

**GET BACK  
TO A BETTER  
PLACE**

**CALM  
YOUR  
MIND**

For practical tips to  
manage your mental  
health and wellbeing visit  
[calmyourmind.co.uk](http://calmyourmind.co.uk)

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## CAMPAIGN OVERVIEW

**Calm your mind is a campaign designed with local men for local men with the ultimate aim of improving men's mental health and wellbeing and suicide prevention.**

Life doesn't always run smoothly. And sometimes we all need some extra help or someone to offload to. Men are less likely to talk about their feelings for fear of being brushed off or judged as weak. But realising you need some help is one of the strongest things you can do.

### MEN'S MENTAL HEALTH

**Men are 3 times more likely to take their own life.**

Three times as many men die by suicide each year compared to women, with suicide being the biggest cause of death in men under the age of 50. The reasons men take their own life are complicated yet we know men can be impacted very differently to women in terms of the problems they are up against, how they behave when they are struggling as well as the unhelpful coping strategies, such as drugs and alcohol, they tend to turn to in order to get some relief.

The campaign focusses on:

- Sharing information specifically for men helping them to understand why they react the way they do to certain situations and problems
- Raising awareness of positive practical things men can do to calm their minds and think more clearly
- Sharing details of support available for specific problems to help them get back on their feet
- Raising awareness of support available via text, web chat and face to face to help them offload in confidence as we know men don't like worrying their family and friends.
- For confidential advice and support visit [www.calmyourmind.co.uk](http://www.calmyourmind.co.uk)

### HOW CAN YOU HELP?

Help us to get these messages out to local men in Runcorn and Widnes by sharing on your social media channels, website, intranet, newsletters or any other platforms you have.

Resources are available to download from our [Get Involved](#) page.

If you would like to know more about the campaign or how to get involved, please email [HIT@halton.gov.uk](mailto:HIT@halton.gov.uk)

[calmyourmind.co.uk](http://calmyourmind.co.uk)

## SUGGESTED COPY FOR WEBSITES, NEWSLETTERS, ETC.

### Campaign to support male mental health in Halton

A new men's mental health awareness campaign has been launched to help men get back to a better place. Backed by local champions sharing their own stories the campaign aims to raise awareness of what men can do to keep themselves well along with support available to help with a variety of stresses.

The Health Improvement Team at Halton Borough Council and Mind Halton have joined forces to launch the initiative. The campaign was developed following focus groups and in-depth interviews with men across Widnes and Runcorn who shared their experience of what impacts them and what resources they need to get back to a better place.

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### SUGGESTED SOCIAL MEDIA MESSAGING

We have created a bank of social media messages that you can use on your own platforms. Download the files from our 'Get Involved' page on the Calm Your Mind website.

You can also share posts from Halton Borough Council social channels:

#### **Facebook:**

haltonbc

#### **X (Formerly known as Twitter)**

@HaltonBC

## CAMPAIGN RESOURCES

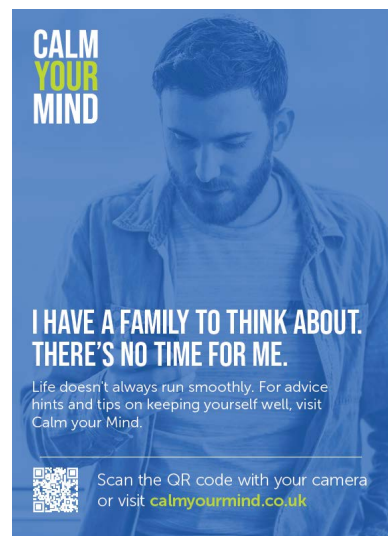
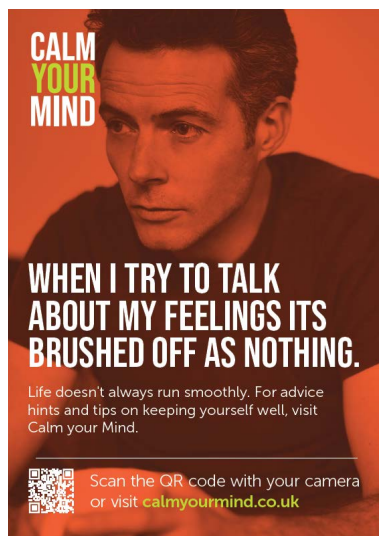
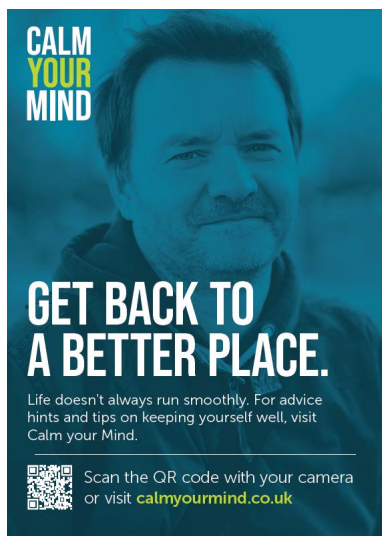
There are resources on our [‘Get Involved’](#) page on the website you can download and print, including posters and business cards.

