



Winter mental wellbeing messages

DIGITAL COMMUNICATIONS PACK

BEDFORDSHIRE, LUTON AND MILTON KEYNES
SUICIDE PREVENTION CAMPAIGN GROUP

SAMARITANS



Social
Interest
Group



Luton

mind BLMK



BEDFORD
BOROUGH COUNCIL



Milton Keynes
City Council

Working together to improve the health
and wellbeing of our communities

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The BLMK Suicide Prevention Campaign group

- ▶ Is a group who come together to develop and support suicide prevention campaigns across BLMK
- ▶ Representatives come from a range of organisations including Mind BLMK, Samaritans, bereavement by suicide support services, Public Health, health, Penrose Roots and those with lived experienced.
- ▶ If you would like to know more about the group please email the chair of the group Emma.Bates@milton-keynes.gov.uk

Support through the festive period

- ▶ The festive period, can be difficult for many people. The cold weather, dark nights and pressure to feel festive can all take a toll. This year the cost-of-living crisis will add an extra burden to many people's mental health.
- ▶ This time of year, which is supposed to make us happy can have a big impact on mental health and it is easy to lose track of when mental health is really starting to suffer. For many Christmas can bring a sense of anxiety and stress, even more so this year with the extra financial pressures many people are facing and other events happening in the world. For those on their own it can exuberate feelings of loneliness. It is important to check in on ourselves and others, to look after our mental wellbeing. There is lots of support out there to help if you or someone you know is struggling. It is ok not to be ok.
- ▶ For tips and information on coping with this time of year:
 - ▶ [Every Mind Matters](#)
 - ▶ [Mind](#)
 - ▶ [Samaritans](#)
 - ▶ [Student space](#)

Direct support over the festive period

Samaritans - Samaritans' volunteers are available to listen to anyone who is struggling day or night, 24 hours a day, seven days a week. Anyone can contact Samaritans for free from any phone on **116 123**, even a mobile without credit, or you can email: jo@samaritans.org

Shout - Shout is the UK's first 24/7 text service, free on all major mobile networks, for anyone in crisis anytime, anywhere. It's a place to go if you're struggling to cope and you need immediate help. **Text 85258** free on all major mobile networks, for anyone in crisis anytime, anywhere.

Kooth - Provides online mental health support for children and young people (from age 11 until their 26th birthday). Access to professional help and support from qualified counsellors 7 days per week, until 10pm. An adult struggling due the mental health of their child can get access kooth. <https://www.kooth.com/>

Mental Health Crisis – Milton Keynes .If you or someone you know needs urgent mental health support, you can call the CNWL crisis line **Tel: 0800 0234650**

Mental Health Crisis – Bedfordshire & Luton. 24hr Mental Health Crisis support for all ages **Call NHS 111 Option 2**

Mind BLMK Crisis Café -If you find yourself or someone you know needs urgent or crisis support with mental health in the evening, Mind BLMK Crisis Cafe are here to listen and help you in your time of need. Operating 7 days a week between 5pm and 11pm and can be contacted by telephone **01525 722 225**

How to share information and support available



Share the prepared messages in this pack on social media



Put information on local services, campaigns and support in newsletters and email briefs.



Signpost to local support and campaigns on your website. Or display information on notice boards.



Social media messages for December - January

The next few slides feature example social media messages that can be used to support mental health over the festive period and into the New Year. Use these as a template or repost/share messages from Samaritans, Mind BLMK and other key organisations. Web links are embedded.

Messages to share – wellbeing

- ❑ Be kind to yourself – the festive period can be a difficult time. It is important to try and create a wellbeing routine. [Every Mind Matters](#) can help with this
- ❑ Christmas can be a very difficult time for those who are on their own. [Every Mind Matters](#) provides some tips on how to combat loneliness and stay connected.
- ❑ Christmas can be a difficult time for some, especially after years of uncertainty and change. [Here](#) are some things that may help you cope during the festive season
- ❑ The cost-of-living crisis has affected many people financially, which can have an impact on your health and wellbeing. For support this festive period visit [Money Advice Services](#)
- ❑ If you think someone isn't OK – Samaritans can give you [some tips and guidance](#):
- ❑ If you feel like there is nobody you can talk to, [Samaritans](#) are there to help.
- ❑ Have you heard of the [Stay Alive app?](#) The app is a pocket suicide prevention resource packed full of useful information and tools to help you stay safe in crisis or if you are concerned about someone else who may be considering suicide.
- ❑ It's good to talk! By starting conversations around suicide, we could start saving more lives. Visit [CALM](#) for tips on where to get support for you or someone you are worried about

