

Healthy Minds Roadshow communications toolkit

Overview

In this toolkit, you'll find resources (social media copy, and graphics) to promote the Healthy Minds Roadshow sessions starting in October (www.bdcpartnership.co.uk/healthy-minds-roadshow) and World Mental Health Day (10 October), linking back to the Healthy Minds website (www.healthyminds.services).

From October onwards the Healthy Minds priority for Bradford District and Craven Health and Care Partnership will run its first roadshow. This is an opportunity for you to find out about the work we do for Healthy Minds (mental health, learning disability, neurodiversity, and substance use). Hear how the NHS, councils, independent care providers, and the voluntary, community and social enterprise sector are acting as one to meet the needs of our communities.

The graphic links will take you to <https://bdcpartnership.co.uk/strategic-initiatives/partnership-campaign-centre/> and in the first instance use the password "pcc".

Table 1: Healthy Minds Roadshow communications toolkit

Title	Caption	Images/video to download	ALT text
Healthy Minds Roadshow generic	 Starting this October, join the #HealthyMindsRoadshowBDC Discover the work being done across #Bradford District and #Craven to support mental health, learning disability, neurodiversity, and substance use. Learn how we're working with different partners to meet the needs of our communities	Download the graphic .	Illustration of five diverse characters beneath the text "Healthy Minds Roadshow. Starting in October 2024." The backdrop includes logos for Healthy Minds, and Bradford District and Craven Health and Care Partnership.

	Book your place: www.bdcpartnership.co.uk/healthy-minds-roadshow		
World Mental Health Day	 This #WorldMentalHealthDay, take your first step towards support with the Healthy Minds website. Your first step to #MentalHealth support in #Bradford District and #Craven: www.healthyminds.services . #HealthyMindsBDC	Download the graphics: • X and Facebook • Instagram 1 • Instagram 2	An illustration of a serene person with closed eyes, along with the text "World Mental Health Day, 10 October" and a website link: www.healthyminds.services. Includes logos for Healthy Minds, and Bradford District and Craven Health and Care Partnership.
Older people 1	 Join us on 8 Oct for the first session of the #HealthyMindsRoadshowBDC Learn about managing and responding to distress in people with dementia while exploring ways to reduce the use of anti-psychotics. Book your place: www.bdcpartnership.co.uk/healthy-minds-roadshow	Download the graphics: • Instagram • Facebook • X	Illustrated promotional graphic for the "Healthy Minds Roadshow" focused on "Older people: Managing and responding to distress in people with dementia and reducing the use of anti-psychotics." Scheduled for Tuesday 8 October, 12:30 to 1:30pm via MS Teams for health and social care staff.
Talk of the Village	 On 10 Oct, join us for "Talk of the Village" at the #HealthyMindsRoadshowBDC	Download the graphics: • Instagram • Facebook	Illustrated promotional graphic for the "Healthy Minds Roadshow" focused on "Talk of the village" sharing learning from South Asian,

	We'll share insights from South Asian, Eastern European, and African Caribbean communities. Don't miss this opportunity to learn and engage. Book your place: www.bdcpartnership.co.uk/healthy-minds-roadshow	• X	Eastern European, and African Caribbean communities. Event date: Thursday 10 October, 10 to 11am. Open to professionals and the public via MS Teams.
Infant mental health	 Mark your calendars for 16 Oct! Join us at the #HealthyMindsRoadshowBDC to explore a whole family approach to supporting infant mental health. Discover how to make a lasting impact from the earliest stages. Book your place: www.bdcpartnership.co.uk/healthy-minds-roadshow	Download the graphics: • Instagram • Facebook • X	Illustrated promotional graphic for the "Healthy Minds Roadshow" focused on "Infant mental health". It is on Wednesday, October 16, 12 to 1pm, via MS Teams, and is for professionals and the public.
Breaking Down Barriers	 Don't miss "Breaking down barriers" on 17 Oct at the #HealthyMindsRoadshowBDC The changes we make to our community mental health services, will improve the way people w/	Download the graphics: • Instagram • Facebook • X	Illustrated promotional graphic for the "Healthy Minds Roadshow" focused on "Breaking down barriers", transforming community mental health services. It's on Thursday 17 October, 11am to

	severe mental illness access services within their community. Book your place: www.bdcpartnership.co.uk/healthy-minds-roadshow		12pm via MS Teams, for professionals and the public.
Older people 2	 Join us on 22 Oct for the second "Older people" session at the #HealthyMindsRoadshowBDC Learn how to access mental health support for care home residents. Enhance your knowledge and resources. Book your place: www.bdcpartnership.co.uk/healthy-minds-roadshow	Download the graphics: • Instagram • Facebook • X	Illustrated promotional graphic for the "Healthy Minds Roadshow" focused on supporting the mental health of care home residents. The event is on Tuesday, 22 October, from 12:30 to 1:30pm and is aimed at health and social care staff working in and with care homes. The event will be held on MS Teams.
Older people 3	 On 23 Oct, join us for the third session in our "Older people" series at the #HealthyMindsRoadshowBDC Focus on recognising and responding to depression in older adults. Book your place: www.bdcpartnership.co.uk/healthy-minds-roadshow	Download the graphics: • Instagram • Facebook • X	Illustrated promotional graphic for the "Healthy Minds Roadshow" focused on older people and depression. The event is on Wednesday 23 October, 12:30 to 1:30pm, via MS Teams, aimed at individuals working with older adults.

