

Communications toolkit

Mental health crisis text service

(V1.4 15/05/2025)

About this toolkit

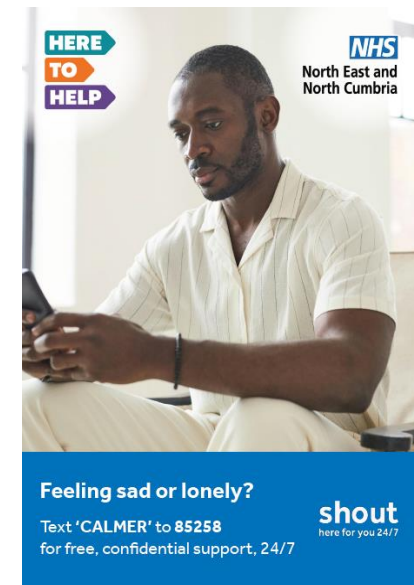
This here to help toolkit is for all NHS, local authority and voluntary organisation communications leads, GP practices and local community pharmacies.

Working together across the region, we have created some key messages and visuals to support our communications to promote a new **mental health crisis text service** with the public.

This toolkit and all resources will be adapted and updated with alerts issued when new assets become available. The full here to help mental health toolkit can be accessed using this link <https://www.northeastnorthcumbria.nhs.uk/toolkits/mental-health/>

This toolkit builds on the region's wider [here to help](#) campaign which signposts people to the most appropriate NHS service for their needs.

This includes asking people to think pharmacy, 111 and GP first, as well as keeping A&E and 999 free for life threatening emergencies only. As well as specific campaigns to raise awareness of the conditions people can seek advice and treatment from their pharmacist, urgent treatment centres and much more.



Our website

A public facing 'here to help' campaign webpage is available on the ICB website [here](#), with help and advice including staying well, choosing the right NHS service, looking after your mental health and getting your vaccines. Some of our social media and digital advertising directs people to these pages or nhs.uk where appropriate.

Social media plans

Enclosed in this toolkit are social media plans which include posts you can adapt, and instructions on how to access the relevant visuals.

The full social media toolkit and assets can be found [here](#).

How you can help us

You can help us by:

- Posting and sharing content on your communication channels to help further promote the mental health crisis text service across our region.
- Getting in touch if you need any assets developed to meet your local needs.

Your support in sharing these messages is very much appreciated. Please keep checking the toolkit as new content will be added regularly.

For further help or advice please contact either: Lee Hansom, lee.hansom@nhs.net or nencicb.comms@nhs.net

Social media plan

Here to help - mental health


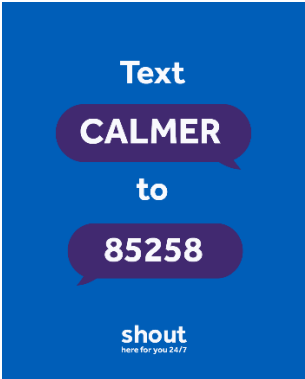


This social media plan provides content you can include in your social media posts. Animations and images can be downloaded from our online toolkit [here](#):






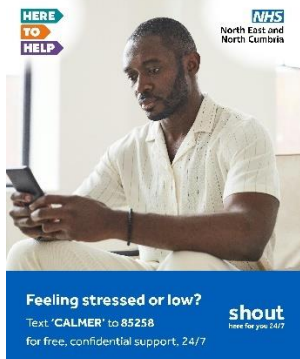
Please tag us in your social media posts:

