



Kind to Your Mind Stakeholder Toolkit

www.kindtoyourmind.org

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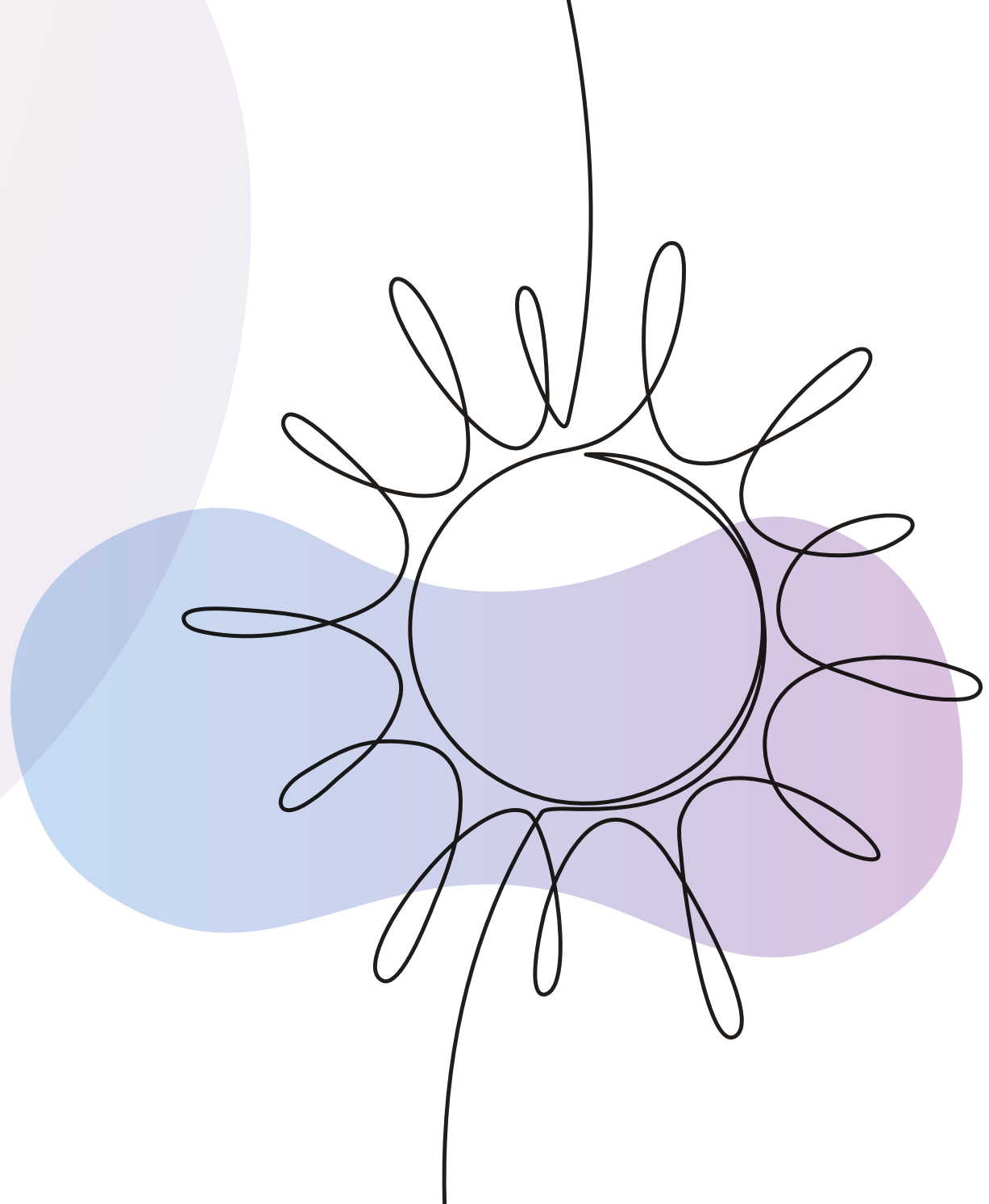
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What is Kind to Your Mind?

Kind to Your Mind is a website which can help support the mental health and wellbeing of people living and working in Cheshire and Merseyside.

Kind to Your Mind was created to connect people who are struggling with their mental health and wellbeing with tips, advice and support in all forms, from apps and online courses, to crisis intervention.

