



Free urgent 24/7 mental health support for young people

Communications toolkit

Updated August 2022

Campaign background

In December 2022, Healthy London Partnership launched a [campaign](#) to raise awareness among young people and their families of London's free NHS mental health crisis lines.

The campaign was developed with feedback and input from young people and parents with a focus on sharing messaging on social media and 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.

Remember, a mental health emergency should be taken as seriously as a physical one. 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](#)
- [2022 overview of mental health awareness days and secondary school/college exam and results periods for social media forward planning](#)

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 few years have been particularly hard for young people's mental health and wellbeing. The NHS's 2021 survey of children and young people's mental health found that one in six had a probable mental disorder – up from one in nine in 2017. Four in 10 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.

For those caring for someone, whether a parent, teacher, first responder, you can also call your local NHS urgent mental health support line in the first instance for immediate support and advice.

Find your local crisis line number [here](#).

(198 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 few years have been 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 young people, or those caring for someone, to other sources of help if needed.

Find your local crisis line number [here](#).

(94 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 us on social media:

Instagram: @healthy_ldn


Facebook: @HealthyLDN


Twitter: @HealthyLDN



LinkedIn: @Healthy London Partnership


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’.


Social media channel	Imagery for channel	Messaging for young people	Messaging for parents, carers or other supporters of young people
Facebook asset 1		<p>1. Exam pressures: Exam results worries can be overwhelming. If you’re struggling, you can contact NHS trained advisors for urgent mental health support and advice, any time of the day. Find help here: www.healthylondon.org/urgentsupportlines/</p> <p>2. Return to school or college: It’s ok to feel nervous about getting back to school or college after the summer break.</p>	<p>1. Exam pressures: Exam results anxiety can often impact young people’s mental health. If you think they need urgent mental health support, you can contact NHS trained advisors for free advice, any time of the day. Find help here: www.healthylondon.org/urgentsupportlines/</p> <p>2. Return to school or college: Young people may feel anxious at the start of the school year.</p>


		<p>There are many resources available to support your mental health and wellbeing, but if things feel too much, you can contact NHS trained advisors for free support and advice, any time of the day.</p> <p>Find help here: https://www.healthylondon.org/urgentsupportlines/</p> <p>3. 24/7 support:</p> <p>If you're a young person in London struggling with your mental health, you can contact NHS trained advisors 24/7 for free support and advice.</p> <p>Find out how here: https://www.healthylondon.org/urgentsupportlines/</p>	<p>They may feel worried about exam pressures, stress and social isolation.</p> <p>There are many resources to support their mental health and wellbeing, but if you are concerned that they need urgent help, you can contact local NHS mental health helplines for free professional advice from trained advisors.</p> <p>Find resources and urgent support telephone numbers here: https://www.healthylondon.org/urgent-supportlines/</p> <p>3. 24/7 support:</p> <p>There are many resources to help young people's mental health and wellbeing. But if you are worried they need immediate support, you can contact NHS trained advisors for 24/7 advice.</p> <p>Find out how here: https://www.healthylondon.org/urgent-supportlines/</p>
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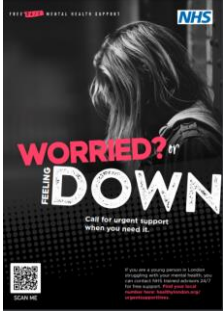




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Additional resources

Asset	File	Usage
Gif: for use on social media, community websites or Whatsapp	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 here:	<p>Suggested messaging to accompany gif:</p> <p>School and college pressures can feel overwhelming if you're struggling with your mental health.</p> <p>If you need urgent support you can contact NHS trained advisors 24/7 for free. Find out more</p>

	<p>https://www.healthylondon.org/urgentsupportlines</p> 	<p>here: https://www.healthylondon.org/urgentsupportlines</p>
<p>Poster: Worried or feeling down?</p>		<p>Right click to download:</p> <ul style="list-style-type: none"> • A4 size for printing or digital use • A3 size for printing or digital use
<p>Poster: Does it all feel too much?</p>		<p>Right click to download:</p> <ul style="list-style-type: none"> • A4 size for printing or digital use • A3 size for printing or digital use
<p>Poster: Life for young people in London can be stressful</p>		<p>Right click to download:</p> <ul style="list-style-type: none"> • A4 size for printing or digital use • A3 size for printing or digital use
<p>E-signature</p>		<p>To add to e-signatures</p>
<p>Digital background image</p>		<p>For use as a desktop background image or MS Teams background filter (choose from two design options)</p>

