



# Mind to Mind

## Stakeholder toolkit



# Overview

**Mind to Mind** is a new dedicated NHS Inform **website** to help people who may be facing challenges with their mental wellbeing.

The website features real people talking about their own experiences to help others who may be experiencing similar challenges – with each contributor giving advice on how they deal with life’s ups and downs.

“When times are tough, and things are difficult you have a tendency to be anxious and somewhat alone. But I have learned that that is not always the case, there’s always someone you can turn to.”



**The website is structured around the following topics:**

- Dealing with anxiety and panic
- Handling stress
- Sleeping better
- Lifting mood
- Moving through grief.

[www.nhsinform.scot/mindtomind](http://www.nhsinform.scot/mindtomind)

# Audience

The Mind to Mind website is a resource for all adults aged 18+, featuring stories from people of different ages, backgrounds and ethnicities.

The primary audience is those looking for ways to stay well and look after their mental wellbeing.

It also includes commentary from professionals to help those who help those dealing with challenges such as stress, anxiety or low mood, and signposts where people can access further support.



# The campaign

A new marketing campaign will launch on **26 May 2022** which you can view [here](#).

With insight showing identifying that those aged 18-44 are the demographic most in need of support, the campaign will primarily be digital-focused to drive the audience to the website, with social, display, and Pay per Click advertising running across YouTube, TikTok, Facebook, and Twitter from **26 May-10 July**.

A radio advert will run across Bauer and Community stations Awaz FM and Panjab Radio from **26 May-5 June**, with another burst planned from **20 June-3 July**.

The campaign will be supported by PR, comprising stakeholder outreach and placement of contributor stories and experiences across regional media, coupled with expert advice.

“I think everyone experiences challenges with their mental wellbeing at some point in their life. There can be a reluctance to talk about it, so being open is important as it might just help someone else going through it.”





## Key messages

- If you're going through a difficult patch, feeling stressed, anxious, or low, it's important to remember that help is available.
- Mind to Mind is a new website where people who have had challenges with their mental wellbeing share their experiences to help others.
- The website also provides practical advice on how to deal with life's ups and downs and signposts where people can access further support.
- Hearing about the experiences of others can help, visit [nhsinform.scot/mindtomind](https://nhsinform.scot/mindtomind)

# How you can support

We would be delighted to have your support with this campaign. There are a number of ways in which you can help:

- Encourage people in your community to visit the website by using the suggested editorial copy in newsletters or intranets.
- Share campaign digital assets across your own social channels – example social posts are provided below.
- Like and follow Healthier Scotland's Twitter and Facebook pages and share posts where relevant.
- Liaise with our PR agency Smarts if you have anyone who would be happy to share their experiences as part of the campaign.

“Part of the benefits of walking is that I can use some of the mindfulness techniques that I’ve learned. So simple things like paying attention to sights, sounds, and smells. Enjoying the scenery, and the sounds of birds.”





## Social media examples

If you're going through a difficult patch, feeling anxious, stressed, or low, help is available. Hear about how other people deal with life's ups and downs at [www.nhsinform.scot/mindtomind](http://www.nhsinform.scot/mindtomind)

The new Mind to Mind website features videos with different people talking about how they deal with life's challenges. Their experiences and advice could help you too. Find out more at [www.nhsinform.scot/mindtomind](http://www.nhsinform.scot/mindtomind)

For practical advice on how to deal with life's ups and downs from people who have been through the same thing, visit [www.nhsinform.scot/mindtomind](http://www.nhsinform.scot/mindtomind)

Hearing how others have dealt with their own mental wellbeing challenges can help you too. For advice and techniques visit [www.nhsinform.scot/mindtomind](http://www.nhsinform.scot/mindtomind)

Life can be full of ups and downs. For practical advice from real people on how they deal with their own mental wellbeing challenges, visit [www.nhsinform.scot/mindtomind](http://www.nhsinform.scot/mindtomind)

Feeling low, stressed, or anxious? Hear from others on how they deal with life's ups and downs, and the things they find help at [www.nhsinform.scot/mindtomind](http://www.nhsinform.scot/mindtomind)

There's things you can do to help improve your mental wellbeing. Find advice from others on what helps them deal with life's stresses at [www.nhsinform.scot/mindtomind](http://www.nhsinform.scot/mindtomind)



## Editorial example

# Improve your mental wellbeing at Mind to Mind

**A new website has launched in a bid to help people across Scotland look after their mental wellbeing.**

The NHS Inform website, Mind to Mind, features over 30 videos from people who have experienced their own challenges, each sharing their tips and techniques for getting through life's ups and downs.

Designed to help people who may be going through a difficult patch, or those keen to look after their mental wellbeing, the contributors share practical advice across a range of topics such as dealing with feeling anxious, stressed, or low, how to improve sleep and moving through grief.

The website also signposts where people can access further help and support.

Minister for Mental Wellbeing and Social Care, said:

“Mind to Mind has been created by people who have experienced mental wellbeing challenges for people who may be going through the same thing.

“If you're finding things difficult, it's important to remember support is available. Hearing about the experiences of others can help to navigate life's daily stresses, and alongside practical advice, the website signposts where people can access further help.

“We're hugely grateful to everyone who has contributed their advice on what has worked for them. Being so open about the challenges they've faced will hopefully help many others look after and improve their own mental wellbeing.”

**To hear the stories of others, and access help and advice on looking after your mental wellbeing visit**  
[www.nhsinform.scot/mindtomind](http://www.nhsinform.scot/mindtomind)



# Contact

For more information about the campaign, contact our PR agency Smarts:  
[health@smarts.agency](mailto:health@smarts.agency)



**Mind to Mind**

