



Heads Together Training Day Toolkits



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

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Team Heads Together



As a member of Team Heads Together, running with us in the 2017 Virgin Money London Marathon, you are an ambassador of the campaign.

We have two ambitious objectives, which together we can achieve. As well as raising vital funds for mental health support and services Team Heads Together will lead from the front in helping us to change the conversation on mental health for everyone.

A brief Heads Together overview:

Heads Together is a campaign spearheaded by The Duke and Duchess of Cambridge and Prince Harry, which brings together eight Charity Partners and three Founding Corporate Partners to end stigma and change the conversation on mental health.

Too often, mental health problems are seen as something that happen to other people, but we all have mental health. Just as we all experience problems with our physical health, we will all experience pressures to our mental health at some point in our lives.

Currently, for too many people struggling with pressures to their mental health, the fear of being judged or treated differently stops them from reaching out for help and talking. Together we can end this stigma once and for all.

#TeamHeadsTogether

#TeamHeadsTogether

Heads Together **ambition:**

The Heads Together campaign has two objectives, which with your help we will achieve:

- 1. To end stigma and change the conversation on mental health**
- 2. To raise £10 million to invest in new mental health programmes**



Team Heads Together **leading from the front:**

As a runner and member of Team Heads Together, we want you to feel inspired and equipped to help create millions of conversations on mental health and fundraise for your chosen charity between now and the marathon in April.

In this folder, you will find loads of helpful tips, guidance and materials to help you along the way with your campaigning and fundraising.



Campaigning

Your help is vital to encouraging people to have conversations on mental health and showing that two heads are better than one when dealing with a mental health problem.

In this folder, you will find toolkits to help you with these three campaigning steps:

- Step 1 Make a video showing your conversation**
- Step 2 Tell your story through local media**
- Step 3 Get your community talking**

Fundraising

Our charity place runners each have an ambitious £2,000 fundraising target for your chosen charity.

This is no mean feat but is absolutely achievable, so we've included some fundraising tips and suggestions to help and inspire you.

For those runners with a ballot place, we hope you will try to raise as much as possible.

If you have any more specific questions about your fundraising, please reach out to your chosen charity.



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Fundraising with Virgin Money Giving

Step 1 Set up and personalise your Virgin Money Giving page

Telling the story of your marathon journey and your reasons to run on your Virgin Money Giving page is hugely important. The more you make your page stand out, and the more you make it your own, the more compelled people will feel to donate.

Here are our top tips for personalising your page:

• Tell your story

Everyone's reasons for running and fundraising are different, so telling your supporters what your motivations are is really important. Think about what inspired you to run the marathon, and how you chose your charity. Tell people what their support means to you and let them know how the money you raise will make a difference.

• Add a Profile Picture

Uploading a photo is easy and effective. Whether it's a picture of you in training, or a picture that has inspired you to run for Heads Together, uploading it to your page as the first thing supporters see will immediately engage your supporters and make a real impact.

• Set a Target

Publishing a target on your page will be a great way of motivating yourself, and is a subtle way of encouraging people visiting your page to donate that little bit more. Remember – in 2015, runners who set targets raised, on average, £500 more than those who didn't.

• Updates

Consider keeping your page updated throughout your training – you could use it as a mini blog to tell your supporters how you're getting on. And remember what they say – a picture tells a thousand words, so use the Photo Gallery on your Virgin Money Giving page.



Step 2 Tell people that you're fundraising and ask for sponsorship



Facebook

A great first step to announce your fundraising is with a post on Facebook, sharing the link to your fundraising page. Then remember to use Facebook to keep your friends and family updated with your training and fundraising, posting your link each time. To keep your posts engaging, consider posting some of your charity's content, or something about the Heads Together campaign and think about live streaming one of your training runs using Facebook Live.

Facebook is the top referral source on social media, where 57% of people click through to VMG links from Facebook posts that they see.



Twitter

Twitter is a great way to send out updates and reminders to keep people updated with your fundraising.

Email

Don't be afraid to directly email your family and closest friends with a link to your fundraising page. Let them know that you're running, tell them why you're running and ask if they'd be willing to sponsor you.

Email signatures

You might also consider adding a link to your fundraising page to your email signature. This is a really quick and easy way to get your page out there and you never know who might donate.

Be persistent

Don't be afraid to follow up on email and keep posting on Facebook – often people intend to donate but don't quite get round to it, so a gentle reminder will be welcome.



THE MIX



contact



YOUNGMINDS



best beginnings





Heads Together to change the conversation

Step 1 Make a film showing your conversation

Why we want to role model the conversation:

Ahead of the 2017 Virgin Money London Marathon Heads Together will be releasing a series of short films. In each film, people from all walks of life, from high profile influencers to your local paramedics, will role model a conversation they had with someone they turned to during a challenging time for their mental health.