																																			
<p>Digital postcard (gif format)</p>	 <table border="1" data-bbox="422 488 628 678"> <thead> <tr> <th>AREA</th> <th>APPROXIMATE COVERAGE</th> <th>24/7 SUPPORT NUMBERS</th> </tr> </thead> <tbody> <tr> <td>North West London</td> <td>North West London, North West London, North West London</td> <td>0800 627 8307</td> </tr> <tr> <td>North Central London</td> <td>Central, West and Westminster & Fulham</td> <td>0800 328 4444</td> </tr> <tr> <td>North East London</td> <td>Central, Central, Central, Central and Kingston</td> <td>0800 351 0023</td> </tr> <tr> <td>South West London</td> <td>SW18, Hammersmith</td> <td>0800 679 0004</td> </tr> <tr> <td>South East London</td> <td>Hammersmith</td> <td>0800 679 3004</td> </tr> <tr> <td>South East London</td> <td>Kingston & Richmond, Kingston, Richmond and Merton, Sutton and Merton</td> <td>0800 679 0007</td> </tr> <tr> <td>South East London</td> <td>Kingston, Merton, Sutton, Sutton and Merton</td> <td>0800 699 9007</td> </tr> <tr> <td>South East London</td> <td>Central, Central, Lewisham and Southwark</td> <td>0800 628 0000</td> </tr> <tr> <td>South East London</td> <td>Central, Central, Lewisham and Southwark</td> <td>0800 722 2844</td> </tr> <tr> <td>South East London</td> <td>South, Bromley and Greenwich</td> <td>0800 330 8990</td> </tr> </tbody> </table>	AREA	APPROXIMATE COVERAGE	24/7 SUPPORT NUMBERS	North West London	North West London, North West London, North West London	0800 627 8307	North Central London	Central, West and Westminster & Fulham	0800 328 4444	North East London	Central, Central, Central, Central and Kingston	0800 351 0023	South West London	SW18, Hammersmith	0800 679 0004	South East London	Hammersmith	0800 679 3004	South East London	Kingston & Richmond, Kingston, Richmond and Merton, Sutton and Merton	0800 679 0007	South East London	Kingston, Merton, Sutton, Sutton and Merton	0800 699 9007	South East London	Central, Central, Lewisham and Southwark	0800 628 0000	South East London	Central, Central, Lewisham and Southwark	0800 722 2844	South East London	South, Bromley and Greenwich	0800 330 8990	<p>For use on organisations' emails, e-newsletters, social media and websites (animation enabled when image is uploaded at full size)</p>
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South East London	South, Bromley and Greenwich	0800 330 8990																																	
<p>Digital animation (48 second landscape format)</p>		<p>Landscape format for use as Twitter, LinkedIn or Facebook posts.</p> <p>Download .mp4 file here.</p> <p>Or embed via: https://youtu.be/CF40VZEB_MY</p> <p>Link to: https://www.healthylondon.org/urgentsupportlines/</p>																																	
<p>Digital animation (15 second vertical format)</p>		<p>Vertical format for use on Instagram Reels or Stories.</p> <p>Download .mp4 file here.</p> <p>Link to: https://www.healthylondon.org/urgentsupportlines/</p>																																	

2022 overview of mental health awareness days and secondary school/college exam and results periods for social media forward planning

Date	Event
7-13 February 2022	Children's Mental Health Awareness Week
3 March 2022	University Mental Health Day
April 2022	Stress Awareness Month
9-15 May 2022	Mental Health Awareness Week
May/June 2022	Exam period for A Level, AS Level, GCSE and other equivalent qualifications
18 August 2022	Results for May/June 2022 AS, A-level and other equivalent qualifications released to students
25 August 2022	Results for May/June 2022 GCSE and other equivalent qualifications released to students
From 31 August 2022	Phased return to primary schools
From 31 August 2022	Return to secondary school and colleges
September 2022	Freshers week from 19 September University first term begins from 27 September
10 September 2022	World Suicide Prevention Day
10 October 2022	World Mental Health Day
2 November 2022	National Stress Awareness Day