

EXPRESS YOURSELF

#ChildrensMentalHealthWeek



www.childrensmentalhealthweek.org.uk

HELP US SPREAD THE WORD: SOCIAL MEDIA GUIDE

Children's Mental Health Week is run by children's mental health charity **Place2Be** to focus on the importance of looking after our emotional wellbeing from an early age. This year's theme is '**EXPRESS YOURSELF**'.

EXPRESSING YOURSELF is about finding ways to share feelings, thoughts, or ideas, through creativity. This could be through art, music, writing and poetry, dance and drama, photography and film, and doing activities that make you feel good.

For Children's Mental Health Week 2021 we are encouraging children (and adults) to explore the different ways we can **EXPRESS OURSELVES**, and the creative ways that we can share our feelings, our thoughts and our ideas.

We'd love your support to help us spread the word and raise awareness of the importance of children's mental health. We've created assets, example tweets and posts, to make it as easy as possible for you to shout about the week. Feel free to adapt the content according to your needs, or develop your own.

KEY INFORMATION

Please help spread the news about Children's Mental Health Week on social media by tagging Place2Be in all of your tweets and use **#ChildrensMentalHealthWeek**.

 @Place2Be

 @_Place2Be

 Place2BeCharity

 Place2Be

POSTS FOR DURING THE WEEK

Help to spread the word about the week by sharing some of the tweets below.

Assets to accompany your posts can be found on Dropbox.

1. We're proud to be supporting @Place2Be's #ChildrensMentalHealthWeek (1-7 February). Join us and help to shine a light on the importance of children and young people's #mentalhealth. Find out more and download your free resources today: childrensmentalhealthweek.org.uk
2. 1 in 6 children and young people have a diagnosable #mentalhealth condition. This week, we're supporting @Place2Be's #ChildrensMentalHealthWeek - raising awareness of the importance of children and young people's mental health. Learn more: childrensmentalhealthweek.org.uk
3. No child or young person should have to face mental health problems on their own. We're proud to be supporting @Place2Be's #ChildrensMentalHealthWeek. Find out more: childrensmentalhealthweek.org.uk
4. 50% of those with lifetime mental health problems first experience symptoms by the age of 14. This #ChildrensMentalHealthWeek, @Place2Be is shining a spotlight on the importance of children and young people's mental health. Learn more at childrensmentalhealthweek.org.uk
5. It's #ChildrensMentalHealthWeek: what are you doing to mark the week? It's not too late to get involved! Visit childrensmentalhealthweek.org.uk to find out more, and help @Place2Be to raise awareness of the importance of children and young people's #mentalhealth.
6. Last year, @Place2Be worked with 700 schools, reaching over 380,000 children and young people. This #ChildrensMentalHealthWeek help them to reach and support more young people with their #mentalhealth. Just £7 could help a child access their support. donate.place2be.org.uk

DOWNLOAD OUR GRAPHICS FOR TWITTER, FACEBOOK, INSTAGRAM AND STORIES HERE!



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PROMOTING OUR ONLINE ASSEMBLY

We've teamed up with BAFTA Kids and Oak National Academy to create a free online assembly. The assembly, which will be available from 9am on Monday 1 February, features pupils and well-known faces discussing the theme of 'Express Yourself', and can be watched in school, during home-schooling, or at home with your family. We'd love your help to share the assembly far and wide!

Assets for the assembly can be found in this Dropbox folder.

1. This #ChildrensMentalHealthWeek, @Place2Be has teamed up with @BAFTA Kids and @OakNational to create a free virtual assembly. Available to all schools and families, the assembly features pupils & well-known faces discussing how they express themselves: childrensmentalhealthweek.org.uk/assembly
2. We're excited to tune in to @Place2Be, @BAFTA Kids and @OakNational's free virtual assembly this #ChildrensMentalHealthWeek. Join us! Find out more at childrensmentalhealthweek.org.uk/assembly

