



# Supported self-help

Marketing/communications  
toolkit

V5 – 26 September 2023



# Introduction

This toolkit has been created to support you when marketing or communicating about the supported self-help programme.

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For further information or support please contact [supportedselfhelp@mind.org.uk](mailto:supportedselfhelp@mind.org.uk)

## Key messages - updated

The following messages have been created for various audiences, taking into account Mind's tone of voice, as well as feedback from people with lived experience.

### General public

*Supported self-help can make a positive difference to your mental health.*

*It's a free programme that works with you, to support you to recognise and understand your emotions. Over six weeks we'll give you information, resources and regular phone calls to help improve how you feel.*

*You can choose one of eight pathways:*

- *anxiety and panic attacks*
- *coping with grief and loss*
- *loneliness and feeling lonely*
- *low self esteem*
- *low mood and depression*
- *managing anger*
- *managing stress*
- *understanding menopause*

*Sign up today: (link to landing page)*

### **Professionals/partners (Wales)**

*Supported self-help can help your patients manage their mental health.*

*It's a six-week guided programme for adults experiencing mild-to-moderate mental health problems and is based on the principles of cognitive behavioural therapy (CBT).*

*The programme is a tier one intervention as part of the stepped care model in Wales, and is in line with National Institute of Health and Care Excellence (NICE) guidelines for guided self-help.*

*It is delivered by practitioners who are trained to support people through one of eight pathways:*

- *anxiety and panic attacks*
- *coping with grief and loss*
- *loneliness and feeling lonely*
- *low self esteem*
- *low mood and depression*
- *managing anger*
- *managing stress*
- *understanding menopause*

*Supported self-help is ideal for somebody who is not currently accessing mental health treatment and/or may*

*be on a waiting list for additional mental health support. They don't need a formal diagnosis and this programme can provide an excellent early intervention.*

*Find out more: (link to landing page)*

### **Professionals/partners (England)**

*Supported self-help can help your patients manage their mental health.*

*It's a six-week guided programme for adults experiencing mild-to-moderate mental health problems and is based on the principles of cognitive behavioural therapy (CBT).*

*The programme is a step two intervention as part of the stepped care model in England, and is in line with National Institute of Health and Care Excellence (NICE) guidelines for guided self-help.*

*It is delivered by practitioners who are trained to support people through one of eight pathways:*

- *anxiety and panic attacks*
- *coping with grief and loss*
- *loneliness and feeling lonely*
- *low self esteem*
- *low mood and depression*
- *managing anger*
- *managing stress*

- *understanding menopause*

*Supported self-help is ideal for somebody who is not currently accessing mental health treatment and/or may be on a waiting list for additional mental health support. They don't need a formal diagnosis and this programme can provide an excellent early intervention.*

*Find out more: (link to landing page)*

## **Website**

Information about supported self-help is available at the following landing page on the Mind website:

<https://www.mind.org.uk/get-involved/supported-self-help/>

There is also a short link: [mind.org.uk/supported-self-help](https://www.mind.org.uk/supported-self-help/)

The webpage contains information about the programme, how it works, who it's for, case studies and outcomes. It also contains a link to the sign-up form:

<https://www.mind.org.uk/get-involved/supported-self-help/sign-up-form/>

We ask that you continue to signpost people to the landing page in your communications.

If your local Mind has its own webpage for Active Monitoring/supported self-help, we ask that this is reviewed regularly and updated in line with key messaging.

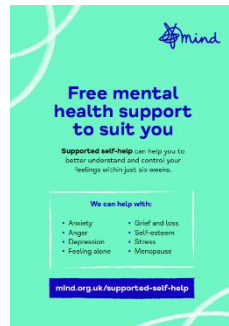
## Promotional materials

There is an eight-page A5 flyer available in both English and Welsh, which is aimed at somebody who is waiting for their first appointment.

It contains general information about the programme and how it works, a breathing exercise, a page to record appointment details and a page to make notes ahead of the first appointment.

The flyers contain local Mind logos and addresses, and can be downloaded from the supported self-help resources section on [Connecting Minds](#).

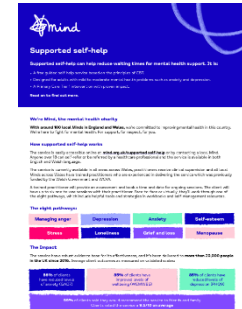
We have also produced an A2 poster and A5 one-page flyer. These can be printed and placed on windows, noticeboards, and in reception areas. They can be found on [Connecting Minds](#).



## Primary care brochure

We've produced an A4 brochure which describes the impact of supported self-help: how it works, average client outcomes, how it complements primary care and why commissioners should invest in the programme.

It's available in both English and Welsh and can be used with stakeholders, professionals and commissioning audiences. You can download it on [Connecting Minds](#).


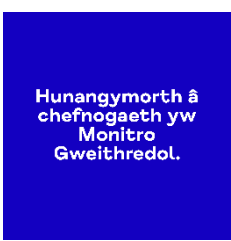




## Social media

Feel free to use the following copy on your social media channels or share the posts from the Mind Cymru channels (@mindcymru on Instagram and Twitter, /MindCymruCharity on Facebook).