Messages to share - support

- ❑ Christmas can be a particularly difficult time of year for people suffering from an addiction, and some may struggle to cope. Visit the [NHS](#) pages to start getting the support you need.
- ❑ If you are worried that someone you know is struggling with life this Christmas and New Year, try to encourage them to talk openly about how they are feeling. [See the Signs](#) and www.samaritans.org/how-we-can-help/if-youre-worried-about-someone-else/
- ❑ If you find New Year a particularly difficult time to manage your mental health try to take time out to do something you enjoy, whether it's reading a book, painting, crafting, phoning a friend, relaxing or doing physical exercise. [Every Mind Matters](#)
- ❑ A cup of tea (or your brew of choice) can bring us back to basics and help break down barriers. Talk to your local Samaritans branch about how you can raise awareness in your local community or social group this January by getting your kettle on [.#BrewMonday](#)
- ❑ Kooth is a safe, confidential and anonymous mental health and emotional wellbeing platform for children and young people, accessible through any connected device. Find out more: www.kooth.com/

Message to share –Mental Health Crisis

- ❑ MK - This Christmas, if you or someone you know needs urgent mental health support, you can call CNWL Crisis Line on **0800 0234650**.
- ❑ Bedfordshire and Luton - This Christmas if you or someone you know needs urgent mental health support call **111 option 2**.
- ❑ Mind BLMKs Crisis Café is here for you over Christmas if you or someone you know needs urgent or crisis support with their mental health. You can call 7 days a week, 5pm-11pm on **01525 722 225**
- ❑ If you are struggling this festive period remember you are not alone. Samaritan volunteers will be on duty throughout the Christmas and New Year period every day, 24 hours a day. Telephone for free **116 123** or email jo@samaritans.org
- ❑ If you are worried about someone over Christmas contact Suicide Prevention Pathways Service for access to relevant voluntary services call : **01525 203 778** or email: spps@mind-blmk.org.uk

Assets

We have assets to help you share information on local campaigns

This includes suggested images to go alongside social media posts and information posters on campaigns.

If there is a particular asset you would like please email

Sophie.Jordan@milton-keyne.gov.uk



**YOUR STORY
ISN'T OVER.
KEEP GOING.**



**DOWNLOAD THE
'STAY ALIVE'
APP TODAY.**

Available on the
 App Store

GET IT ON
 Google Play

Local campaigns – copy and paste information below into email briefs or newsletters

See the Signs, save a life - www.milton-keynes.gov.uk/seethesigns

See the Signs, save a life is a BLMK wide campaign to encourage everyone to recognise the signs of someone who is experiencing suicidal thoughts and know what actions to take to support them. The campaign uses social media, provides printed leaflets and offers awareness training to local communities and workplaces encouraging people not to be afraid to ask directly about suicide.

Every Mind Matters -

<https://www.nhs.uk/oneyou/every-mind-matters/>

NHS campaign that encourages adults to be more aware of their mental health and help them discover simple steps to look after their mental health and wellbeing. Every Mind Matters is a digital hub (including an online tool) that offers a range of useful resources, helping you spot the signs of common mental health concerns, offers practical self-care tips and guidance and, importantly, explains when to seek further support.

It has an NHS-approved online tool, which helps you build 'your mind plan' to help you deal with stress and anxiety, boost your mood, improve your sleep and help you feel more in control



Information about local campaigns

Heads Up - <https://thisisheads-up.uk>

Heads Up is a local campaign that aims to prompt men to recognise when and if they are feeling low and how to take action. National research suggests that men are less likely to seek help early, sometimes because they don't recognise the symptoms of anxiety or depression, they are concerned about how other people may react or because they are not sure what to do. The reality is there is help available and the earlier it is sought the better the outcome. Heads Up includes a wealth of information from how to stay well, symptoms to look out for and for those who would like more help, contact details to access effective talking therapies.



