

Healthy Minds: Mental Health Awareness Week communications toolkit

Overview

In this toolkit, you'll find resources (social media copy, blog post, graphics, and videos) to promote / support Mental Health Awareness Week (13 to 19 May). It will include posts directing people to the Healthy Minds website (www.healthyminds.services), your first step to mental health support in Bradford District and Craven.

All images can be directly downloaded from the toolkit. You may be redirected to <https://bdcpartnership.co.uk/strategic-initiatives/partnership-campaign-centre/> in the first instance, please use the password "pcc" to download the toolkit.

Table 1: Healthy Minds Mental Health Awareness Week (13 to 19 May) communications toolkit

Title	Caption	Images/video to download	ALT text
Mental Health Awareness Week movement video	This #MentalHealthAwarenessWeek explore Bradford District and Craven's parks. To find out more about green spaces, physical activity groups and #MentalHealth support in #Bradford District and #Craven, visit www.healthyminds.services/mental-health-awareness-week 🌸 #HealthyMindsBDC #MentalHealthAwarenessWeek	Download the video from Vimeo. Blog link: www.healthyminds.services/mental-health-awareness-week	
Mental Health Awareness Week (parks)	Swipe to discover Bradford District and Craven's parks. To find green spaces near you, physical activity groups and #MentalHealth support in #Bradford District and #Craven, visit www.healthyminds.services/mental-health-awareness-week 🌸	Download the graphics below: • 1 • 2 • 3 • 4 • 5	Animated nature landscape with the text "Parks in Bradford District and Craven".

Title	Caption	Images/video to download	ALT text
	#HealthyMindsBDC #MentalHealthAwarenessWeek	6 Blog link: www.healthyminds.services/mental-health-awareness-week	Animated nature landscape with the text "Judy Woods". Animated nature landscape with the text "Lister Park". Animated nature landscape with the text "Cross Roads Park". Animated nature landscape with the text "Aireville Park". Animated nature landscape with the text "For mental health support in Bradford District and Craven, visit www.healthyminds.services."

Title	Caption	Images/video to download	ALT text
Mental Health Awareness Week (Healthy Minds)	This Mental Health Awareness Week, make Healthy Minds your first step to #MentalHealth support in #Bradford District and #Craven. ➡ Use the 'support finder' to help you find the right services ➡ Find mental health support across Bradford and Craven ➡ Get mental health tips www.healthyminds.services #HealthyMindsBDC #MentalHealthAwarenessWeek	Download the graphics • 1 • 2	Five illustrated people smiling with the text "Mental Health Awareness Week". Illustrated image of computer with the Healthy Minds website with the text www.healthyminds.services/mental-health-awareness-week.
Bradford District and Craven Talking Therapies	Bradford District and Craven Talking Therapies is 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.bdctalkingtherapies.nhs.uk or call 01274 221234 (9am to 5pm). #HealthyMindsBDC #MentalHealthAwarenessWeek #MentalHealth	Download the graphic.	The Bradford District and Craven Talking Therapies logo on a blue background.

Follow Bradford District and Craven Health and Care Partnership and Healthy Minds social accounts to keep up with our latest activity with the accounts below.

- [Twitter](#)
- [Facebook](#)
- [Instagram](#)
- [Twitter](#) (Healthy Minds)
- [Facebook](#) (Healthy Minds)
- [Instagram](#) (Healthy Minds)
- [Linkedin](#) (Healthy Minds)
- [TikTok](#) (Healthy Minds)