



Tell your Heads Together Story Media Toolkit



Media Toolkit

As a member of Team Heads Together you are an essential part of making the 2017 Virgin Money London Marathon the mental health marathon that takes on the stigma around mental health and changes the conversation for everyone. Telling your own marathon story to your local media is a great way both to boost your fundraising and play your part in starting conversations on mental health.

Telling your marathon story

The media that cover your local area and region are always on the look out for inspirational stories about people living in the area doing something amazing for an important cause. As a member of Team Heads Together, taking on a marathon and one of the major issues facing the country, you have a strong story to tell.

A story in your local media is a simple, effective way to gain the support of people in your community for your fundraising efforts, but also to encourage them to get involved in the campaign and start conversations on mental health.

To help you tell your story we've put together some very basic tips. Please share how you get on via the Team Heads Together Facebook page [facebook.com/groups/HeadsTogetherLMrunners2017](https://www.facebook.com/groups/HeadsTogetherLMrunners2017) so you can help and inspire other runners to change the conversation on mental health in their area.



Heads Together is a campaign coordinated by The Royal Foundation of The Duke and Duchess of Cambridge and Prince Harry, registered charity no. 1132048

Identifying your local media and contacts

You can find a list of most print, TV, radio and online publications in your local area by looking online.

Don't forget that no outlet is too small so consider contacting a wide range – from mainstream local papers to the trade and free press, and all public and independent radio and TV stations. And remember, often the free newspapers and national dailies to national newspapers circulated in residential areas are more widely read than national dailies.

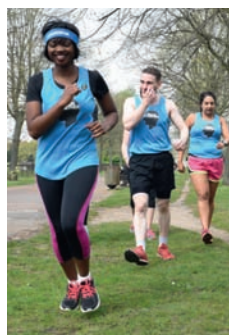
Google is often the best place to start. You can search for "Media outlets in XX [\[insert your town or county\]](#)" or "Local radio stations in XX [\[insert town or county\]](#)". If you receive a local newspaper at home, then it will have the contact details on one of the pages or online.

Press release

A press release is a simple tool that saves media time by compiling all the information they will need to write or report a story, including all of the factual details and a quote. Usually local media will want to talk to you to add to the information in the press release and personalise their story but it is a handy resource for them in the first instance.

Other options are:

- Newsquest run many of the regional and local newspapers. Look up editors and contacts www.newsquest.co.uk/portfolio/our-titles/
- The Newspaper Society at www.newspapersoc.org.uk has information on local and regional newspapers
- ITV Local where you can upload video content directly www.yournews.itvlocal.com/Default.aspx



Please contact your chosen charity partner or the Heads Together team if you need additional help with finding relevant contact details for your local media outlets.

To help you with your press release, we have included a draft template on page 6 for you to personalise and adapt. Don't forget to include information that will be relevant to local media such as the area you live in and, if possible, where you work (particularly if a well known company or workplace). Alongside this information the press release is an opportunity to explain why you are running for Heads Together (and your charity partner if relevant) and your personal reason for helping to get people in your area talking about mental health.



Media Toolkit

Media interviews

Local media may be interested in doing some media interviews with you. Local newspapers will likely want to chat to you over the phone, and radio and TV may want to interview you in person.

It is perfectly OK to explain if you haven't done an interview before. With TV or radio interviews it is also often useful to know what questions you will be asked first. It is also OK to say if there are any questions you would rather not answer, but as a steer, the interview questions will likely cover:





- Why you're taking part in the London Marathon as part of Team Heads Together
- Why it is important to you to tackle stigma and change the conversation on mental health and if you are fundraising for a specific Heads Together Charity Partner for a personal reason
- What you think of The Duke and Duchess of Cambridge and Prince Harry spearheading Heads Together with leading mental health charities to get the country talking about mental health
- Why you think encouraging people to talk about mental health and raising funds for mental health support is so important

Key messages

It is often useful to have a note of the main points you want to get across in front of you during an interview.

Here are some short messages about Heads Together that could be useful if you are asked about the campaign:

-  Heads Together is spearheaded by the Duke and Duchess of Cambridge and Prince Harry and brings together eight leading mental health charities to tackle stigma and change the conversation around mental health
-  Being Charity of the Year for the 2017 Virgin Money London Marathon is an amazing opportunity to start the biggest ever national movement to end stigma on mental health forever. By making it the mental health marathon we can get the country talking and literally save lives.
-  Heads Together wants to end the shame and stigma around mental health – the fear of judgment that stops people talking or getting help.

-  All of us have mental health and we will all experience pressures to our mental health at some point in our lives. Currently for too many people the fear of being judged or treated differently stops them talking or reaching out for help.
-  The more we all get behind this topic, the more we can help not just the individuals suffering, but also their entire families and those close to them.
-  The challenge is great but when we put our Heads Together we can achieve great things. We want to make asking for help no longer a big deal, because the more we all talk about our mental health, the more we can do to support one another.
-  I'm proud to be running the London Marathon for Heads Together and playing my part in raising awareness of mental health and hopefully ending the stigma which stops people from seeking help.