These films will help us show that talking about mental health and sharing our problems with someone else can help. We want to show that two heads are better than one.



How we want you to get involved

As a member of Team Heads Together, we would like you to lead from the front and create a short film with someone who supported your mental health during a difficult time.

We'd like you to be having a genuine conversation with someone that was there for you, giving a brief insight into your experience and importantly about how opening up and talking to someone helped.

We want these films to empower people to open up about their experiences with their mental health, so we'd like the tone of the films to be positive, upbeat, and even light hearted at times, while not discounting the seriousness of the topic.

Please share the film that you make online and in your local community, however you feel comfortable, to role model how a conversation can really help our mental health.

Practical guidelines for making your film:

- **YOUR STORY:** Before you press record, think about and discuss what you both want to say and what you are happy to share. Take your time and try to relax so that you feel comfortable and can be yourselves.
- **LOCATIONS:** Where you choose to film can really help bring your film to life. Try to pick a location which is relevant to you and the 'story' of your conversation.
- **FILMING:** when filming on a phone or tablet, make sure you are holding it the right way up – it's important to make your film **horizontal**, not vertical.

Use the screen to assess the framing of your shot. Does it look nice? Could it look better? Consider what's in the background – it's best to avoid any brands and trademarks or personal items, such as a cornflakes box on the kitchen counter or a personal photo on the wall.

- **LIGHTING:** Try and use natural light where possible to light yourself and what you are filming. Trust what you see on the screen, if it looks light and bright, you're on the right track. If it looks over-exposed and you can't make out the details of what you are filming, try a different spot.
- **SOUND:** The audio that you record is one of the most important things for your film. Viewers need to be able to hear what you are saying. Do your best to try and find a quiet spot to film, where there is no external noise – this includes wind rustles. It always pays to look through your footage after shooting it to check the sound. If you can't hear what you were saying then it is unlikely other people will be able to and it's always worth re-shooting if you're not sure.
- **LENGTH:** We would recommend your finished film being around 2 minutes long. Cutting a short 10–20 second version might also be a good idea to help in your promotion.

Talking about mental health

- It's important to keep content safe and non-triggering for others. Please avoid using graphic descriptions and images of self-harm, and suicide
- Try to use people-first language rather than labels, for example, describe someone as 'living with schizophrenia' rather than as 'a schizophrenic'
- Please avoid stigmatizing language. Words like 'crazy' or 'psycho' can upset others
- We also recommend avoiding the use of 'committed suicide' as the word 'committed' is associated with crimes. Instead, try to use phrases like 'took their own life' or 'attempted/ died by suicide'
- Take into account your own privacy online. Please do share your story, but be careful not to give out identifiable personal data and health, for example your home address and details of where you work. Remember that what goes online may be there forever
- Also be mindful of others' privacy. Even if someone is already public about their mental health status or experience, be thoughtful about how and where you share it. Remember private information about someone else should never be posted without their permission
- Be sensitive to the fact that other friends and family members may see your posts too
- Avoid mentioning specific people, brands or trademarks in your films (or inadvertently including them in the background)
- If you or someone in your film is under 18, please be sure to get permission from their parent or legal guardian
- Please make sure that you have all consents and permissions that you may need to make and post your film, including any consents to film on or around certain property, and permission from any copyright or other rights holders
- If you have any concerns about including something specific in your film, please seek independent legal advice

For further guidance on discussing mental health online, see the guidelines drawn up by [Time to Change](#).

Share your film

Please share your film as much as possible and in every way you feel comfortable, whether that is on your social media platforms, by email to your family, friends and colleagues, or with your local media.

As well as being a powerful tool to help change the conversation on mental health, it will also be a great asset for you to use in your fundraising.

Don't forget to use our [#HeadsTogether](#) when posting your film on social media.

Legally, we have to approve every use of the Heads Together logo, so please don't add the logo to the end of your film. If you wish to incorporate it, consider wearing your running vest or headband.





Heads Together to change the conversation

Step 2 Tell your Heads Together story with local media

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 help change the conversation for everyone.

The media that cover your local area and region are always on the lookout for inspirational stories about local people 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.

If you need any help finding the relevant contact details, please let us know and we will be able to help. You can email us at: media@headstogether.org.uk

Contact your local media

Writing a press release saves media time by compiling all the information they need to write or report a story, including all of the factual details and a quote. We've provided a template that you can edit and use. Then it's time to call the journalist.

Ask to speak to a reporter that covers your local area. Journalists work to tight deadlines, so check whether it's a good time to talk.

1. 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 more details. When you've answered their questions you can offer to send them the press release.
2. Copy and paste the press release into the body of an email and tell them you have a photo and a video to share. The best pictures tell a story and your local paper would much prefer a picture of you out training or fundraising in your

Find your local media

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

Useful links:

- www.newsquest.co.uk/portfolio/our-titles/
- www.newspapersoc.org.uk
- You can directly upload your video content with ITV Local here: www.yournews.itvlocal.com/Default.aspx



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.