Samaritans- Real People Real Stories and *what to do if you are worried about someone* campaigns

Real stories from men who have been through tough times, encouraging other men to seek help. <https://www.samaritans.org/support-us/campaign/real-people-real-stories/>

What to do if you think someone isn't OK
<https://www.samaritans.org/how-we-can-help/if-youre-worried-about-someone-else/>



Cost of Living Support

- ▶ As the cost of living continues to increase, so has the pressure on people's mental wellbeing.
- ▶ In these uncertain times, the worry of how to pay our bills on top of all of life's other worries, is having a serious effect on people's mental health. It is important to encourage each other to talk about how we feeling at this time as many others will be having the same feelings and concerns as you.
- ▶ Uncertainty can increase our stress and anxiety levels, which can lead to feelings of low mood, and in some cases depression and panic attacks. We may also be looking for unhealthy ways to block out our feelings. It is important that if you are really struggling with your mental health and it is disrupting your everyday life seek professional help, talk to your GP.
- ▶ Getting control of our finances will help with feelings of stress and anxiety. The [Mental Health & Money Advice](#) service can provide support with this and lots of tips supporting your mental health in relation to the cost of living crisis. There are also some useful tips on how to support your mental health on the [Mental Health Foundation](#) webpages.

Additional Support & Information:

- [MK Winter Plan Support Package - Cost of livingsupport | MiltonKeynesCityCouncil \(milton-keynes.gov.uk\)](#)
- [Help with the cost of living | Bedford Borough Council](#)
- [Support with the cost of living | Central Bedfordshire Council](#)
- [Luton, supporting you](#)
- [December MK Talking Therapies Webinars](#)



Looking after your health

There can be more pressure over the festive period to drink alcohol, especially while attending Christmas parties or get togethers.

Family and life pressures can also trigger you into drinking more at this time of year, so it is important that we try to look after ourselves.

If you think you may be using drugs or alcohol to cope with difficult feelings, it could help to be aware of it. It can help to talk with someone you trust. This could be a friend or relative, a colleague, a person working for a charity helpline, your GP, a counsellor or local services.

Useful Tips:

- ▶ Keep track of [how much you're drinking](#).
- ▶ make sure to have at least 3 [drink free days](#) a week
- ▶ Intersperse alcoholic drinks with soft drinks and eat while your drinking



Support & Advice Services:

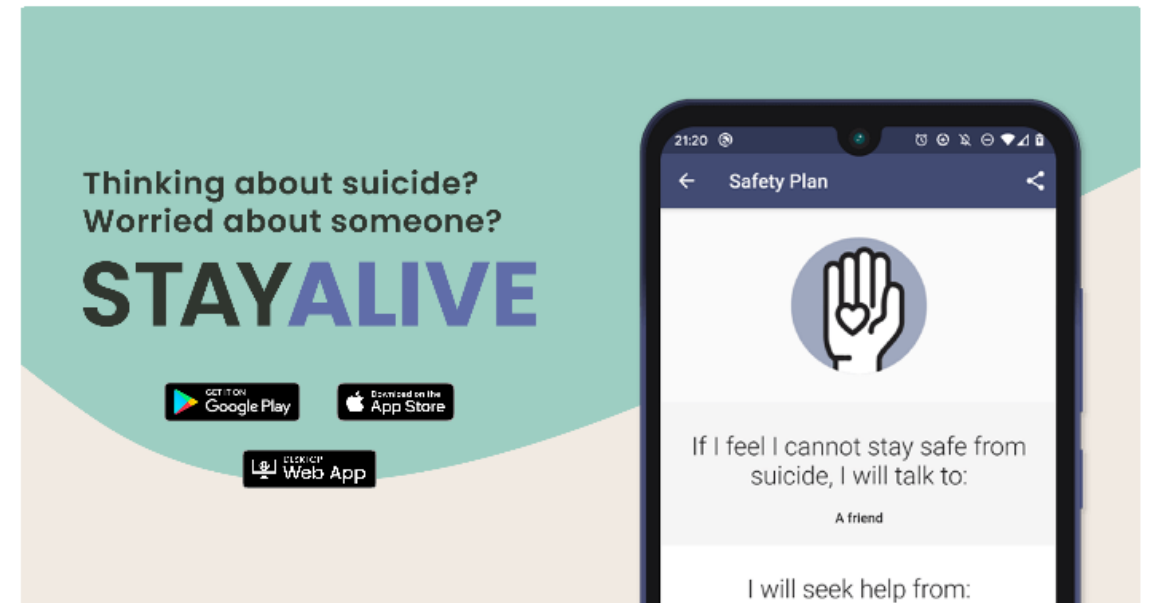
- ▶ [Advice and support | Drinkaware](#)
- ▶ [Alcohol advice - NHS \(www.nhs.uk\)](https://www.nhs.uk)
- ▶ [Luton Alcohol Helpline - 23/09/2022 - New Luton alcohol helpline launched](#)
- ▶ [Path 2 Recovery Bedford Borough - Path 2 Recovery \(P2R\) Bedford Borough | East London NHS Foundation Trust \(elft.nhs.uk\)](#)
- ▶ [Path 2 Recovery Central Beds - Path to Recovery \(P2R\) Central Bedfordshire | East London NHS Foundation Trust \(elft.nhs.uk\)](#)
- ▶ [ARC Milton Keynes - ARC Milton Keynes :: Central and North West London NHS Foundation Trust \(cnwl.nhs.uk\)](#)