Media Toolkit

Top tips for media

1. A picture is worth a thousand words. A good photo is essential for local newspapers and websites and can give your story more prominence. The best pictures tell a story and your local paper would much prefer a picture of you out training or fundraising in your Heads Together vest, for example, than a head and shoulders photo. The photos that you send will need to have been taken on a digital camera, and be of a high resolution, it's worth checking your phone settings to make sure the picture will be large enough to print in a newspaper or magazine. If in doubt ask the journalist you speak to, sometimes they will send a photographer to take the picture they need.
2. When you've got your press release ready, it's time to call the journalist. For newspapers you'll find the number in the paper itself, on their website or in your local directory. Your local radio should have a phone number or email address on their websites too. If you need any help finding the relevant number, please let us know and we will be able to help. You can email us at: media@headstogether.org.uk. The best time to contact journalists is usually
- in the morning, ask to speak to a reporter that covers your area. It's worth noting that journalists work to tight deadlines, so check whether its a good time to talk. Then simply explain that you're a local resident and you're about to do something really exciting for a good cause. The journalist will ask for some personal details (e.g. your name and age) and for more details of the event. If you have done your press release you'll have all of the information you need to hand. When you've answered their questions you can offer to send them the press release.
3. Journalists' inboxes get clogged very easily, so they don't tend to like attachments. When you send over the press release, copy and paste it into the body of the email and tell them you have a photo for them to use.
4. If you get an article in the paper and it's repeated in the online edition, don't forget to share your success with your friends, family and contacts via Facebook or Twitter. This can be a great way to drum up some extra support. And do share your success with the Team Heads Together runner Facebook group.

facebook.com/groups/HeadsTogetherLMrunners2017



Template Press Release

Date: [insert date]

For immediate release

XX [insert name] from XX [insert city/town] to take on 2017 Virgin Money London Marathon with Heads Together

A XX [insert location/profession/parent status of participant, e.g. 'Croydon teacher' or 'Mother of three'] will take on the 2017 Virgin Money London Marathon with Heads Together, The Duke and Duchess of Cambridge and Prince Harry's campaign to change the conversation on mental health.

XX decided to take on the mammoth running challenge and raise money for Heads Together Charity Partners because XX [insert info on why you decided to run for a mental health campaign – especially if there is a personal link to the cause].

Heads Together is a campaign spearheaded by The Duke and Duchess of Cambridge and Prince Harry which aims to change the national conversation on mental health from one of stigma and fear to one of support. Their Royal Highnesses want to ensure that people feel comfortable with their everyday mental wellbeing, feel able to support their friends and families through difficult times, and that fear no longer prevents people talking or getting the help they need.

Heads Together is the charity of the year for the 2017 Virgin Money London Marathon and brings together inspirational charity partners that have achieved great progress in tackling stigma, raising awareness, and providing vital help for people with mental health problems. The Heads Together campaign, which is also supported by three Founding Partners, covers a wide range of mental health issues that are close to The Duke and Duchess and Prince Harry's passions.

XX said: [insert quote – explaining why you decided to take on the London Marathon for Heads Together. This is a good opportunity to expand on the information you provided above about any personal links you have to mental health. An example quote could be: "I decided to take on the 2017 Virgin Money London Marathon with Heads Together because [insert info about why you decided to support Heads Together]. We all have mental health and we will all experience pressure to our mental health during our lives. It's ok to not always be ok and the more we understand that, and the more we talk about it, the better we can help each other. I hope that by raising funds for Heads Together Charity Partners I can play my part in ending stigma around mental health once and for all. It is also proving a really good opportunity to get people I know talking about mental health [it may be an opportunity to talk about – without providing any details – of people opening up to you about their own mental health for the first time].

XX will join XX other runners of all ages and backgrounds from across the UK who will be pounding the streets of London next April with Heads Together to make it the mental health marathon. XX has been training hard for the last few months in preparation, including XX [include examples of specific training, e.g. fitting in long runs before work or at the weekend].

XX adds: [This second quote allows you to provide more detail on the training you're doing and some personal anecdotes. An example quote is: "The training definitely hasn't been easy – especially with winter setting in! But I know I'm doing this for a really good cause. When I'm not feeling very motivated, I think about all the millions of people who deal with mental health challenges every day and that spurs me on. But I won't lie, I'm very much looking forward to celebrating at the finish line!"]

Anyone wanting to support XX can do so by donating to his/her Virgin Money Giving page [include info on your fundraising page].

For more information on Heads Together, please visit www.headstogether.org.uk

- Ends -

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About Heads Together

The Duke and Duchess of Cambridge and Prince Harry are spearheading the Heads Together campaign to build on the great work that is already taking place across the country, to ensure that people feel comfortable with their everyday mental wellbeing, feel able to support their friends and families through difficult times, and that fear no longer prevents people talking or getting the help they need.

Heads Together brings together a team of Charity Partners that have achieved great progress in tackling stigma, raising awareness, and providing vital help for people with mental health problems. The team covers a wide range of mental health issues that are close to The Duke and Duchess and Prince Harry's passions. They are:

- Anna Freud National Centre for Children and Families
- Best Beginnings
- CALM – The Campaign Against Living Miserably
- Contact (a military mental health coalition)
- Mind
- Place2Be
- The Mix
- YoungMinds

The privilege of being the 2017 Virgin Money London Marathon Charity of the Year gives Heads Together a positive platform to raise



funds for the support provided by the campaign's charity partners and to start millions of conversations.

The Heads Together campaign is being generously supported by The Hans & Julia Raising Trust, ShareGift and the first three Heads Together Founding Partners – Dixons Carphone, Unilever UK and Virgin Money. This support will help amplify the aims of the campaign as well as fund specific projects designed to help us all with mental health.

Contact details

media@headstogether.org.uk