By directing people towards local services and resources tailored to them, we can ensure people across our community know that support is out there and feel more in control.



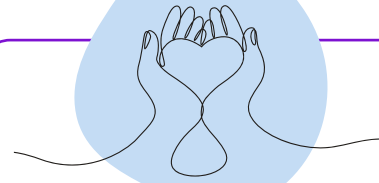
Why kindness?

We all need to be kind to ourselves.

Stress, anxiety, and other daily challenges to mental health and wellbeing are now hallmarks of modern life.

That's why the Champs Public Health Collaborative and the NHS have been working hard to share a range of local services and resources designed to help community members feel more resilient, more positive, and more themselves.

Lots of us suffer in silence but we shouldn't. Support is out there, and you can help us make sure that more people who need it can find it.



We all need to be kind to ourselves

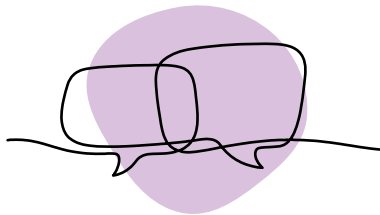


Who is this toolkit for?

This toolkit is for all health and communications professionals in Cheshire and Merseyside - anyone who is in a position to share the website details publicly and connect with people that may be struggling with their mental health and wellbeing.

Sharing the website through your organisation's channels and having conversations with people is the key. By having the right conversations in the right way, at the right moment, we can grow resilience, knowledge and wellness. And it's not just conversations between individuals that are important.

Growing the conversation across your network, and helping more professionals and the public understand what Kind to Your Mind is about, will empower more people like you in sharing the message and supporting those who need it.



**Conversation
is the key**

How you can help

The best starting point for many people who are struggling with their mental health and wellbeing will be our website.

www.kindtoyourmind.org

This is where they will be able to find out more about local resources and create their own dashboard to see personalised suggestions.

To get more people to access support, we need you to share the web link to members of the public and your workforce.

You can do it online via social media, through your own organisation's channels such as e-newsletters and intranets, or face-to-face.

Wherever you think it will connect with people likely to find it useful in their lives or their roles.



Your resources

Ready-to-go resources

We've created a number of downloadable resources to help you hit the ground running in sharing the Kind to Your Mind website with your networks and publicly.



Flyers you can download and print or share on email/social media

DOWNLOAD



Social media posts on a range of themes

DOWNLOAD



Slide set for team briefings

DOWNLOAD



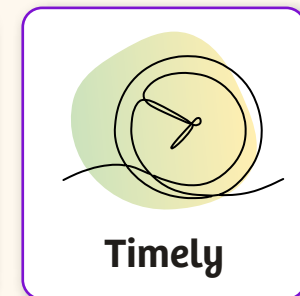
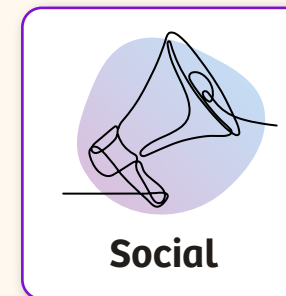
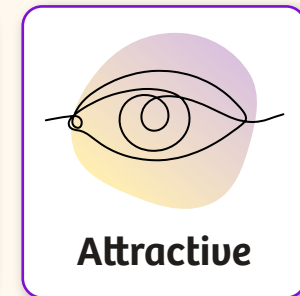
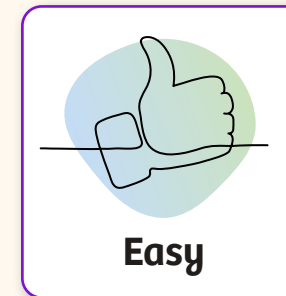
Banners you can download and share on your website

DOWNLOAD

Posting online

The EAST checklist is a great way to make sure you're making the biggest impact with anything you post online.

Simply remember to always make it:



No one is immune from struggling with their mental health and wellbeing. But kindness and other strategies are always within reach, and the more we talk about it the more people can grow their resilience.



Thank you for **your support**

If you have questions or want more information just get in touch with the Champs Support Team at: **champscommunications@wirral.gov.uk**

www.kindtoyourmind.org