

Feel Brighter – communications toolkit

Background

The 'Feel Brighter' campaign aims to encourage older people (65+) who have symptoms such as loneliness, anxiety or low mood to reach out and access free NHS Talking Therapies (IAPT) and other support to help get back to living the life they love.

Please find enclosed content for you to use to help us to promote the **Feel Brighter** campaign.

This includes:

1. Text for website article (long)
2. Text for newsletter article (short)
3. Three social media posts with campaign images to use.
4. Other assets are able to be downloaded from our campaign website: www.cpics.org.uk/feel-brighter which include a digital screen resources (PDF, .ppt and PNG), higher resolution social assets, a printable poster and leaflet.

Thank you for your support in helping us to raise awareness of this important campaign to help our older population **Feel Brighter** again.

ARTICLE FOR WEBSITE

New campaign launches to help older people 'Feel Brighter' by seeking NHS Talking Therapies

Are you 65 or older and feel like life is less colourful than it used to be? If you haven't been feeling yourself, don't suffer in silence.

'Feel Brighter' is a new NHS campaign that aims to encourage older people aged 65 and over in Cambridgeshire & Peterborough who have symptoms such as anxiety, loneliness, or low mood to reach out and access free NHS Talking Therapies and other local support to help them feel brighter again.

NHS Talking Therapies are effective treatments that involve speaking with an experienced mental health professional to understand feelings and learn ways to manage them. Sessions are totally confidential and can be one-to-one, in a group, online, or over the phone.

To find out more, simply visit the Feel Brighter webpage at www.cpics.org.uk/feel-brighter for more information about NHS Talking Therapies, other support available, and how to refer yourself.

Dr Emma Tiffin, GP and Clinical Mental Health Lead at the Cambridgeshire & Peterborough Integrated Care System said: “We know that older people can think feeling low or anxious is just part of the ageing process, but if you haven’t been feeling yourself don’t suffer in silence, there is a wide range of help and support available locally.

“We want our older population to enjoy life to the full, so if you or someone you know is struggling with mental health symptoms like anxiety, loneliness and low mood, do reach out because sometimes a professional listening ear is all it takes to turn things around.

Deborah Lloyd, 79, from Milton near Cambridge took part in NHS Talking Therapies. Mrs Lloyd, had suffered from anxiety for several years. She had tried medication, but it didn’t have the impact she wanted so her GP referred her to NHS Talking Therapies.

Mrs Lloyd said: “The therapy and support I received have made me more active. The talking therapies helped me to change my behaviours when faced with certain situations. It gave me mechanisms to cope and how to act with situations that would previously have been an issue. It’s much more manageable now and I feel comfort from knowing that the service exists.”

A 67-year-old man said: “The treatment has lifted me so much so, that I don’t seem to have as many bad moods. Talking about my symptoms really helped me to be stronger and I am now at the point where I feel I can deal with things better.”

The campaign also aims to reach out to family, friends and carers of an older person, who hasn’t been feeling themselves recently and would benefit from accessing free support like NHS Talking Therapies.

All the information that older people aged 65 and over need is available on the campaign website www.cpics.org.uk/feel-brighter, or they can call this number to make an initial referral: Tel 0300 300 0055. Phone lines are available 9am-4pm, Monday to Friday (closed on Bank Holidays).

ARTICLE FOR NEWSLETTER

Helping older people 'Feel Brighter' again with NHS Talking Therapies

Are you 65 or older and feel like life is less colourful than it used to be? If you haven't been feeling yourself, don't suffer in silence.

'Feel Brighter' is a new NHS campaign that aims to reach out to older people aged 65 and over, who may be struggling with their mental health but don't know where to turn for advice, support and to find out what services are available locally.

The new campaign aims to encourage older people who have symptoms such as anxiety, loneliness, or low mood to reach out and access free NHS Talking Therapies and other support to help them feel brighter again.

NHS Talking Therapies are effective treatments that involve speaking with an experienced mental health professional to understand feelings and learn ways to manage them. Sessions are totally confidential and can be one-to-one, in a group, online, or over the phone.

To find out more, simply visit the Feel Brighter webpage at www.cpics.org.uk/feel-brighter for more information about NHS Talking Therapies, other support available, and how to refer yourself. Alternatively you can call this number to make an initial referral: Tel 0300 300 0055. Phone lines are available 9am-4pm, Monday to Friday (closed on Bank Holidays).

SOCIAL MEDIA POSTS

A choice of images are available in this toolkit or there is a drop down menu on the bottom of the campaign webpage where you can download all the high resolution assets.

www.cpics.org.uk/feel-brighter

GUIDELINES

Please see below suggested copy for social media posts for our **Feel Brighter** NHS Talking Therapies Campaign.

Any questions or extra information about the campaign - Please email:

joanna.hudson4@nhs.net

Handles: When promoting the campaign feel free to link the below handles

- [Twitter](#): @CambsPborolCS
- [Facebook](#): @CambsPborolCS
- [Instagram](#): @CambsPborolCS

Hashtags: Please use the hashtag **#FeelBrighter** in all posts.

Message	Asset	Alt text
If you haven't been feeling yourself, don't suffer in silence. We're here to help tackle feelings of anxiety, loneliness and low mood. Sometimes a professional listening ear is all it takes. Find out about local services and support available to help you feel brighter at: cpics.org.uk/feel-brighter #FeelBrighter		A bright yellow square post asset. Image reads "If you haven't been feeling yourself, don't suffer in silence." The image includes a photograph of a lady aged over 65 smiling.
Everyone has ups and down, but if you haven't been feeling yourself, there is support and help available to help you feel brighter. NHS Talking Therapies are available to help tackle feelings of anxiety, loneliness and low mood. Sometimes a professional listening ear is all it takes. Visit the NHS webpage for more information about how you can feel brighter and what support is available:		A bright purple square post asset. Image reads "Feel Brighter" "If you haven't been feeling yourself, don't suffer in silence." We're here to help tackle feelings of anxiety, loneliness and low mood. Sometimes a professional listening ear is all it takes." Image includes a man aged over 65 smiling.

cpics.org.uk/feel-brighter #FeelBrighter		
Do you know an older friend or relative (65+) who struggles with anxiety, loneliness and low mood? NHS Talking Therapies are helping to improve older people's lives every day. Find out more about local services and support available to help your loved one feel brighter here: cpics.org.uk/feel-brighter #FeelBrighter		A bright orange square post asset. Image reads "Sometimes a professional listening ear is all it takes." Image includes a photograph of a man smiling.

If you have any questions, please email us at Joanna.hudson4@nhs.net or cpicb.comms@nhs.net