Creative assets can be downloaded in both English and Welsh at the following link:

- [Social media assets](#)

<p><i>Your feedback is important to us.</i></p> <p><i>You told us this programme needs a name that makes you feel in control. And does what it says on the tin.</i></p> <p><i>Say hello to supported self-help:</i>  <a href="https://mind.org.uk/supported-self-help">https://mind.org.uk/supported-self-help</a></p>	
<p><i>Mae eich adborth yn bwysig i ni.</i></p> <p><i>Fe ddywedoch chi fod angen i enw'r rhaglen hon wneud i chi deimlo bod gennych chi reolaeth, sy'n dweud yn union beth yw'r rhaglen honno.</i></p> <p><i>Dyma gyflwyno hunangymorth â chefnogaeth:</i></p>	

<p><a href="https://www.mind.org.uk/cy/supported-self-help-welsh-language/">https://www.mind.org.uk/cy/supported-self-help-welsh-language/</a></p>	
<p><i>100% of the people who accessed (and evaluated) our supported self-help programme from October 2022-January 2023 would recommend the service to their friends and family.</i></p> <p><i>Sign up for free today:</i>  <a href="https://mind.org.uk/supported-self-help">https://mind.org.uk/supported-self-help</a></p>	
<p><i>Byddai 100% o'r bobl a ddefnyddiodd (ac a werthusodd) ein rhaglen hunangymorth â chefnogaeth rhwng mis Hydref 2022 a mis Ionawr 2023 yn argymhell y gwasanaeth i'w ffrindiau a'u teulu.</i></p> <p><i>Cofrestrwch yn rhad ac am ddim heddiw:</i>  <a href="http://www.mind.org.uk/cy/supported-self-help-welsh-language/">www.mind.org.uk/cy/supported-self-help-welsh-language/</a></p>	

*"I felt really listened to and that the support I was getting was tailored to me."*

*Supported self-help puts you in control. And you'll have a trained practitioner checking in with you every week.*

*Sign up for free today:*

<https://mind.org.uk/supported-self-help>

Supported self-help is a guided self-help programme.

*"Teimlwn fod rhywun yn gwranddo arnaf, a bod y cymorth wedi'i deilwra i mi."*

*Mae hunangymorth â chefnogaeth yn eich rhoi chi mewn rheolaeth. Bydd ymarferydd hyfforddedig yn cysylltu â chi bob wythnos.*

*Cofrestrwch am ddim heddiw:*

[www.mind.org.uk/cy/supported-self-help-welsh-language/](http://www.mind.org.uk/cy/supported-self-help-welsh-language/)

Rhaglen hunangymorth dan arweiniad yw hunangymorth â chefnogaeth.

*Your wellbeing is important. If you've been struggling to cope with your feelings lately, try our supported self-help programme.*

*There's no need to make an appointment with your GP. You can sign up for free today:*

<https://mind.org.uk/supported-self-help>

Free mental health support.

*Mae eich lles yn bwysig. Os ydych chi'n cael trafferth ymdopi â'ch teimladau, ewch i'n rhaglen hunangymorth â chefnogaeth.*

*Does dim angen i chi wneud apwyntiad gyda'ch meddyg teulu. Gallwch chi gofrestru am ddim heddiw:*

[www.mind.org.uk/cy/supported-self-help-welsh-language/](http://www.mind.org.uk/cy/supported-self-help-welsh-language/)

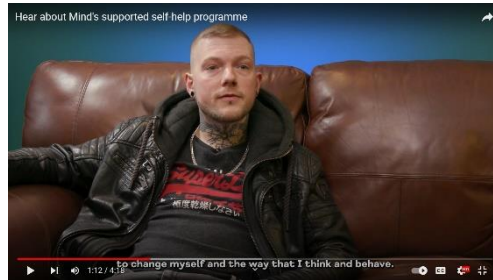
Cymorth iechyd meddwl yn rhad ac am ddim.



## Video content

We've produced a new video which contains information about supported self-help and its impact.

It features Helen, a practitioner from Neath Port Talbot Mind, Julie, a GP from Brecon Medical Group and Christian, a beneficiary.



It's aimed towards commissioners and stakeholders but can also be used with other audiences.

There is a 4min version available as well as a condensed 1min30sec version, with English captions and separate versions with Welsh captions.

- [Long version \(English captions\)](#)
- [Short version \(English captions\)](#)
- [Long version \(Welsh captions\)](#)
- [Short version \(Welsh captions\)](#)

Please feel free to share the links on your channels.

## Social media videos

We have developed some short talking head videos for social media. They are ideal for Instagram/Facebook Reels and Stories. They feature Helen, a practitioner from Neath Port Talbot Mind – who shares tips and exercises for a range of conditions. Please feel free to download them at the links below and post them across your channels. Welsh language versions will be available soon.