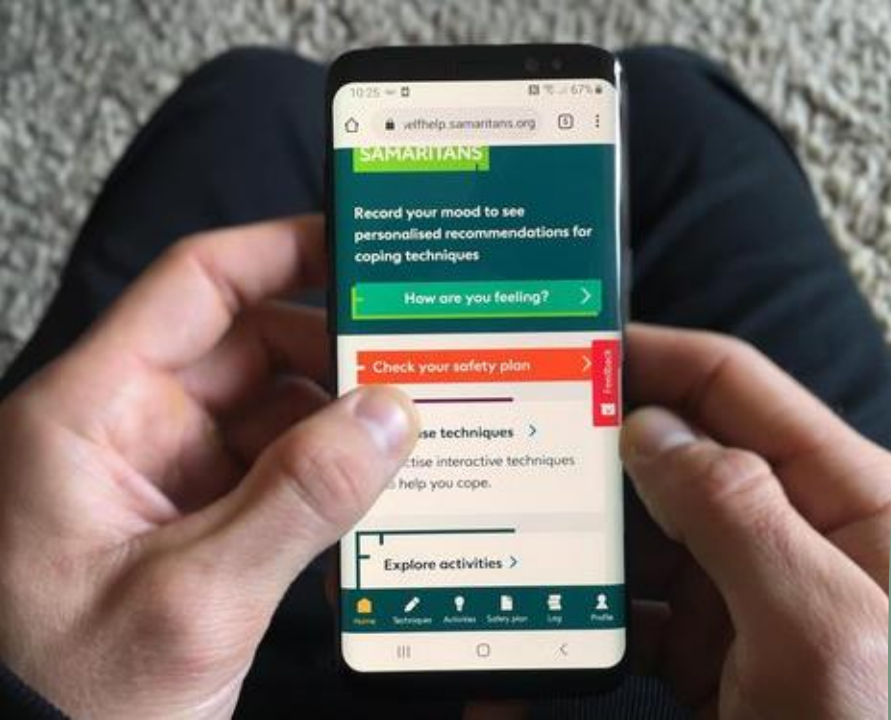
Stay Alive App

► This app is a pocket suicide prevention resource packed full of useful information and tools to help you stay safe in crisis. You can use it if you are having thoughts of suicide or if you are concerned about someone else who may be considering suicide.

► StayAlive app is intended as a self-help and educational tool and is not intended as a substitute for professional services. It can link users to local crisis services across BLMK. The StayAlive app is available for iOS and Android on Google Play and Apple app store.

► <https://www.stayalive.app/>





Self-help App

Keep track of how you're feeling and get recommendations for things you can do to help yourself cope, feel better and stay safe in a crisis.

Samaritans Self-Help provides a type of support that you can use without having to discuss your feelings with someone else. It will help you learn safe, memorable techniques for coping with things that are troubling you, through a range of interactive features.

It can also help you make a plan to stay safe in a crisis and keep track of things you can do away from the app to help yourself feel better.

