

Helping everyone look after their mental wellbeing

The Covid-19 pandemic has had a negative impact on the mental health of many of us. Mental health affects our overall health and wellbeing, impacting our quality of life and our ability to work. The Better Health - Every Mind Matters campaign can help you discover and share simple steps to achieving good mental health.

Free NHS-approved Mind Plan

By answering five simple questions on the Every Mind Matters website, adults will get a personalised action plan with practical tips to help them deal with stress and anxiety, boost their mood, sleep better and feel more in control. Over 3.3 million Mind Plans have been created so far! The website also offers many other practical resources, including Covid-19 resources, to help people care for their mental wellbeing, plus expert advice and tips.

Every Mind Matters can complement existing mental health services or be used as a stand-alone resource. The Mind Plan tool can be embedded in your own websites or accessed via a [link](#).

How you can use Every Mind Matters

We have produced a range of resources which can be found on the [Campaign Resource Centre](#).

The materials can be used to signpost people to the online tools, advice and content on <https://www.nhs.uk/every-mind-matters/>.

Please share these as widely as possible and display these materials in prominent positions across your sites and facilities.



What you can find on the Campaign Resource Centre

- Campaign posters (including empty belly posters)
- Conversation starters
- Social media posts and content for a range of platforms
- Web banners
- Digital screens
- Video content providing advice from experts



What can you do?

- The Better Health - Every Mind Matters campaign offers a range of dedicated support to equip adults with tips and advice to look after their mental health and wellbeing - you don't need to be a provider of mental health services to share these resources.
- Make use of free digital and social resources including the Every Mind Matters Mind Plan Quiz, which can be embedded into your digital channels.
- You can also link to the Better Health - Every Mind Matters website, where you will find guidance from NHS experts and advice from people with lived experience of common mental health problems.
- If any of your services fit under the recommended Every Mind Matters self-care actions, you could use the campaign to help promote those services.
- Free resources are available from the Campaign Resource Centre: campaignresources.phe.gov.uk/resources

Join a growing movement of organisations committed to taking action to promote mental wellbeing, search and share Every Mind Matters materials across your networks.

To find out how we can support you further, contact partnerships@phe.gov.uk

Thank you for your support