<a href="#">What is anxiety?</a>	<a href="#">Tips for dealing with anxiety</a>
<a href="#">What is depression?</a>	<a href="#">Low self-esteem</a>



## Media release template

We have produced some copy for a media release which you can adapt and sent on to your local media contacts. It contains general information about the programme, latest impact data, a suggested quote, details on how to sign up and notes for editors. Please amend the details in red and ensure that your spokesperson is aware and would be happy to be interviewed in case of media interest.

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### **MEDIA RELEASE** *[DATE]*

*Mind calls for people in **[INSERT AREA]** to access free mental health support*

*People in **[INSERT AREA]** who are struggling with their mental health are being encouraged to enrol on a free six-week programme aimed at improving their emotional wellbeing.*

*Supported self-help is a guided support service aimed at anyone over 18 who is suffering with anxiety, depression, low self-esteem, stress, isolation, anger, grief and loss, or menopause.*

*Delivered by a local Mind, participants receive six weeks of support, including practical materials and tools to help them recognise and understand their feelings. Alongside the remote support, they will be guided through the programme by weekly calls from a local Mind practitioner.*

*Initially launched by Mind across Wales in 2020, supported self-help has now helped more than 17,000 people across Wales to better understand their mental health. Of the people who used the service, the latest evaluation shows:*

- *82% of people report lower levels of anxiety,*
- *87% of people report lower levels of depression,*
- *85% of people report improved levels of wellbeing,*
- *100% of people would recommend the service.*

*A new digital referral system for the service has made it easier than ever for people to sign up. Participants don't need a GP referral – anyone can visit Mind's website and apply. The service is also available in Welsh.*

***[LOCAL MIND SPOKESPERSON]** said: "Supported self-help was rolled out across Wales in 2020, during the pandemic, in response to the mental health emergency. Three years on and the need is greater than ever - 17,000 people across Wales have so far been helped to understand their mental health problems more effectively.*

*"With new support offered for menopause, and the new digital referral system which makes it easier than ever to sign up, the service is poised to reach more people than ever. We want anyone who needs help in **[INSERT AREA]** to reach out and seek support, because we are here for them.*

*"Applicants don't need to have a formal diagnosis and, if someone does have one, our practitioners will talk through whether supported self-help is the best option. It's a service for anyone who feels like their emotions are getting on top of them and doesn't want to deal with long waiting lists. The service is yet another example of the commitment Mind has to improving the mental health and wellbeing*

of people living in *[INSERT AREA]*.”

How to sign up:

1. Visit <https://www.mind.org.uk/get-involved/supported-self-help/>
2. Once a referral is received, a local Mind practitioner will get in touch to talk about the issues the applicant is dealing with and, if supported self-help is right – a programme of support will be agreed.
3. Each week a local Mind practitioner will check in and provide any support needed. Participants will also be provided with materials and tools to help participants recognise and understand their feelings.

**ENDS**

About Mind:

- We're Mind, the mental health charity. We provide advice and support to empower anyone experiencing a mental health problem. We campaign to improve services, raise awareness and promote understanding. We won't give up until everyone experiencing a mental health problem gets both support and respect. [mind.org.uk](http://mind.org.uk)
- Supported self-help is for adults over 18 who are experiencing mild to moderate mental health problems (such as anxiety or depression). Participants can sign up online to the free Supported Self-help programme. Over six weeks they'll receive information, resources and regular phone calls to help them to recognise and understand their emotions. Find out

more: [mind.org.uk/supported-self-help](http://mind.org.uk/supported-self-help)

- Mind has a confidential information and support line, Mind Infoline, available on 0300 123 3393 (lines open 9am - 6pm, Monday – Friday)
- The ongoing cost-of-living crisis is affecting many people's mental health. For more information on managing money and your mental health, see our advice at <https://www.mind.org.uk/information-support/tips-for-everyday-living/money-and-mental-health/>
- Our online mental health community Side by Side is a safe space where anyone aged 18 and over with experience of a mental health problem can share their story, connect with others, access Mind's wider information and resources, and give support in return. Find out more at [www.sidebyside.mind.org.uk](http://www.sidebyside.mind.org.uk)
- Mind provides training and consultancy to workplaces to help them feel confident in talking about mental health. We also offer free resources for employers and staff to help improve mental wellbeing. For more information, visit [mind.org.uk/workplace](http://mind.org.uk/workplace) or contact [work@mind.org.uk](mailto:work@mind.org.uk)

## Case studies

You can find latest supported self-help case studies at the links below. Feel free to share the links from your channels or repurpose content/quotes within other materials e.g. presentations and reports.

We will add new ones here as they are developed. If you are working with a client who would be happy to share their experience please let us know.

- **NEW:** Lauren, Brecon: [Supported self-help helped me regain my confidence](#)
- Sarah, Treforest: [How supported self-help brought me back from the edge](#)
- Cassie, Torfaen: [Supported self-help helped me become my own champion](#)
- Zoe, Brecon: [How supported self-help improved my wellbeing](#)
- Samuel, North Wales: [How Mind helped me control my anger](#)
- Gemma, Cardiff: [How supported self-help helped me come to terms with my mental health](#)
- Chetan, Haverfordwest: [How supported self-help helped me tackle my anxiety](#)
- Anna, Swansea: [How supported self-help helped me get my self-esteem back](#)



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