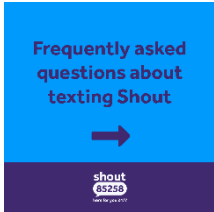
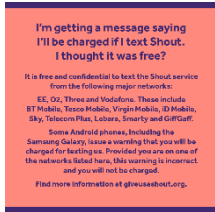
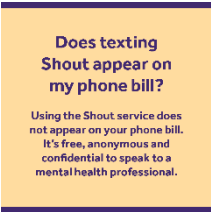
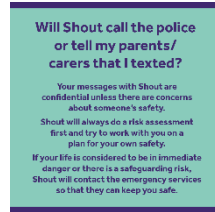
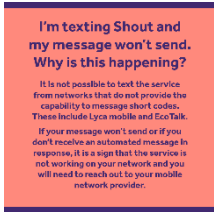
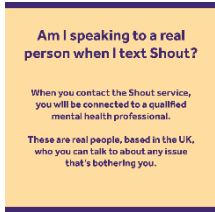
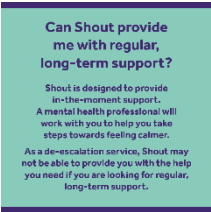
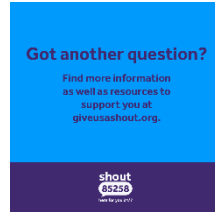
Handles: **Facebook** – NorthEastandNorthCumbriaNHS, **X** – @NENC_NHS, **Instagram** – nenc_nhs /giveusashoutuk




Hastags: #heretohelp






| Mental Health | | | |
|---|--|-------------|-------------|
| | | 1080 x 1080 | 1080 x 1350 |
| 1. Mental health crisis text service | <p>The ICB are proud to partner with Shout to offer free and confidential mental health crisis text support to anyone in the North East or North Cumbria.</p> <p>Simply text the word 'CALMER' to 85258. Shout's mental health professionals are available 24/7 and can help if you're feeling stressed, isolated or low.</p> <p>[https://northeastnorthcumbria.nhs.uk/news/struggling-to-cope-free-anonymous-mental-health-help-now-just-a-text-away/]</p> | | |

| | | | |
|---|---|---|---|
| 2. Mental health crisis text service | <p>Are you feeling anxious or overwhelmed?</p> <p>Talk silently and anonymously to a mental health professional by texting the word 'CALMER' to 85258.</p> <p>We're pleased to be working with Shout to offer free, confidential support by text message, 24/7.</p> |  |  |
| 3. Mental health crisis text service | <p>Feeling low and stressed? Text 'CALMER' to 85258 for free, confidential text support, in partnership with Shout.</p> |  |  |

| | | | |
|---|--|---|---|
| 4. Mental health crisis text service | <p>Struggling with unwanted thoughts?</p> <p>You're not alone. Text 'CALMER' to 85258 for free, confidential mental health support by text message, in partnership with Shout.</p> |  |  |
| 5. Mental health crisis text service | <p>Feeling isolated or low?</p> <p>Text 'CALMER' to 85258. Our partner Shout is here to listen, 24/7.</p> |  |  |
| 6. Mental health crisis text service | <p>Need to talk?</p> <p>Text 'CALMER' to 85258 to connect with Shout for a text conversation that's free, confidential and available 24/7.</p> |  |  |

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|---|---|---|---|---|---|
| 7. Mental health crisis text service | <p>Need to talk? Text 'CALMER' to 85258 to connect with Shout for a text conversation that's free, confidential and available 24/7</p> <p>Wondering how Shout works? Here are some FAQs to help clear things up.</p> <p>For more info about how Shout works, head to our website > https://giveusashout.org/get-help/how-shout-works/</p> |  |  |  |  |
| | |  |  |  |  |

| Additional assets | | |
|-------------------------|---|---|
| FAQs | Frequently asked questions about Shout | See appendix |
| Easy-to-read leaflet | How Shout works: Easy-to-read explanation for children and young people |  <p>How Shout works_ Easy-to-read explanat</p> |
| Digital screen graphics |  |  |

| | | | | | |
|----------------------|---|---|---|---|--|
| Printable A4 posters |  Man.pdf |  Young teen girl.pdf |  Young teen boy.pdf |  Older man.pdf |  Parent and child.pdf |
|----------------------|---|---|---|---|--|

Web copy

[The copy below has been developed for organisations to place on their website to help promote the new text service.]

