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# Mental Health Literacy Campaign Partner Pack Oct 2023

# Mental Health Literacy Campaign: Overview

Our Mental Health Literacy campaign will run in October to coincide with World Mental Health day on 10<sup>th</sup> October. The campaign will promote and encourage everyone to recognise common mental health difficulties and find information and supports on [yourmentalhealth.ie](http://yourmentalhealth.ie).

Mental health difficulties like ongoing stress, low mood, anxiety and sleep problems are common. People tend to accept them as normal and part of their daily lives and not realise that they are all part of your mental health. The campaign aims to help everyone identify these difficulties and provide advice and support on how to deal with them.

Recognising and taking action early to address mental health difficulties can help prevent them from worsening. [Yourmentalhealth.ie](http://Yourmentalhealth.ie) has information and support on the four pillars – stress, anxiety, low mood and sleep.

The key objectives of the campaign are to enable everyone to:

- recognise and manage their mental health
- support others when they need help
- identify and respond to difficulties at the earliest opportunity using self-help and social support
- be aware of when to refer themselves or someone else to a health professional to address more serious mental health difficulties.

# Mental Health Literacy Campaign - channels and assets

**Our message** – Not feeling yourself, ongoing stress, anxiety, low mood or trouble sleeping? They are all part of your mental health. Make the connection and find support that can help on [yourmentalhealth.ie](http://yourmentalhealth.ie)

**Radio** - Radio ads will air on national and local radio and also on digital audio (Acast, Spotify) from 2<sup>nd</sup> - 15<sup>th</sup> October. Listen to [English radio ad here](#) and the [Irish radio ad here](#).

**Digital Display** – Digital display will run from 9<sup>th</sup> October until the end of the year targeting all adults and often appearing around content relating to campaign objectives. Display will run in Irish on Tuairisc and Extra G. It will also target a wide non-Irish national audience.

**Social media** - Social media messages are always on across Facebook, Twitter and Instagram. Updated creative has been rolled out, which builds on the drawers creative. The focus is on the four pillars of stress, sleep, anxiety and low mood, and also includes posts around key dates such as World Mental Health Day (Oct 10<sup>th</sup>) and International Men's Day (Nov 19<sup>th</sup>).



# Mental Health Literacy Campaign - Social Media Messages

## Examples of social messages:

Stress can have many causes which can vary from person to person and affect us all differently.

Visit our website for some helpful tips on how to manage stress.

URL:

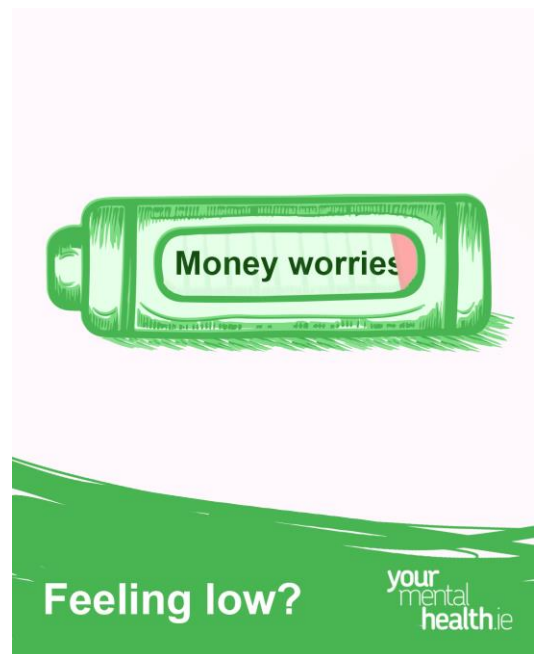
<https://www2.hse.ie/mental-health/issues/stress/#tips-to-help-with-stress>

Anyone can feel low at times, or for different reasons. These feelings can affect us in many ways.

Visit our website for some helpful tips on how to manage low mood.

URL:

<https://www2.hse.ie/mental-health/issues/low-mood/#tips-to-help-with-low-mood>



# Mental Health Literacy Campaign - Social Media Messages

## Examples of social message:

Anxiety may have many different causes but bottling things up can sometimes prolong it or make it worse. Visit our website for some helpful tips on how to manage anxiety.