Workforce and Recruitment	📅 On 24 Oct, join us for the Workforce and Recruitment session at the #HealthyMindsRoadshowBDC Explore strategies for building a neurodiverse-friendly district and enhancing your recruitment practices. Book your place: www.bdcpartnership.co.uk/healthy-minds-roadshow	Download the graphics: • Instagram • Facebook • X	Illustrated promotional graphic for the "Healthy Minds Roadshow" focused on Workforce and Recruitment: 'Building a Neurodiverse Friendly District' event. Takes place on Thursday, 24 October, 9:30am to 3pm at The Hockney Room, Margaret McMillan Tower, Prince's Way, Bradford, BD1 1NN.
Breast screening support for people with learning disabilities	📅 Join us on 29 Oct at the #HealthyMindsRoadshowBDC to learn about breast screening and how to support people with learning disabilities in attending their screening for professionals. Book your place: www.bdcpartnership.co.uk/healthy-minds-roadshow	Download the graphics: • Instagram • Facebook • X	Illustrated promotional graphic for the "Healthy Minds Roadshow" focused on breast screening support for people with learning disabilities. Takes place on Tuesday, 29 October, 1 to 2pm. Intended for primary care staff. Platform: MS Teams.
Breast screening support for people with learning disabilities 2	📅 Join us on 30 Oct at the #HealthyMindsRoadshowBDC to learn about breast screening and how to support people with learning disabilities in attending their screening.	Download the graphics: • Instagram • Facebook • X	Illustrated promotional graphic for the "Healthy Minds Roadshow" focused on breast screening support for people with learning disabilities. It takes place on Wednesday, October 30, 10am to

	Book your place: www.bdcpartnership.co.uk/healthy-minds-roadshow		2pm at Waddiloves Health Centre, Bradford. Open to everyone.
Older people 4	 Join us on 5 Nov for the final "Older people" session at the #HealthyMindsRoadshowBDC Delve into memory and treatment services for dementia, including Alzheimer's Disease Modifying Treatments (DMTs). Book your place: www.bdcpartnership.co.uk/healthy-minds-roadshow	Download the graphics: • Instagram • Facebook • X	Illustrated promotional graphic for the "Healthy Minds Roadshow" focused on "Memory and treatment service for dementia and Alzheimer's Disease Modifying Treatments (DMTs) Programme." Scheduled for Tuesday, 5 November, 12:30 to 1:30pm. For primary and secondary care staff on MS Teams.
Stopping over medication of people with a learning disability and autistic people (STOMP)	 On 7 Nov, join us at the #HealthyMindsRoadshowBDC to explore the national STOMP agenda. Learn why people with a learning disability and/or autism can be inappropriately prescribed medication and how we can make a difference. Book your place: www.bdcpartnership.co.uk/healthy-minds-roadshow	Download the graphics: • Instagram • Facebook • X	Illustrated promotional graphic for the "Healthy Minds Roadshow" focused on "Stopping over medication of people with a learning disability and autistic people (STOMP)." It is scheduled for Thursday, 7 November, from 1 to 3pm, held on MS Teams, aimed at carers and professionals.

Healthy Minds website	 Join us on 12 Nov at the #HealthyMindsRoadshowBDC to learn about the Healthy Minds website. Discover how it provides vital mental health information, advice, and support across #Bradford District and #Craven. Book your place: www.bdcpartnership.co.uk/healthy-minds-roadshow	Download the graphics: • Instagram • Facebook • X	Illustrated promotional graphic for the "Healthy Minds Roadshow" focused on "Healthy Minds website". It offers mental health information, advice, and support in Bradford District and Craven. The event is on Tuesday, 12 November, from 12 to 1pm for professionals and the public via MS Teams.
Breathing Space	 On 13 Nov, join us for the "Breathing Space" session at the #HealthyMindsRoadshowBDC Learn about providing person-centered support in a safe, non-clinical space to prevent hospital admissions. Book your place: www.bdcpartnership.co.uk/healthy-minds-roadshow	Download the graphics: • Instagram • Facebook • X	Illustrated promotional graphic for the "Healthy Minds Roadshow" focused on "Breathing Space." It provides details about a session for professionals on Wednesday, 13 November, from 12:30 to 1:30pm on MS Teams. The event offers person-centered support in a non-clinical space to prevent hospital admissions.

Personal health budgets	 Join us on 20 Nov at the #HealthyMindsRoadshowBDC for a session on personal health budgets for mental health. Explore our pilot program and how it empowers individuals to manage their mental health care. Book your place: www.bdcpartnership.co.uk/healthy-minds-roadshow	Download the graphics: • Instagram • Facebook • X	Illustrated promotional graphic for the "Healthy Minds Roadshow" focused on "Personal health budgets for mental health" on Wednesday, 20 November, from 12 to 1pm. It is for professionals and will be held on MS Teams.
Positive Behavioural Support	 On 5 Feb, join us for the "Personal Behavioural Support" session at the #HealthyMindsRoadshowBDC Learn about a person-centered approach to supporting people with a learning disability. Book your place: www.bdcpartnership.co.uk/healthy-minds-roadshow	Download the graphics: • Instagram • Facebook • X	Illustrated promotional graphic for the "Healthy Minds Roadshow" focused on "Positive Behavioural Support." The event is on Wednesday, 5 February 2025, from 10 to 11:30am, via MS Teams. Designed for carers and professionals.
No wrong door	 Join us on 19 March at the #HealthyMindsRoadshowBDC for the "No wrong door" session.	Download the graphics: • Instagram	Illustrated promotional graphic for the "Healthy Minds Roadshow" focused on "No wrong door" event focusing on developments in

	Discover the latest developments in substance use treatment and how we're improving access and support. Book your place: www.bdcpartnership.co.uk/healthy-minds-roadshow	• Facebook • X	substance use treatment. The event is on Wednesday 19 March 2025, 10 to 11am, via MS Teams. Designed for professionals.
--	---	---	--