Are you struggling with your mental health but find it hard to talk? Simply text **'CALMER'** to **85258** to get free, 24/7 confidential text support.

If you find yourself in a mental health crisis, you can now get urgent support by TEXT, thanks to a new partnership between regional NHS North East and North Cumbria Integrated Care Board and a national mental health provider.

Anyone in the North East and North Cumbria experiencing anxiety, stress, loneliness, depression, self-harm, suicidal thoughts, or other mental health challenges can use the service by texting the word 'CALMER' to 85258 at any time of day or night

The service is for all ages, and it's funded by NHS North East and North Cumbria, and innovative digital service called Shout, which is powered by the charity Mental Health Innovations.

This text service does not replace other mental health support such as the NHS 111 mental health service or Talking Therapies.

Need to talk? Text 'CALMER' to 85258 to connect with Shout for a text conversation that's free, confidential and available 24/7

Syndicated article for partners

[This is suggested copy for partners to use in their own bulletins to help raise awareness of the service.]

People who find themselves in a mental health crisis can now get urgent support by TEXT, thanks to a partnership between the NHS North East and North Cumbria Integrated Care Board (ICB) and a national mental health provider.

Simply texting 'CALMER' to 85258, people can get free, confidential, 24/7 text support if they find they are struggling to cope.

Anyone in the North East and North Cumbria region experiencing anxiety, stress, loneliness, depression, self-harm, suicidal thoughts, or other mental health challenges can use the service by texting the word 'CALMER' to 85258 at any time of day or night.

The partnership is designed for people who may prefer to seek support via text and provides immediate and anonymous support for those who are waiting for further help. Text conversations are taken by mental health professionals, overseen by clinical supervisors.

The service is funded by the ICB, and delivered by the innovative digital service called Shout, which is powered by the charity Mental Health Innovations.

This text service does not replace other mental health support such as the NHS 111 mental health service or Talking Therapies.

How does it work?

Shout is a free and confidential text messaging support service that's there to help anyone in the North East and North Cumbria region who is struggling with how they feel.

If someone is sad, worried or lonely, they can text the word 'CALMER' to 85258 to start a conversation with Shout:

Once a person sends the text, they will get four automated messages. They'll be connected with a mental health professional as soon as one is free.

They will send a message to introduce themselves and ask how you're feeling. You will then message each other back and forth, silently and privately. You can tell them about anything that might be upsetting you and only need to share what you want.

The mental health professional will listen to how they're feeling, talk to them about it and help make a plan for after the chat ends, once they feel calmer and safer. Conversations with Shout usually last between 45 minutes and one hour.

Their conversations will be saved in their messages if they ever need to look back and Shout is there 24/7 if they ever want to text again.

If someone's life is at risk, call 999 immediately.

FAQs

Will people get the same level of mental health support as they do now?

Yes. Texting is a further way someone can get urgent mental health support and may be a preferred way for someone to reach out and communicate.

What mobile phone networks can people text Shout from?

People can text Shout free and anonymously from all major UK networks. It is free and confidential to text our service from all the major UK networks EE, O2, Three and Vodafone, as well as BT Mobile, GiffGaff, iD Mobile, Lebara, Sky, Smarty, Telecom Plus, Tesco Mobile, Virgin Mobile and Voxi.

Are Shout mental health professionals supervised?

Yes. Experienced Clinical Supervisors oversee and assist our team on the platform. Clinical Supervisors all have Masters degrees in a relevant field, or commensurate crisis intervention experience.

How are Shout mental health professionals trained?

Training involves 25 online hours which are undertaken at the person's own pace over a six-week period. The training includes online video content and interactive exercises to enable them to learn skills around empathetically engaging with texters on a variety of presenting issues, which may range from exam stress to self-harm or suicidal thoughts. The training provides a

methodology for assessing and managing a texter's situation and/or any risk that the texter might be in as well as a way of helping texters to develop a plan to support their safety following the conversation.