

Healthy Minds: communications toolkit for partners

Overview

In this toolkit, you'll find resources to promote the Healthy Minds website (www.healthyminds.services). It includes internal bulletin copy, content pillars, social media copy, graphics, and screensavers.

To download the assets, visit the following links:

- [Google Drive](#)
- [Partnership Campaign Centre](#). Password: pcc

If you can't access the campaign centre, please email hello@healthyminds.services.

1. Bulletin copy

Healthy Minds: your first step to mental health support

The [Healthy Minds website](http://www.healthyminds.services) (www.healthyminds.services) is your first step to mental health support in Bradford District and Craven. On the site, you can use the 'Support finder' to help you find the right services, find mental health support across the district, and get practical mental health tips and advice.



The website includes over 250 support services and activities, ranging from helplines and one-to-one counselling to peer support and walking groups.



2. Content pillars

Below are Healthy Minds content pillars that should be used as a basis when producing any Healthy Minds content.

- Healthy Minds website
 - Drive audiences to the Healthy Minds website and Support Finder
 - Promote website uses and benefits
- Brand awareness
 - Demonstrate impact of Healthy Minds
 - Promote USP (unique selling point): "Healthy Minds is your first step to mental health support in Bradford District and Craven"

- Improving Bradford District and Craven mental health and wellbeing
 - Awareness of support on Healthy Minds website

3. Social media content and graphics			
Social media platform	Copy	Graphic	ALT text
Twitter, Facebook, Instagram, LinkedIn	<p>Healthy Minds is your first step to #MentalHealth support in Bradford and Craven.</p> <ul style="list-style-type: none"> → Use our 'Support finder' to help you find the right services → Find mental health support across Bradford District and Craven → Get practical mental health tips and advice <p>Visit www.healthyminds.services #HealthyMindsBDC @HealthyMindsBDC</p>	 <p>The graphic features a purple background with a white silhouette of a person's head and shoulders. Inside the head, there is a smaller white silhouette of a person with glasses, a heart, and a coffee cup. To the right of the head, there is a white envelope icon. The text reads: "Healthy Minds is your first step to mental health support in Bradford District and Craven" and "www.healthyminds.services". Logos for Healthy Minds, Bradford District and Craven Health and Care Partnership, and ACTasONE are in the top right corner.</p> <p>They are available in 5 different colours (purple, orange, blue, pink, green) and sizes to fit each platform.</p> <p>Download these graphics for X, Instagram, Facebook and LinkedIn.</p>	<p>Animated person smiling with the text "Healthy Minds is your first step to mental health support in Bradford District and Craven".</p>
Twitter, Facebook, Instagram, LinkedIn	<p>Visit the Healthy Minds website for mental health support in #Bradford and #Craven.</p> <ul style="list-style-type: none"> → Use our 'Support finder' to help you find the right services → Find mental health support across Bradford District and Craven → Get practical mental health tips and advice <p>Visit www.healthyminds.services #HealthyMindsBDC @HealthyMindsBDC</p>	 <p>The graphic features a teal background with a white silhouette of a laptop. To the right of the laptop, there is a white silhouette of a person with a speech bubble, a location pin, and a lightbulb. The text reads: "On the Healthy Minds website you can..." and "www.healthyminds.services". Logos for Healthy Minds, Bradford District and Craven Health and Care Partnership, and ACTasONE are in the top right corner.</p> <p>use our 'Support finder' to help you find the right services</p> <p>find mental health support across Bradford District and Craven</p> <p>get practical mental health tips and advice</p>	<p>Animated laptop with the text "On the Healthy Minds website you can...use our support finder to find the right services; find mental health support across Bradford and Craven; get practical mental health tips and advice."</p>

