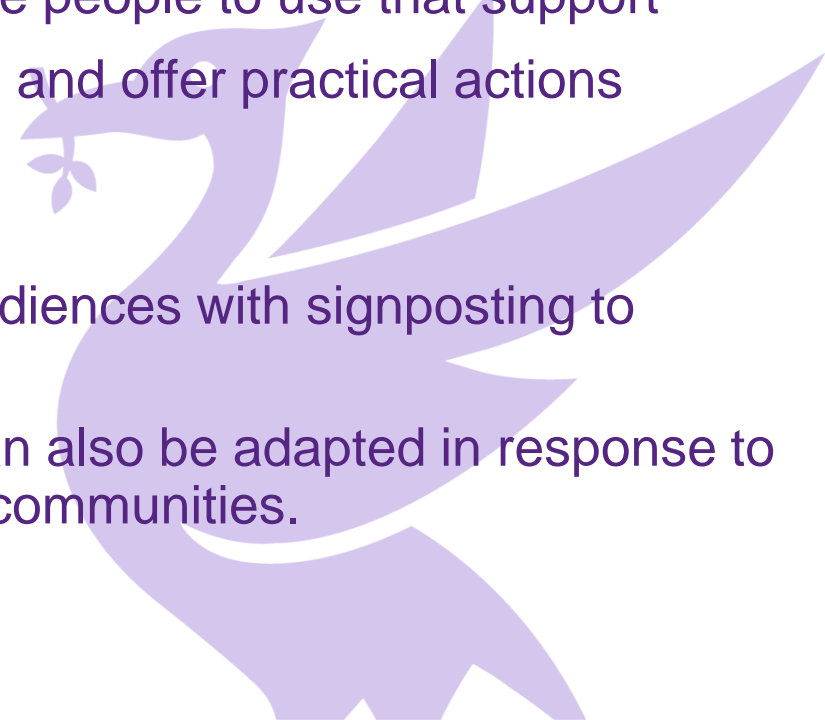
**Kind To Your Mind is a mental health campaign developed in response to increasing mental health needs in the population, designed based on insight from people in Liverpool and co-created with them.**

The aims of the campaign are:

- Reduce confusion, fear, shame and stigma about wellbeing and mental health
- Help people understand that we all have mental health – it's relevant to everyone
- Raise awareness of the appropriate support available and motivate people to use that support
- Help people identify their role in strengthening good mental health and offer practical actions people can take

The campaign was originally launched in 2022 aimed at age 25+ audiences with signposting to appropriate support for younger audiences.

The campaign and associated website have universal appeal but can also be adapted in response to specific factors influencing mental health or for specific groups and communities.



# Campaign Resources

The core creative is based on positive affirmations shown as neon lights symbolising a light through the darkness and offering hope about feeling better.

IT'S OK  
TO ASK  
FOR HELP

Feeling flat, hard to relax or no energy?

**KIND TO OUR MIND LIVERPOOL** **NHS** Liverpool City Council

LET'S  
HELP EACH  
OTHER

Feeling down or don't enjoy the things you used to?

**KIND TO OUR MIND LIVERPOOL** **NHS** Liverpool City Council

YOU  
ARE NOT  
ALONE

Not feeling yourself and finding it hard to relax?

**KIND TO OUR MIND LIVERPOOL** **NHS** Liverpool City Council

Resources are available as digital assets and can be produced as physical assets including posters, pull up banners and fold out “z-cards” with more information about wellbeing, mental health and available support.

# Campaign Website

<https://kindtoyourmindliverpool.co.uk/>



The website allows the user to explore their own experience of their mental health and wellbeing, helps people understand the different levels of wellbeing and mental health, gain a sense of where they currently are and access information about how to self care and access local wellbeing and mental health support.

The website also guides the user to understand and access support for challenges that impact on wellbeing such as:

- Money
- Housing and employment
- Loneliness
- Long COVID
- Being a carer
- Relationships
- New arrivals to the City
- Bereavement
- Gambling
- Self-harm
- Domestic Violence
- Eating Disorders
- Substance misuse and alcohol
- PTSD
- Difficult Events

The website can also be regularly updated to help shape responses to new and emergent factors impacting mental health and wellbeing in the city and to refresh and update the links to local support.



# Using the Campaign



The campaign is designed to be used and shared by a range of partners.

- The physical assets (posters, z cards) and a digital video can be downloaded here:

