



your
mental
health.ie



Mental Health Literacy Campaign Partner Pack

Oct 2022

Mental Health Literacy Campaign: Overview

The HSE has developed a new advertising campaign to promote and encourage people aged over 18 to recognise common mental health difficulties and find information and supports on yourmentalhealth.ie.

The campaign is informed by quantitative and qualitative research on public attitudes, beliefs and people's awareness and knowledge of mental health.

Key insights people we spoke to include:

- One in two had a personal experience of a mental health difficulty.
- One in three cared for someone with a mental health difficulty.
- One in three didn't have experience with mental health.
- Mental health difficulties like ongoing, stress, low mood, anxiety and sleep problems are common. People tend to accept them as normal and part of their daily lives.
- When people did recognise that they needed support, they didn't always know where or how to find it or the range of support from face-to-face to online courses that are available.
- Sharing a mental health difficulty with someone or helping someone else with a difficulty was hard for many people. There was a fear of burdening others or a lack of knowledge on providing support.

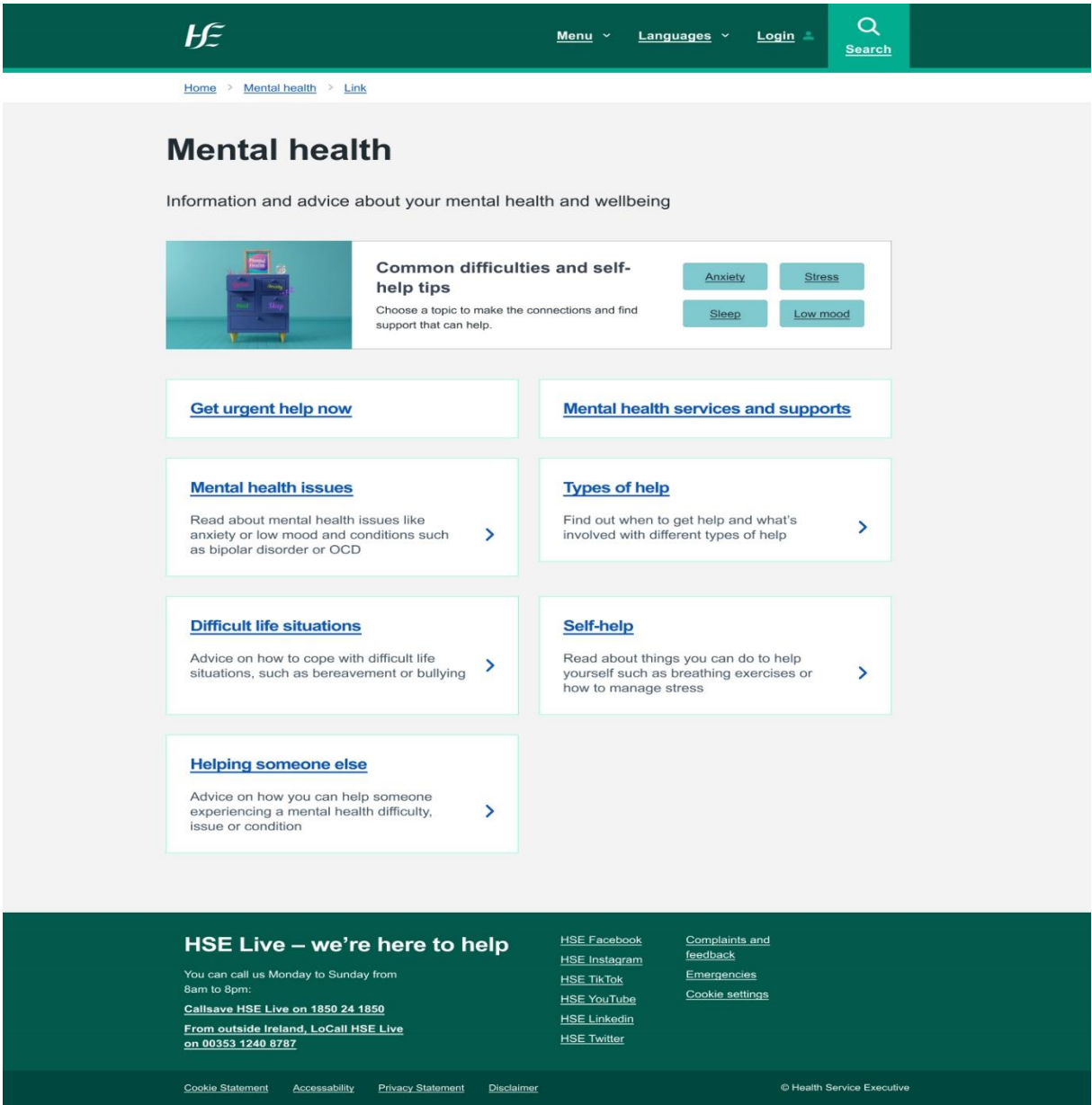
Mental Health Literacy Campaign: Aims

Based on these insights the campaign will work to improve people's **mental health literacy** skills by enabling people to:

- recognise and manage their mental health
- support others when they need help
- identify and respond to difficulties at the earliest opportunity using self-help and social support
- be aware of when to refer themselves or someone else to a health professional to address more serious mental health difficulties.

Mental Health Literacy Campaign – web developments

Following extensive research and input from the Digital Team, the website content and user-journey were re-developed in response to people’s searching habits, information needs and available resources. See www.yourmentalhealth.ie



Mental Health Literacy Campaign - channels and assets

On air: 10/10/2022

Our message – Not feeling yourself, ongoing stress, anxiety, low mood or trouble sleeping? They are all part of your mental health. Make the connection and find support that can help on yourmentalhealth.ie/

Radio - Radio ads on national, local and audio (Acast, Spotify). Listen to English [here](#) agus eist le Gaeilge [here](#).

Out of home (OOH) - Digital and print OOH is concentrated on the main transport hubs during October.

Video-on demand - Feature on RTE, All 4, Sky on Demand and Youtube. Watch it [here](#)

Social media - Social media messages are always on across Facebook, Twitter and Instagram.



Mental Health Literacy Campaign:

How you can help

We welcome your ongoing support and partnership.

Video on demand ad [here](#) Please share the video with your own message or post it to your social pages tagging @hse_ymh.

Social media: You can support the campaign by reposting and sharing posts from the HSE on our official accounts.

Sample messages:

- Today is #WorldMentalHealthDay - a day to focus on your mental health. Many of us experience common mental health difficulties such as anxiety, ongoing stress, low mood or trouble sleeping. There are supports available that can help.
- Not feeling yourself – anxiety, ongoing stress, low mood or trouble sleeping? They're all connected to our mental health. Find support that can help.
- Many of us experience mental health difficulties such as anxiety, ongoing stress, low mood or trouble sleeping. When we're not feeling yourself, it can be hard to connect the signs. Find support that can help: #WorldMentalHealthDay

Link: yourmentalhealth.ie

Facebook: facebook.com/hseyourmentalhealth

Twitter: @hse_ymh



yourmentalhealth.ie

Mental Health Literacy Campaign: Social media image



Thank you for sharing this campaign.

For queries or ideas, please contact:

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