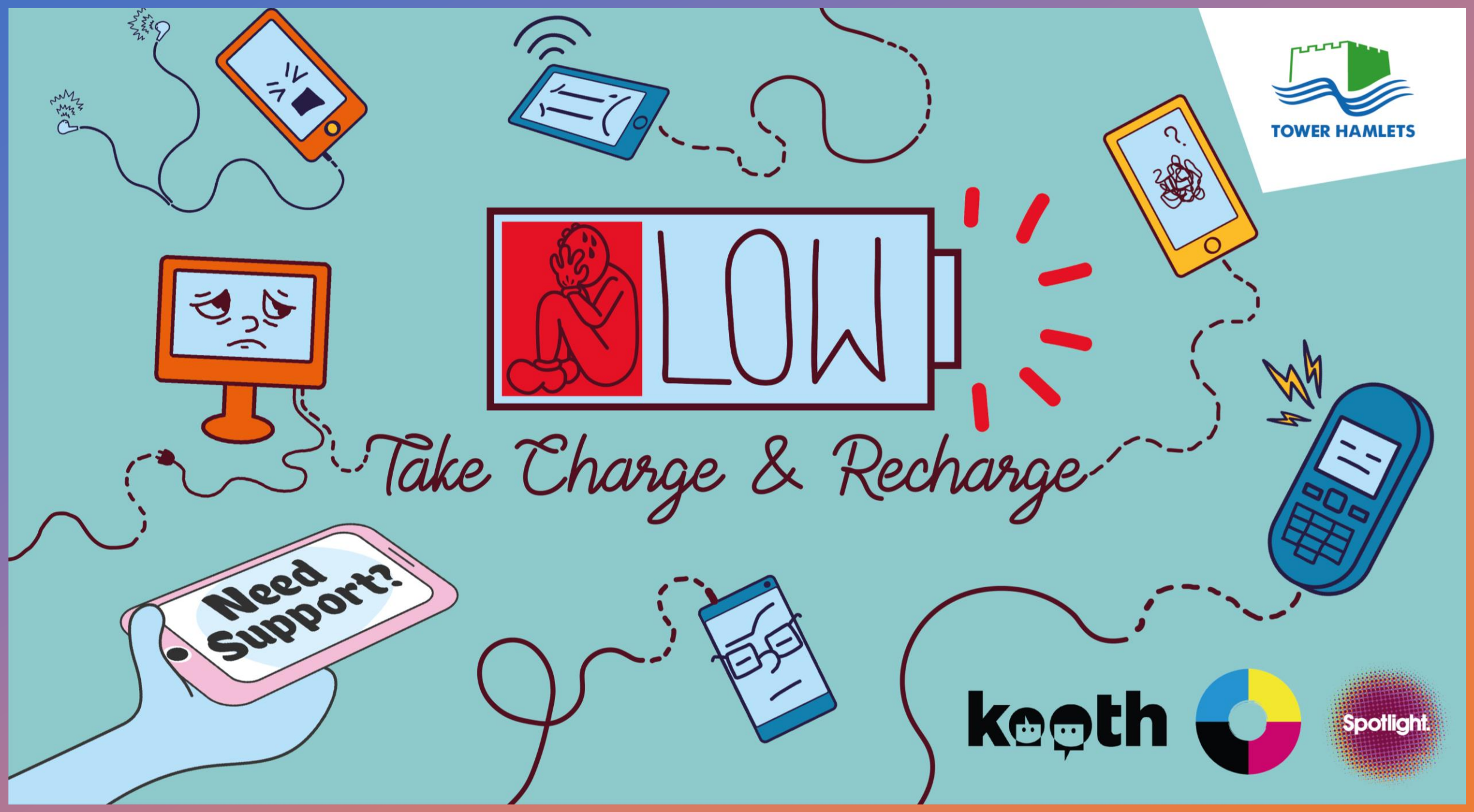


Take Charge & Recharge



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1/8 Introduction

You should use this partner communication toolkit to help raise awareness amongst our **target audience of 11 to 25-year-olds** and to support your conversations with colleagues, students and other young people you work with or who may be in need of mental health support.

By now, we are familiar with the headlines, the pandemic has led to an increase in people, including young people, reporting poor mental health — ranging from a loss of motivation to no hope for the future.

Although restrictions have been lifted, the virus hasn't gone anywhere, and neither has its impact on mental health. Ensuring young people feel safe and supported is an essential part of our recovery from the pandemic.

Working with local young people — Spotlight, Young Creators UK and Tower Hamlets Council — has co-created a new range of original content to signpost young people to the wide range of mental health tools, services and support available locally from the council and its partners.

This will be featured online, in schools/youth clubs and at select outdoor locations within the borough from Monday 6 September.

Visit www.towerhamlets.gov.uk/recharge to learn more.

2/8 Key messages

Primary

1 of 1

If you're feeling low, take the time to recharge — invest in those positive behaviours that make you feel better, not worse - turn your mental health into mental wealth. Visit www.towerhamlets.gov.uk/recharge to explore what tools, services and support are available.

Supporting

1 of 2

If you're aged 11 to 25-years-old, and live, study or have a doctor in Tower Hamlets, join Kooth, the online mental wellbeing community. It's available seven-days-a-week — giving you quick access to a counsellor and a private place to manage your emotions www.kooth.com

2 of 2

If you need urgent support — call the Tower Hamlets mental health crisis line on 0800 073 0003 (free to call and open all day, every day).