<https://calmyourmind.co.uk/get-involved/>

If you would like larger format posters (larger than A2) or other formats or variations, please request these by emailing [HIT@halton.gov.uk](mailto:HIT@halton.gov.uk)

## POSTERS

Posters are set to A2 size so can be printed up to that size without any loss of resolution.



## EMAIL FOOTERS



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## SOCIAL MEDIA IMAGES

Sample social media posts and images are available to download from our [Get Involved](#) page.



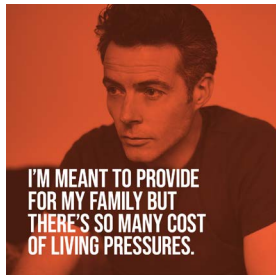
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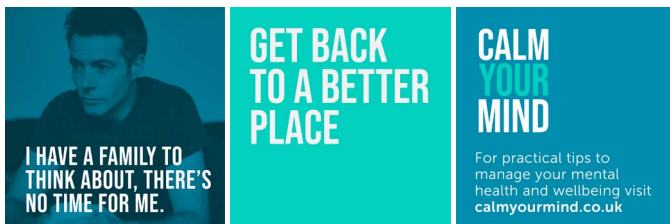
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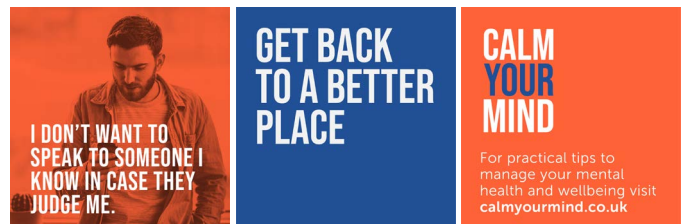
## CAROUSELS TO USE IN FACEBOOK / INSTAGRAM STORIES



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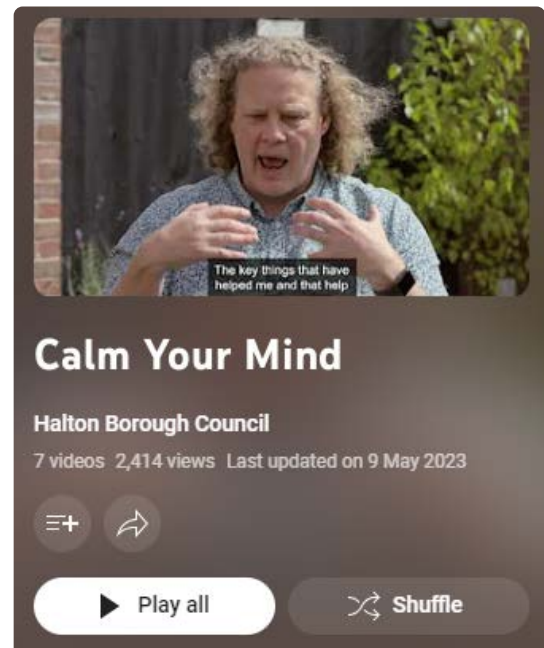
## LIVED EXPERIENCE VIDEOS

Please share our video content on your social channels. We have a number of videos featuring men from Halton sharing their experiences. There are 4 long versions (approx 1 min 30 secs each) and 12 shorter videos that can be used on social media. The 12 short videos focus on 3 key themes:

- Why only 34% of men feel comfortable talking about mental health
- How to help someone who is struggling
- What our champions do to help their own mental health

All of these are available to share, embed or download from the HBC YouTube channel:

[Calm Your Mind PlayList](#)



Calm Your Mind has been developed in partnership by Halton Borough Council Health Improvement Team, Mind Halton and local men.