3. One of the main ways our Team Heads Together runners will be changing the conversation on mental health is by making and sharing your own film of a conversation with someone that has supported you, or that you have supported. To get more people watching and sharing your film, include a reference and link in your press release and point it out in your email to the journalist – if possible give them the option to download and post on their own website within an online article.
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. And make sure you share your success with the Team Heads Together runner Facebook group – facebook.com/groups/HeadsTogetherLMrunners2017

#TeamHeadsTogether

#TeamHeadsTogether

Media interviews

Local media may be interested in interviewing 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.
- For TV and radio interviews check what questions will be asked first. It is also OK to say if there are any questions you would rather not answer.
- Ask if the journalist can share your video content online or on the television.
- Be yourself and relax – they want to hear your story and this interview could inspire others to have a conversation about mental health that will change someone's life.

INTERVIEW 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.
- I have made a film with XX about the support we have given each other with my/their mental health to try and help others feel able to have these conversations.
- 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.



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Heads Together 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].

XX had a conversation with XX to support them with their mental health during a difficult time. To empower people to open up about their experiences with their mental health, XX created a short video with XX giving insight into their experience of talking about mental health, highlighting how opening up and talking to someone helped. You can watch it here: [insert link to your video]

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. To help with this I made and shared a film with XX about how we supported each other with my/their mental health [it may be an opportunity to talk about your own experience or – without providing any personal details – 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 –





Heads Together to change the conversation

Step 3 Campaigning Get your community talking

As a member of Team Heads Together, you will play a critical part in helping us start millions of conversations about mental health across the country.

By starting these conversations you will give people in your communities the confidence to talk about their mental health and to support each other through difficult times. These conversations could make a life changing difference to people you know.

We'd like you to consider how you could start conversations in the range of communities you are part of including on social media. Here's what we mean.



Your social media network

Sharing your film and your story on your Facebook, Twitter, Instagram and YouTube pages is a great way to engage people you know in conversations about mental health.



Please do also share our Heads Together films, images and messages that you see online. The more you do this, the more you will engage your friends and followers and bring your story to life. It may also give your fundraising a boost!

So follow us, like us and subscribe to Heads Together social media channels to stay up to date with campaign news and our film releases.

Don't forget to tag **#TeamHeadsTogether** in your updates so that we can engage with you too, share your content and celebrate the online conversations that you have started.

Your communities and networks

There are lots of opportunities to encourage conversation about mental health in your everyday life, so have a think about where might be best to do this. It could be in your workplace, your school or college, a club or society you're a member of, a local community group or even with your friends and family.

It's important that you decide what will work best for you, but here are a few ideas to get you started:

- You could organise a Lunch and Learn session in your workplace, college or school to engage your colleagues and friends with your marathon journey and your reasons to run.

- Join Team Heads Together and campaign supporters across the country to host a pre-marathon Pasta Party for your family and friends on Friday 21st April. Celebrate how much you've achieved in your marathon journey so far, get a healthy dose of pre-marathon carbs and join the conversation on mental health that will be taking place around race day.

The above could also double up as fundraising events to help bring you closer to your fundraising target. Remember your charity may have helpful materials such as poster and invitation templates for you to use in your fundraising efforts, so do look on their website and get in touch with them if there's anything you need.

#TeamHeadsTogether

Register your organisation as a Supporter of Heads Together

Heads Together has opened up the campaign to other organisations that share our commitment to changing the conversation on mental health. Organisations and groups of all shapes and sizes that share our ambition to create millions of conversations on mental health are welcome to register as a Supporter of Heads Together.

If you know an organisation that might like to join us as a Supporter of Heads Together, here's how they can register:

1. Visit the Become a Supporter page on the Heads Together website:
www.headstogether.org.uk/get-involved/become-a-supporter/
2. Use the online form to register your interest
3. Accept the Terms and Conditions
4. Download the Supporter of Heads Together Toolkit, brand guidelines and logos and get campaigning



If you or someone you know has any questions about this, please get in touch with us on **supporters@headstogether.org.uk**





Tell us how you're doing

Let us know about your activities and achievements

With your help, we will start millions of conversations about mental health, and we want to track this as closely as possible to see the changes that are being made.

So please do shout about your Heads Together activities on social media, and make sure you tag **#TeamHeadsTogether**

Then keep an eye out for the 'Share your Conversations' button, which will be included in emails we send you between now and April – when you click on this button, you'll be able to report what you've done so far!

It would be great if you could feedback to us on each activity as it happens to let us know what you did, how it went and how many people you reached.

Where to go with your questions

If you have any questions about anything included in this pack, we recommend that you go to your chosen charity in the first instance.

If you are running with Heads Together or have a question you feel your charity cannot help you with, please email us on info@headstogether.org.uk

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