3/8 Template newsletter content

You can use the following recommended text in your newsletters and/or when sharing with your networks.

For those who work with children and young people

Tower Hamlets Council launches campaign to highlight local mental health offer for young people

Working with local young people, Kooth, Spotlight and Young Creators UK, Tower Hamlets Council has co-created a new range of original content to signpost to the wide range of mental health tools, services and support available for young people locally.

Visit www.towerhamlets.gov.uk/recharge to learn more and download the partner communications toolkit [here](#).

For young people

Running low? Recharge with a positive focus on your mental health

Visit www.towerhamlets.gov.uk/recharge to explore the range of mental health tools, services and support available for young people who live, study or have a doctor in Tower Hamlets.

If you're aged 11 to 25-years-old, you can also use [Kooth](#) – the free, safe, friendly, and anonymous online mental wellbeing community.

If you are in urgent need of support — call **0800 073 0003** for free – lines are open all day, every day.

4/8 Assets

You can download campaign assets from the following URL:

<https://towerhamlets.box.com/v/recharge-LBTH>

This includes:

- ▶ Instagram
- ▶ Facebook
- ▶ LinkedIn
- ▶ WhatsApp
- ▶ Twitter
- ▶ Tik Tok
- ▶ Nextdoor
- ▶ A3 and A4 posters for education/youth settings





You can also listen to podcasts of our young people talking about their emotions (but please don't share these).



5/8 Social media posts

You can use the following recommended posts, or develop your own using key messages [2/8].

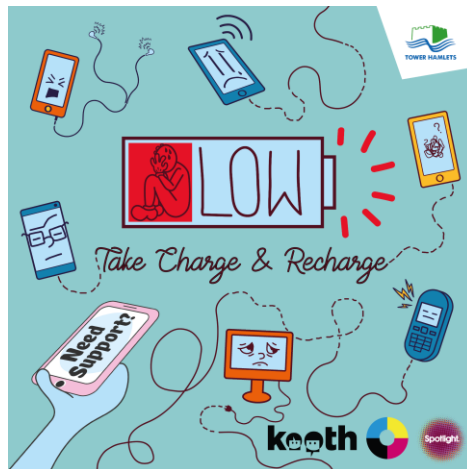
Please link to www.towerhamlets.gov.uk/recharge and tag @TowerHamletsNow on Twitter. Use the hashtag's #Recharge on Twitter/Instagram and where there is room #BreakTheMould #MentalWealth. Where possible, engage with the council's social media channels by sharing and liking to help amplify our posts: [Facebook](#), [Twitter](#), [LinkedIn](#) & [Instagram](#). Follow link on 4/8 to download content.

ASSET	SUGGESTED TEXT
<p>Low</p>  <p>A graphic with a red 'LOW!' battery icon, a smartphone, and the text 'Take Charge & Recharge' and 'Kooth' logo.</p>	<p>You wouldn't let your phone run out of battery, so why let yourself run low? Take charge and recharge. If you're feeling down and out of juice - take a break and invest in yourself. Visit www.towerhamlets.gov.uk/recharge to learn how you can turn your mental health into mental wealth.</p>
<p>Violated</p>  <p>A graphic with a person breaking through a wall, the text 'BREAK THE MOULD', and the 'Kooth' logo.</p>	<p>Break the mould! Start using your time to improve your mental health and feel better about yourself. Visit www.towerhamlets.gov.uk/recharge to learn more about Kooth - the free, safe, friendly, and anonymous mental wellbeing community for those aged 11 to 25-years-old.</p>
<p>Anxiety</p>  <p>A graphic with a person on a path, the text 'Take Charge & Recharge', 'Some things you can't do alone', and the 'Kooth' logo.</p>	<p>There are some things you can't do alone. Visit www.towerhamlets.gov.uk/recharge to discover the range of mental health services and support available for young people in Tower Hamlets or call 0800 073 0003 (24/7) if you need urgent support in a crisis.</p>
<p>Happiness</p>  <p>A graphic with a lightbulb, the text 'Break the Mould', 'Some things you can't do alone', and the 'Kooth' logo.</p>	<p>If you're aged 11 to 25 and in need of mental health support, visit www.towerhamlets.gov.uk/recharge to discover what services and support are available, including Kooth – the free, safe, friendly, and anonymous mental wellbeing community.</p>

6/8 WhatsApp

You can use the following recommended text and artwork to raise awareness using WhatsApp (or via text message – without the image).

- ▶ Target audience is 11 to 25-years-old
- ▶ Artwork can be downloaded [here](#)



Recommended text

If you need support to manage your mental health, visit www.towerhamlets.gov.uk/recharge now to discover what tools, services and support are available locally.

7/8 Lesson plan for youth and education settings

You can use our lesson plan to frame discussions and plan activities about mental health in your youth or education setting.

The aim is to support young people to develop their vocabulary about how they are feeling so that they can have more and better conversations about their mental health.

- ▶ Lesson plan [here](#)
- ▶ You can also promote www.towerhamlets.gov.uk/recharge using our A3 & A4 posters [here](#)



“How are you feeling?”. “I’m alright”.

Write down your emotions

The image on the left is from a workshop which informed this project. We asked young people what words they would use to describe their emotion(s) before organising them from ‘good’ to ‘bad’.

They came up with over 90 words, much more than ‘I’m alright’.

8/8 Thank you for your support

If you have any questions, or need help accessing content, email **david.harding@towerhamlets.gov.uk**

www.towerhamlets.gov.uk/recharge