Samaritans Self-Help is a web application that you can use online in your browser or install on a computer or smartphone.

It's not monitored by their volunteers, and they can't see what you write in it. Any feedback you leave on it via the sidebar will also remain anonymous.

Visit [here](#) to download the app.



Call day or night on
116 123

Email
jo@samaritans.org

Write
Chris, PO Box 90 90
Stirling FK8 2SA

Visit us
Find your nearest
branch on our website

Access
Samaritans Self Help App at:
<https://selfhelp.samaritans.org/>

Useful Information:

- [Warm Spaces](#)
[| Bedford Borough Council](#)
- [Warm Spaces](#)
[| Central Bedfordshire Council](#)
- ['Warm space' opens in Olney community centre for the winter months - MKFM 106.3FM - Radio Made in Milton Keynes](#)

FREE

Dunstable Community Halls Warm Space

Looking for a warm space this winter?

Come along for a friendly warm space to stay and enjoy, with:

- Hot drinks and biscuits
- Soup and a roll
- Sockets for charging phones
- One-to-one support
- Selection of activities
- Signposting to further support
- Info point for saving energy and managing your money
- A chance to socialise and meet up with friends

Every Thursday, 10am - 1pm
Starting 17th November 2022
Manchester Pl, Dunstable, Bedfordshire LU6 1HT

DCH Dunstable Community Halls

Beds RCC Bedfordshire Rural Communities Charity

Suicide Prevention Pathway Service

The Suicide Prevention Pathway Service provides support for individuals who have mental health/wellbeing needs and may have accessed medical, clinical or emergency services.

Individuals will not be at immediate risk of suicide but may need support to improve their mental health and wellbeing.

What support is available?
When accessing the service, individuals will receive a detailed initial assessment of their immediate mental health needs with the Wellbeing Coordinator.

Over the course of up to three appointments individuals will explore their current situation and be signposted to appropriate support from specialist voluntary and community sector organisations in the local area.

Individuals may also be supported to access such services, to improve their mental health and wellbeing.

Who can refer into the service?
Individuals can be referred by a third party such as blue light services, GP's, A&E, NHS 111, Crisis Cafés, Mental health trust, other organisations, and community groups.

Self-referrals can also be made via our website using the 'Get Support' button, or by calling 01525 203 778.

Alternatively, you can email: spps@mind-blmk.org.uk for further information.

Mind BLMK
www.mind-blmk.org.uk
Charity No. 1068724

[Mind BLMK Suicide Prevention Pathway Service](#)

Signposting for mental health:

- [SAMARITANS](#) - offers a listening service which is open 24 hours a day for those in emotional or mental health crisis or just someone to talk to. PHONE on **116 123** Email jo@samaritans.org Go to www.samaritans.org to access a range of resources and tools
- [PAPYRUS HOPELINE UK](#) - For children and young people under the age of 35 who are experiencing thoughts of suicide. For anyone concerned that a young person could be thinking about suicide. Monday-Friday 9am-midnight. Call 0800 069 4141, Text 07860039967, email pat@papyrus.uk.org www.papyrus-uk.org
- [CALM](#)-(the Campaign Against Living Miserably) helpline open 5pm-midnight, 365 days a year, on 0800 58 58 58, webchat service. www.thecalmzone.net
- [SHOUT](#) – text SHOUT to 85258 24/7 free text service for anyone in crisis anywhere www.giveusashout.org

Urgent & Crisis Support

For urgent support if you need help with your mental health but it's not an emergency you should contact your GP or call NHS 111.

Mind BLMK's dedicated Crisis Café team are there to support people across Bedford, Luton and Milton Keynes. This free service is available 365 days of the year and there to support you. To speak to a member of the team, please call 01525 722 225 between 5.00pm to 11.00om. Visit [here](#).

If you need to talk to someone and it's not urgent or life threatening, call the Samaritans on 116123 or for text support text SHOUT on 85258. Both services are free and confidential.

Emergency

If you or somebody else's life is in danger, contact the emergency services on 999 or go to A&E.



Thank you
for your
support

FOR ANY QUESTIONS OR FURTHER
INFORMATION NEEDED PLEASE CONTACT

SOPHIE.JORDAN@MILTON-KEYNES.GOV.UK