

In support of

HEADS  
TOGETHER

# Supporters of Heads Together Toolkit

To Change the Conversation on Mental Health



contact



YOUNGMINDS



best  
beginnings



Anna Freud  
National Centre for  
Children and Families



Charity  
Partners



Founding  
Partner

## Thank you for registering as a Supporter of Heads Together

Together, we will continue to build on the fantastic progress that has already been achieved towards ending the stigma and fear of judgement that stops people who are facing mental health problems from talking and getting the help they need.

Together we can change the conversation on mental health for everyone.

Between now and April 2017, when Heads Together has the privilege of being official Charity of the Year for the 2017 Virgin Money London Marathon, we want to help give people the confidence to talk about mental health by showing that two heads are better than one.

This toolkit is designed to give you what you need to support the Heads Together campaign in the most important and effective way possible. It includes;

-  An introduction to Heads Together
-  The three commitments of a Supporter of Heads Together
-  Guidelines about how to feedback your Heads Together activities and achievements
-  Details of where to find our 'Supporter of Heads Together' logo and brand guidelines

# Supporter Toolkit

## An introduction to Heads Together

Heads Together is a campaign spearheaded by The Duke and Duchess of Cambridge and Prince Harry to end stigma and change the conversation on mental health. Heads Together brings eight leading mental health charities and organisations together to build on the great work that is already taking place across the country to tackle stigma and provide mental health support.

The Heads Together team of Charity Partners 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



We're also thrilled to be working with our Founding Partners, Unilever, Virgin Money and Dixons Carphone.

## Why do we need to change the conversation on Mental Health?

Too often mental health problems are seen as something that happens to other people but we all have mental health and 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 mental health problems, the fear of being judged or treated differently stops

them reaching out for help and talking. Together we can end this stigma once and for all.

- 1 in 4 adults in the UK will experience a mental health problem each year
- 9 out of 10 people with mental health problems report that they experience stigma
- 26% of young people have said that the stigma attached to their mental illness has made them want to give up on life
- Work-related mental ill-health costs the UK economy up to £26 billion every year

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## What you can do to help change the conversation on mental health as a Supporter of Heads Together

As a Supporter of Heads Together, you are agreeing to make the following three commitments:

- 1. Role Model the Conversation**
- 2. Share the Conversation**
- 3. Encourage the Conversation**

### Commitment 1 – Role Model the Conversation

Between now and April, we want to demonstrate that having a good conversation about our mental health can really help. We want to give others the confidence to speak out and reach out for help if they're struggling.

We will be releasing a series of films in which people who have seen the personal benefit of open conversation about their mental health will role model this conversation with the person they spoke to. As a Supporter of Heads Together, we need you to join us in role modelling these conversations by creating and sharing a film, or a series of films in which people from your organisation do the same. We'd like them to talk

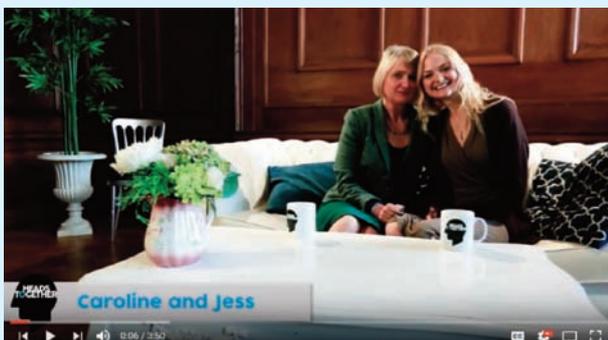
to someone that helped them, or someone they have helped through a challenging time about how having this conversation helped.

We'd like these films to have a similar look and feel to those that we will be releasing.

We'd like the story to show that opening up and having a conversation about their mental health problems proved to be a powerful personal turning point. We would ask you to share this across your organisation and online, leading by example to demonstrate that that two heads together are better than one.

#### Top Tips:

- The tone should be authentic, but equally easy and positive – even occasionally light hearted, to show that talking about our mental health is, in the words of The Duke of Cambridge, "no big deal"
- We'd recommend keeping your film between 1–3 minutes long
- Upload your video to Facebook or YouTube – whichever of your channels you feel has a better engagement and share its link from there
- Try to speak to each other, rather than to the camera



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## Commitment 2 – Share the Conversation

- Step 1 Follow us, like us and subscribe** to Heads Together social channels to stay up to date with campaign updates, news and film releases.
- Step 2 Retweet and repost and share** Heads Together content on your social media platforms and internal communications as well as face to face with your colleagues and customers. Your support here would be invaluable to us and we ask that you share our content at least once a month.
- Step 3 Join the conversation** on social media by sharing your films and your activities.



Don't forget to tag **#HeadsTogether** in your updates so we can engage with you too, share your content and celebrate the change that you're making.

## Commitment 3 – Encourage the Conversation

As a Supporter of Heads Together you will be playing a big part in helping us start millions of conversations about mental health both in your organisation and with your external audience. We encourage you to activate these conversations in whatever way works best for your organisation, but here are a few ideas to get you started:

**Host a Pasta Party:** We are the official charity partner of the 2017 Virgin Money London Marathon. You could join team Heads Together in hosting your own pre-marathon Pasta Party on Friday 21st April 2017 to celebrate those who are running and join the conversation on mental health that will be taking place around race day.

**Organise a series of Lunch and Learns:** Lunch and Learns can be a great way to engage your colleagues in a particular topic. You could host a Q+A with your HR team about what mental health support is available to your employees at work, and consider including a live role modelled conversation between one of your employees and someone that has helped them with their mental health challenges to demonstrate how positive talking can be.

**Run a Mental Health Awareness week (17 – 23 April):** Organise a series of events, activities and scheduled communications in the week running up to the marathon (w/c 17th April), to focus on role modelling and activating these conversations both internally and also to your customers. You could send a piece of advice on starting conversations each day or run a daily activity which encourages your staff, your customers or networks to get together and talk.

Please note if you would like to fundraise through one of the above activities, simply choose one of the Heads Together Charity Partners and contact them directly. They will be extremely grateful for the contribution towards their vital mental health support and services.

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## 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 made. So,

- Please do shout about your Heads Together activities on social media, and make sure you use the **#HeadsTogether** and,
- In each of the emails we send you between now and April, please click on the **'Tell us how you're getting on'** Button and let us know 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 engaged.

If you're a charity, it would also be great to know what increased support was generated for your organisation and whether you saw any increase in demand for your services.

## Logo and Brand Guidelines

It is important that you download, read and follow our Brand Guidelines along with the 'In Support of Heads Together' logo. The guidelines will outline the specific ways in which you are permitted to use this logo.

In the instance that we notice a deviation from the Brand Guidelines, we will ask you to amend, or remove that piece of content.

We encourage you to undertake your Heads Together activity between January and April 2017 and having agreed to the commitments of Supporters of Heads Together, you are able to use the 'Supporter of Heads Together' logo during this time period.

To download the brand guidelines, please go to the Heads Together Website.

## Where to go with your questions:

If you have any questions, please contact [Sophia.Sullivan@royalfoundation.com](mailto:Sophia.Sullivan@royalfoundation.com)



contact



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