URL:

<https://www2.hse.ie/mental-health/issues/anxiety/#tips-to-help-with-anxiety>

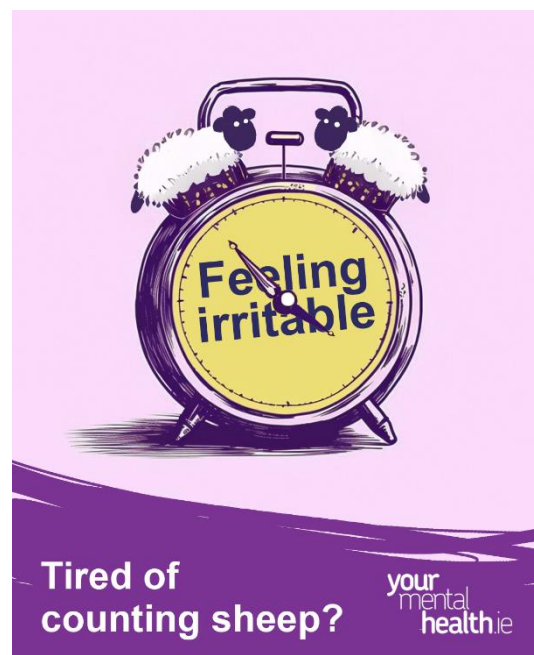


There are many reasons why you may be experiencing sleep problems and for some of us the effects can become overwhelming.

Visit our website for some helpful tips on how to manage sleep problems.

URL:

<https://www2.hse.ie/mental-health/issues/sleep-problems/#tips-for-better-sleep>



# Mental Health Literacy Campaign - Social Media Messages

## Examples of Social:

On World Mental Health Day let's spread a message of support for each other's mental health.

Remember that we also need to take care of our own mental health. Visit our website for self-help tips.

URL:

<https://www2.hse.ie/mental-health/>

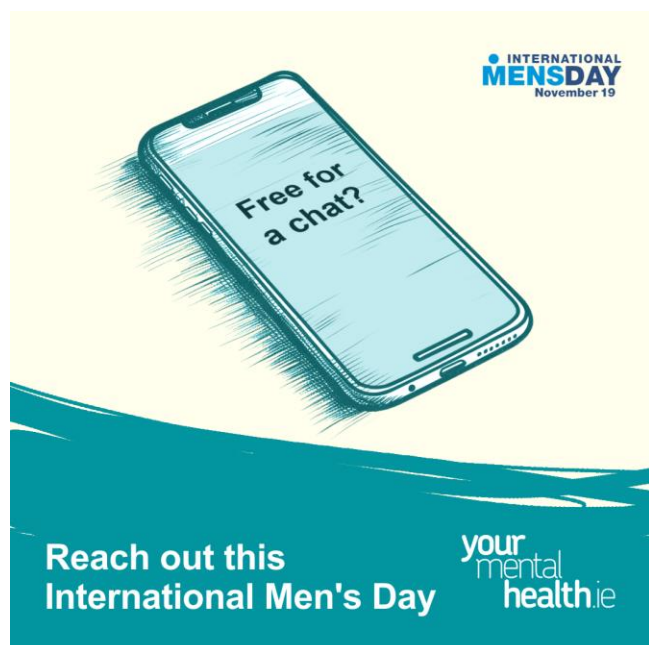


Today on International Men's Day we celebrate the positive role of men in our world and encourage all men to become a positive role model for society, family and friends.

Let's take time to reach out to someone today to show our appreciation, support or maybe just to chat.

URL:

<https://www2.hse.ie/mental-health/>



# Mental Health Literacy Campaign: How you can help

We welcome your ongoing help, support and partnership.

## 1. Support the campaign

You can view and share our 15 second video at the links below:

<https://youtu.be/Dqc08PPMall> (English version)

<https://www.youtube.com/watch?v=puWRByMIsEU> (Irish version)

Please share the video with your own message or post it to your social pages tagging @hse\_ymh.

## 2. Share our social media messages

**Social media:** You can support the campaign by reposting and sharing posts from the HSE on our official accounts.

### Sample messages:

- Many of us experience common mental health difficulties such as anxiety, ongoing stress, low mood or trouble sleeping. There are supports available that can help.
- Not feeling yourself – anxiety, ongoing stress, low mood or trouble sleeping? They're all connected to our mental health. Find support that can help.

Link: [yourmentalhealth.ie](http://yourmentalhealth.ie)

**Facebook:** facebook.com/hseyourmentalhealth

**Twitter:** @hse\_ymh #yourmentalhealth

# Please share with your networks

## Thank you

If you have any queries or ideas, please contact [partner.pack@hse.ie](mailto:partner.pack@hse.ie), or visit [hse.ie/communications](https://hse.ie/communications).

Thanks for supporting the campaign.