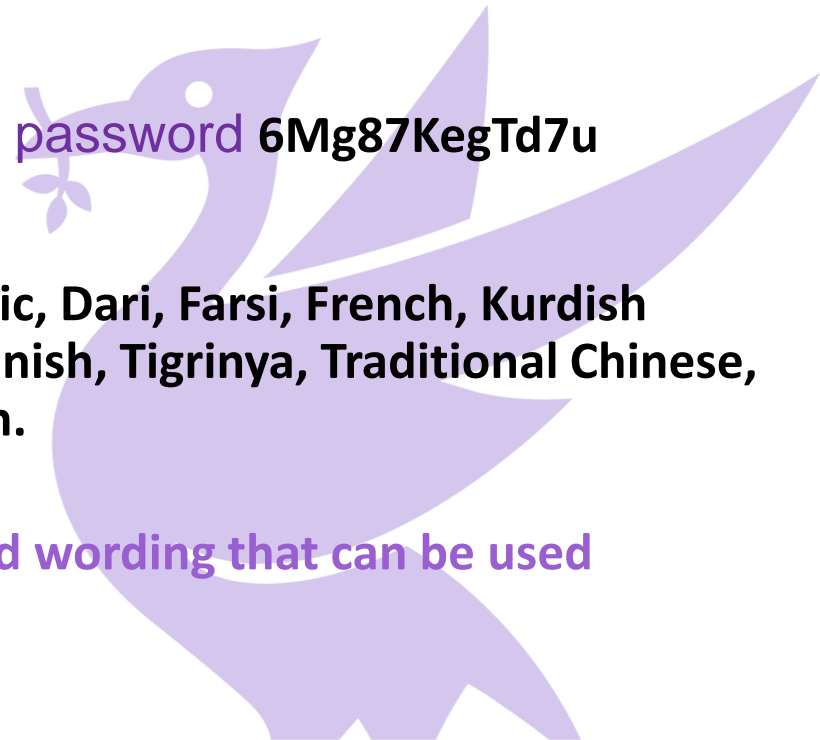
<https://kindtoyourmindliverpool.co.uk/resources/>

- The digital assets video can be downloaded here:

<https://kindtoyourmindliverpool.co.uk/partner-assets/> using the password **6Mg87KegTd7u**

**Assets are also available via the above link translated into Amharic, Arabic, Dari, Farsi, French, Kurdish Sorani, Pashto, Polish, Romanian, Simplified Chinese, Slovak, Somali, Spanish, Tigrinya, Traditional Chinese, Turkish and Urdu and the website also includes Google translate function.**

The following slides feature images of the resources along with suggested wording that can be used alongside them on social media.



# Difficult and traumatic events

## Suggested Assets:

All of the assets featured in the following slides (**other than the cost-of-living carousel**) can be used to promote messages about wellbeing and self-care during particularly difficult and traumatic times.

## Suggested accompanying text:

- Witnessing conflict or acts of violence is upsetting for most people and can be traumatic for some. Help and support is available <https://kindtoyourmindliverpool.co.uk/difficult-or-traumatic-events/>
- After a very upsetting or traumatic event, it's not uncommon to experience difficult thoughts and feelings about yourself or others there is lots you can do to help yourself and to get extra help when needed <https://kindtoyourmindliverpool.co.uk/difficult-or-traumatic-events/>
- Take time to feel better - many people find that the negative effects of witnessing conflict or acts of violence go away over time and there are ways to self-help and feel better sooner <https://kindtoyourmindliverpool.co.uk/difficult-or-traumatic-events/>
- Let's talk - Talking to someone you trust about difficult experiences and your feelings about it can help you to feel better – it could help them too if they are going through the same <https://kindtoyourmindliverpool.co.uk/difficult-or-traumatic-events/>
- Don't go it alone - at difficult times friends, family or others you trust will usually want to help and support if they know you're struggling, being with others helps avoid poor mental health <https://kindtoyourmindliverpool.co.uk/difficult-or-traumatic-events/>
- Keep Going - Eating well, moving around, getting enough sleep and taking care of our responsibilities are all part of self-care and essential to mental health and wellbeing especially during difficult times <https://kindtoyourmindliverpool.co.uk/difficult-or-traumatic-events/>
- Everyone deals with difficult events differently, many people recover with support from friends, family and community but if you spot or someone you know may need more support, help is available <https://kindtoyourmindliverpool.co.uk/difficult-or-traumatic-events/>





# Cost of Living Carousel



## Suggested accompanying text

Is the rising cost of food, energy, and fuel affecting your mental wellbeing? If you're struggling The Life Rooms will help you find support for money issues and your mental wellbeing. For more information go to [www.liferooms.org](http://www.liferooms.org) #MentalHealth #LookAfterYou

# Static Affirmations



## Suggested accompanying text

If you're feeling low then talking to someone or getting support can help you feel good. Get support here <https://kindtoyourmindliverpool.co.uk/>

If you're finding day to day life difficult then speaking to someone you trust can help. Get support here <https://kindtoyourmindliverpool.co.uk/>

If you're having more bad days than good, then reaching out to someone can help. For free hints, tips or confidential support to help you feel better see [#MentalHealth](https://kindtoyourmindliverpool.co.uk/#MentalHealth) #LookAfterYou



# Self-Care Carousels



## Suggested accompanying text

We all need a lift now and again. Small changes can make life feel good. Find out more at <https://kindtoyourmindliverpool.co.uk/>



## Suggested accompanying text

Changes you can fit into your everyday life to boost your mood and make you feel good. <https://kindtoyourmindliverpool.co.uk>

# Signs and Symptoms Carousel

DON'T  
STRUGGLE  
ALONE

Do you know the signs of poor mental wellbeing?



Trouble sleeping?



Struggling to concentrate?



Low energy?



Feeling Anxious?

For free hints, tips and confidential professional support visit:

[KindToYourMindLiverpool.co.uk](https://kindtoyourmindliverpool.co.uk)



## Suggested accompanying text

If you think you might be struggling with your mental wellbeing there are things to look out for. There is a range of help and support available <https://kindtoyourmindliverpool.co.uk/#MentalHealth>





# Liverpool City Council

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**For more information email: [PublicHealth@Liverpool.Gov.UK](mailto:PublicHealth@Liverpool.Gov.UK)**