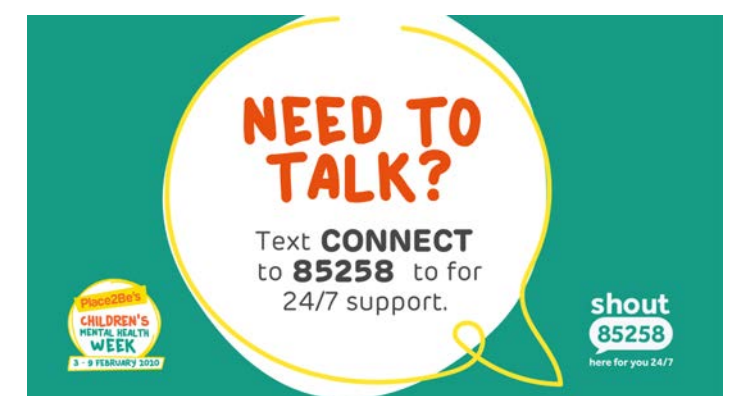
ON FACEBOOK? ADD OUR CHILDREN'S MENTAL HEALTH WEEK FRAME TO YOUR PROFILE PICTURE!

SIGNPOSTING FOR SUPPORT - SHOUT

We're proud to work in partnership with Shout to provide 24/7 text support to those in need. If you'd like to signpost people to this support, see the suggested copy below.

Assets to promote Shout can be found in this Dropbox folder.

1. Anxious? Worried? Stressed? Don't keep it all to yourself. @Place2Be have partnered with @GiveUsAShout to provide 24/7 support. If you need to talk, text CONNECT to 85258, and someone will be there to listen. Learn more: place2be.org.uk/help #ChildrensMentalHealthWeek
2. No one should have to face mental health problems on their own. If you need to talk to someone, text CONNECT to 85258 to speak to one of @giveusashout's trained volunteers. Find out more on the @Place2Be website: place2be.org.uk/help #ChildrensMentalHealthWeek



DRESS TO EXPRESS

This Children's Mental Health Week, we're asking people to **DRESS TO EXPRESS** and help raise vital funds to help us support more children and young people with their mental health. We'd love to see photos and videos of your Dress to Express events!

Social media graphics are available here on Dropbox.

1. This #ChildrensMentalHealthWeek, we're hosting a virtual 'Dress to Express' Day to help raise vital funds for children's mental health charity @Place2Be. Find out how you can get involved at childrensmentalhealthweek.org.uk/fundraisingkit
2. Today we're taking part in 'Dress to Express' to show our support for @Place2Be's #ChildrensMentalHealthWeek. It's not too late for you to get involved. Learn more at childrensmentalhealthweek.org.uk/fundraisingkit



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FAQS

What is Children's Mental Health Week?

Place2Be is the UK's leading provider of schools based mental health support. We launched the first Children's Mental Health Week in 2015 to shine a spotlight on the importance of children and young people's mental health. Now in its sixth year, we hope to encourage more people than ever to get involved and spread the word. [You can find out more about the week, and Place2Be, on the Children's Mental Health Week website.](#)

Can my school or organisation still take part during lockdown?

Yes - definitely. All of our [free school resources](#) can be adapted for use in school, for home-schooling, online lessons or independent learning. Our [fundraising kit](#) also includes ideas on how to run a virtual / online fundraising event.

Can I create my own graphics and posts to promote the week?

Yes! [In this Dropbox folder](#) you can download the Children's Mental Health Week and Place2Be logos to use in your designs. Just remember to tag us in your posts and use #ChildrensMentalHealthWeek so we can share and retweet.

Can I fundraise for you? What is DRESS TO EXPRESS?

DRESS TO EXPRESS is our fundraising campaign. The idea is simple – use colour to express yourself during Children's Mental Health Week by wearing a colourful outfit and donating £2 to Place2Be. You can learn more about the campaign, and get your school, organisation or family involved, on the [Children's Mental Health Week website](#).

Let us know your fundraising plans, and let us support you with your fundraising, by getting in touch with us on friends@place2be.org.uk.

I can't access the Dropbox folders, can you help?

If you have any issues accessing the graphics or logos, please email us on press@place2be.org.uk.

THANK YOU FOR YOUR SUPPORT

Whether you're raising money, giving up your time, or giving your voice to help us raise awareness during Children's Mental Health Week - thank you. We couldn't do our vital work without your support.

If you have any other questions or would like to let us know what you have planned, please email:

Abi Aldridge
Communications Manager
abi.aldridge@place2be.org.uk

