

# **B2022 COMMONWEALTH GAMES MENTAL HEALTH CAMPAIGN**

## **Partner FAQ**

### **Why are you running a campaign around mental wellbeing to coincide with the B2022 Commonwealth Games?**

Everyone can benefit from taking simple steps to look after their mental health and wellbeing. Good mental health helps us relax more, achieve more, and enjoy our lives more, and there are lots of things we can do to keep on top of our mental health and prevent problems escalating, just as we would do with our physical health.

In line with the Physical Activity & Wellbeing legacy ambition for the B2022 Games, which aims to “accelerate awareness and understanding of mental health and wellbeing issues” in the West Midlands, DHSC is proposing to deliver a Games Time campaign to encourage the local population to get active as a means of improving their mental wellbeing (as well as their physical health). Some campaign assets will also be used to encourage national participation during and beyond the Games.

### **Who is the campaign aimed at?**

The core target audience for the campaign is broad and inclusive, though the “sweet spot” will be those who are currently inactive and who may also be at higher risk of struggling with their mental health. Our target audience are likely to think about exercise as a chore rather than a contributor to better wellbeing and mental health, with time constraints cited most often as the barrier to do more physical activity (and to look after mental health).

Our existing research from the Better Health campaign shows that people don’t always know or understand that building short bursts of activity into daily routines can make a positive impact on physical and mental health and can be relatively easy. Other barriers to getting active include perceived costs and embarrassment about body size and shape.

The campaign creative will therefore seek to motivate and inspire people to try something new, and communicate that the most important thing is to do something that you enjoy, do it regularly, and that it doesn’t have to cost anything.

### **What is the national campaign plan?**

This campaign will be delivered during June, July and August through a broad coalition of partners across the West Midlands and beyond, with the potential for campaign messaging to be used even after the closing ceremony. The Department of Health & Social Care’s Office of Health Improvement and Disparities will be providing a suite of resources that can be easily dropped into social media channels, newsletters and other communications to help partners support the campaign.

DHSC (OHID) will promote the campaign via our owned and earned channels to provide national reach across the rest of England. We have no plans for paid media in the region.

The campaign assets will use the look and feel of OHID's Better Health campaign – see mood board below.



### How can I get involved?

- Use our social media resources to fill gaps in your social content calendar during July and August, or our newsletter copy for your bulletins, intranets etc
- Display our banners on your websites, posters on noticeboards or use our digital screen creative on display screens in your buildings and other community settings
- Browse our [Campaign Resource Centre](#) for posters, key messages and conversation starters that you could use in team meetings, public events and any type of physical activity session from organised classes to park-runs and community walks
- Let us know whether you're running workplace events around activity and health, or activities to get local residents more active. We may be to supply stocks of conversation starters
- Engage with your local leisure providers – could they offer free/discounted taster sessions of sports/activities during the B2022 Games, and build mental health messaging into the way these are delivered using the resources provided by OHID?
- Send us details of your plans and pictures of how you've used the materials. We'll be sending out surveys to collect data on how many people we've collectively reached in late August/September so watch out for guides on measuring your activity for evaluation purposes

### What will be in the toolkit?

Toolkit contents will include:

- A4 poster formats including customisable formats

- Website banners (several different formats)
- Digital screens (several different formats)
- Social media assets
- Take-home “conversation starter” with tips on looking after your mental health
- Key messages to use when talking to staff, residents, customers or patients
- Newsletter copy
- Email signature
- Evaluation template

### **When will materials be available?**

We are aiming to release the first set of materials in w/c 16 June.

### **How can I download/order the assets?**

The easiest way of accessing campaign materials is by visiting the Campaign Resource Centre.

If you don't already have an account, please click on the link: Campaign Resource Centre ([phe.gov.uk](http://phe.gov.uk)) to register. It is a very simple 3 step process: 1) enter your details; 2) select the age group you work with, themes you are interested in and health subjects you want to know about; and 3) agree to the terms and conditions. To be able to download Better Health Every Mind Matters campaign assets, you should select 'Mental Health' in the Step 2.

You can also order printed copies of some resources (posters and conversation starters). To do this you will need to be logged into your account and when prompted select desired quantities and enter your delivery address details. Stocks of printed items will be limited.

### **Can I get regular updates?**

We do send emails to our partners and share regular updates on our campaigns. The easiest way to receive these emails regularly is to register and create an account in the [Campaign Resource Centre](#). To make sure that you received updates on the Better Health Every Mind Matter campaign, please select 'Mental Health' in the second step of the registration process.

### **What is Better Health?**

**Better Health** aims to empower the nation to look after their health and wellbeing, offering help and support across key behaviours including mental health, physical activity, smoking cessation and weight loss. It is managed by the Office for Health Improvement and Disparities, part of the Department of Health and Social Care (DHSC). The programme provides free tools and resources to help people take action to look after their physical and mental health.

So far, our campaigns have inspired millions of actions by adults and families to look after their mental wellbeing, get more active, eat more healthily, quit smoking or lose weight.

## **What is Every Mind Matters?**

Launched in 2019, Better Health - Every Mind Matters (EMM) is a campaign and digital resource designed to empower people to look after their mental health and wellbeing and support others. It focuses on promoting mental wellbeing as well as the four most reported concerns linked to mental health: anxiety, low mood, stress, and trouble sleeping.

Better Health - Every Mind Matters recommends a range of evidence-based self-care actions that people can try to start taking control of their mental health and prevent common concerns from escalating. At its heart is the free NHS-approved Mind Plan, available on the website. By answering five quick questions you'll get a personalised action plan with practical tips to help you deal with stress and anxiety, boost your mood, sleep better and feel more in control. This includes optional ongoing support via a four-week email journey. To date over 3.4 million Mind Plans have been created.

## **What is the evidence base behind the recommended actions from Every Mind Matters?**

- All the recommended actions are informed by the findings of intervention trials on self-care in mental health or large prospective cohort studies. A systematic approach to evidence discovery was used to find published research on effective self-care activities for the four common mental health conditions covered in the campaign.
- The evidence discovery work was overseen by an Advisory Group comprising of senior mental health and population health academics as well as clinical specialists, national mental health charities (eg. Mind and Mental Health Foundation) representatives from the Royal College of General Practitioners, the Royal College of Psychiatrists, Association of Directors of Public Health, the Faculty of Public Health and the Department of Health and Social Care.
- Every Mind Matters has been developed in line with NICE guidance and where applicable contains relevant NICE recommendations on self-care for the four common mental health conditions covered.
- Moreover, when Every Mind Matters launched in October 2019, the product and tools were tested with people with experience of mental health issues.

## **Who can I contact with further questions?**

If you have questions please don't hesitate to get in touch with us at [partnerships@phe.gov.uk](mailto:partnerships@phe.gov.uk).

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