



**GET BACK
TO A BETTER
PLACE**

**CALM
YOUR
MIND**

For practical tips to
manage your mental
health and wellbeing visit
calmyourmind.co.uk

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YOUR
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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.

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 hints and tips on keeping yourself well along with details of support available should you need it visit 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

calmyourmind.co.uk

CAMPAIGN RESOURCES

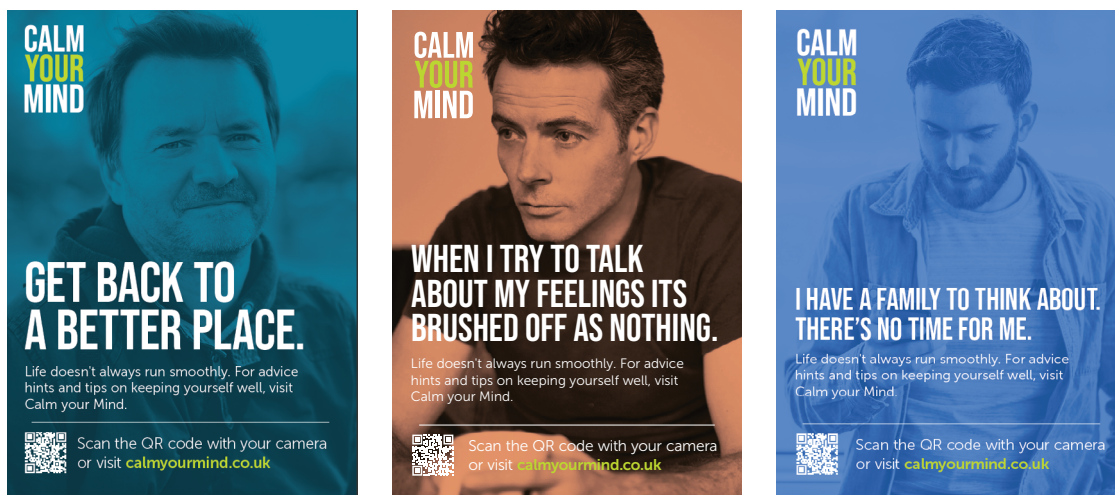
There are resources on our [Get Involved](https://calmyourmind.co.uk/get-involved/) page on the website you can download and print, including posters and business cards.

<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

POSTERS

These generic campaign posters are set to A2 size so can be printed up to that size without any loss of resolution.



We also have additional A4 posters focusing on specific subjects, including alcohol and self care. More are being added so please check our Get Involved page on the website for latest updates.



EMAIL FOOTERS



calmyourmind.co.uk

EXHIBITION IN A BOX

Calm Your Mind has created an 'Exhibition in a Box' resource for local people, businesses, voluntary organisations and community groups to use at community events.

The boxes include:

- Pullup banners
- Tablecloth
- Myths and Facts
- Posters, leaflets, z cards
- Small number of items to give away including pens and badges

To find out more about this resource and how you can use it for your own community event please contact:

Aileen.Donaghy@halton.gov.uk



TRAINING

As part of this campaign, the team has developed a training session - Men's Mental Health "Understanding what impacts men's mental health"

This training aims to raise awareness of issues that impact men's mental health. By the end of the 2 hour session you will have:

- Increased awareness of the issues that impact men's mental health
- Increased awareness of the coping strategies men tend to adopt when struggling
- Increased awareness of positive coping strategies men prefer
- The barriers that exist that may prevent men from seeking help
- Recognise how men communicate differently and how to best engage them

The overall goal is to equip attendees with knowledge and tools to support men's mental health and contribute to the reduction in male suicide.

For details please contact Aileen.Donaghy@halton.gov.uk

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SUGGESTED SOCIAL MEDIA MESSAGING

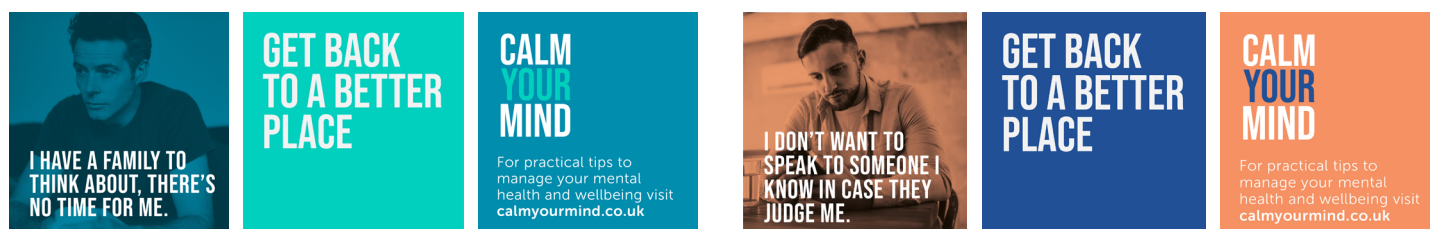
We have created a bank of social media messages that you can use on your own platforms. Download the files from our [Get Involved](#) page on the Calm Your Mind website.

You can also follow share posts from the Calm Your Mind Facebook page:

<https://www.facebook.com/CalmYourMindHalton>



CAROUSELS TO USE IN FACEBOOK / INSTAGRAM STORIES



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.

We currently have (as of June 2025) 8 videos featuring men from Runcorn and Widnes talking about their experiences and how they cope when life gets tough.

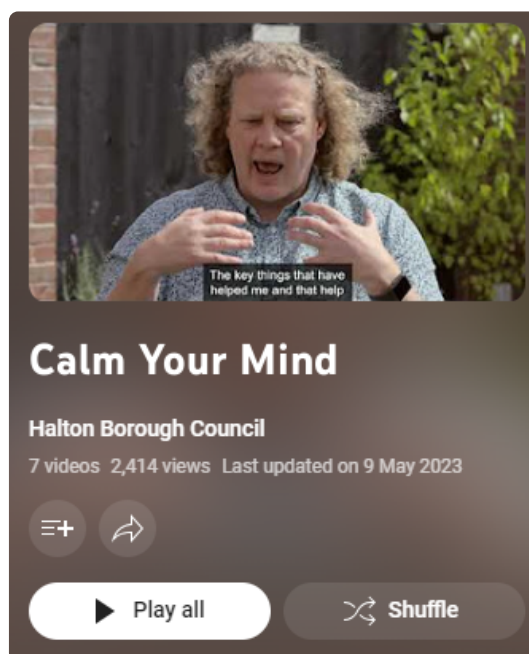
There are also a number of shorter videos for use on social media available from the YouTube Playlist.

Videos are available to share, embed or download from the Calm Your Mind YouTube playlist:

[Calm Your Mind Playlist](#)

Full length versions of all videos can also be viewed on the Calm Your Mind 'Hear From Others' page:

<https://calmyourmind.co.uk/hear-from-others/>



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