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<p>Facebook, Twitter, LinkedIn</p>	<p>Healthy Minds is your first step to mental health support in #Bradford District and #Craven.</p> <p>Use our day and night support card to find out what services are available for you.</p> <p>For more services, visit www.healthyminds.services #HealthyMindsBDC @HealthyMindsBDC</p>	 <p>Mental health support in Bradford District and Craven</p> <p>Daytime support</p> <p>Bradford District and Craven Talking Therapies (for anxiety and depression) – A free and confidential NHS service for people aged 16 and over who are registered with a GP in Bradford, Airedale, Wharfedale or Craven. Visit: www.bdtalkingtherapies.nhs.uk Email: talkingtherapiesadmin@bdct.nhs.uk Call: 01274 221234 (Open to 5pm) Write: Somerset House, Manor Lane, Shipley, West Yorkshire, BD18 3BP</p> <p>Guide-Line – Feel like you need to talk to someone? Guide-Line provides confidential, emotional support 365 days a year. Call: 08001 884 884 (8am to 12am), or use the live chat online at: www.mindinbradford.org.uk/chat (8am to 12am)</p> <p>West Yorkshire Night OWLS Helpline – West Yorkshire Night OWLS is a confidential support line for children, young people, their parents, and carers. This service is available from 8pm to 6am. Call: 0800 1488 244. Text: 07984 392700. Live Chat: www.lincs.org.uk/services/night-owls-helpline</p> <p>Crisis support</p> <p>First Response – urgent mental health crisis support 24 hours a day, seven days a week for people of all ages living in Bradford, Airedale, Wharfedale and Craven. Call 0800 952 1181</p> <p>Safe Spaces – crisis support service in the community for anyone aged 7 and over open 365 days a year from 12pm to 2.30am. Call First Response on 0800 952 1181 and ask for 'Safe Spaces'.</p> <p>Healthy Minds is your first step to mental health support in Bradford District and Craven: www.healthyminds.services</p> <p>Download these graphics for X, Facebook and LinkedIn.</p>	<p>Animated sun and moon with the text “Mental health support in Bradford District and Craven”.</p>
<p>Instagram (4 separate graphics for carousel post)</p>	<p>Healthy Minds is your first step to #MentalHealth support in Bradford District and Craven.</p> <p>Swipe to see their day and night support cards to find out what services are available for you.</p> <p>For more services, visit www.healthyminds.services #HealthyMindsBDC @HealthyMindsBDC</p>	 <p>Mental health support in Bradford District and Craven</p> <p>Daytime support</p> <p>Bradford District and Craven Talking Therapies (for anxiety and depression) – A free and confidential NHS service for people aged 16 and over who are registered with a GP in Bradford, Airedale, Wharfedale or Craven. Visit: www.bdtalkingtherapies.nhs.uk Email: talkingtherapiesadmin@bdct.nhs.uk Call: 01274 221234 (9am to 5pm) Write: Somerset House, Manor Lane, Shipley, West Yorkshire, BD18 3BP</p> <p>Guide-Line – Feel like you need to talk to someone? Guide-Line provides confidential, emotional support 365 days a year. Call: 08001 884 884 (8am to 12am), or use the live chat online at: www.mindinbradford.org.uk/chat (8am to 12am)</p> <p>West Yorkshire Night OWLS Helpline – West Yorkshire Night OWLS is a confidential support line for children, young people, their parents, and carers. This service is available from 8pm to 6am. Call: 0800 1488 244. Text: 07984 392700. Live Chat: www.lincs.org.uk/services/night-owls-helpline</p> <p>Crisis support</p> <p>First Response – urgent mental health crisis support 24 hours a day, seven days a week for people of all ages living in Bradford, Airedale, Wharfedale and Craven. Call 0800 952 1181</p> <p>Safe Spaces – crisis support service in the community for anyone aged 7 and over open 365 days a year from 12pm to 2.30am. Call First Response on 0800 952 1181 and ask for 'Safe Spaces'.</p> <p>Healthy Minds is your first step to mental health support in Bradford District and Craven: www.healthyminds.services</p> <p>Download the Instagram carousel post graphics.</p>	

<p>Instagram and Facebook stories</p>	<p>(Tag @HealthyMindsBDC and embed the link www.healthyminds.services)</p>	 <p>Mental health support in Bradford District and Craven</p> <p>Daytime support</p> <p>Bradford District and Craven Talking Therapies (for anxiety and depression) – A free and confidential NHS service for people aged 16 and over who are registered with a GP in Bradford, Airedale, Wharfedale or Craven. Visit: www.bdc.talkingtherapies.nhs.uk. Email: talkingtherapiesadmin@bdc.tnhs.uk. Call: 01274 221234 (9am to 5pm). Write: Somerset House, Manor Lane, Shipley, West Yorkshire, BD18 3BP</p> <p>Guide-Line – Feel like you need to talk to someone? Guide-Line provides confidential, emotional support 365 days a year. Call: 08001 884 884 (8am to 12am), or use the live chat online at: www.mindinbradford.org.uk/chat (8am to 12am)</p> <p>Kooth – Kooth is a free, safe and anonymous online community available 24/7, 365 days of the year and provides discussion forums, resources and access to online counselling for children and young people aged 10 to 18. www.kooth.com</p> <p>Night support</p> <p>Guide-Line – Feel like you need to talk to someone? Guide-Line provides confidential, emotional support 365 days a year. Call: 08001 884 884 (8am to 12am), or use the live chat online at: www.mindinbradford.org.uk/chat (8am to 12am)</p> <p>West Yorkshire Night OWLS Helpline – West Yorkshire Night OWLS is a confidential support line for children, young people, their parents, and carers. This service is available from 8pm to 8am. Call: 0800 1488 244. Text: 07984 392700. Live Chat: www.tsics.org.uk/services/night-owls-helpline</p> <p>Crisis support</p> <p>First Response – urgent mental health crisis support 24 hours a day, seven days a week for people of all ages living in Bradford, Airedale, Wharfedale and Craven. Call 0800 952 1181.</p> <p>Safe Spaces – crisis support service in the community for anyone aged 17 and over, open 365 days a year from 12pm to 2.30am. Call First Response on 0800 952 1181 and ask for 'Safe Spaces'.</p> <p>Healthy Minds is your first step to mental health support in Bradford District and Craven:</p> <p>www.healthyminds.services</p> <p>Download the Instagram story graphics.</p>	
<p>Screensaver</p>		 <p>For mental health support, information, and advice in Bradford District and Craven, visit the Healthy Minds website:</p> <p>www.healthyminds.services</p> <p>Download the screensavers. Available in purple, orange, blue, pink, and green.</p>	