

03 HOW TO PROMOTE 'JUST TALK'

There are a number of ways in which you could promote 'Just Talk'.

Simply talking to your friends to start with, but also through the use of assemblies, newsletters, radio shows, leaflets, short films, social media etc. can make a big impact.

Each year there will be an awareness raising week. Check out our website www.justtalkherts.org which will be updated with next year's dates over the summer.

The Public Health team will host a 'Just Talk' Ambassadors' planning event prior to every awareness raising week which all ambassadors are invited to attend, giving you an opportunity to work together, and to hear what else is happening across Hertfordshire.

That said, 'Just Talk' is a campaign that runs all year round. So here are some ideas that you could consider for raising awareness:

- Ensure existing 'Just Talk' resources are clearly displayed around your school or out of school club.
- Create short 'Just Talk' films. 'Just Talk' films should focus on positive messages – the focus is on mental health rather than mental illness. Showing every-day stories of how people overcome challenging times can really help people to understand why mental health is something that is relevant to us all.
- For anyone featuring in your film, you will need to ensure they complete a consent form. You could share these within your own school or local community, but if you were happy to have it shared across the whole county the Public Health Team would love to hear from you: publichealth@hertfordshire.gov.uk
- Consider setting up a 'Just Talk' display which contains the following information and any other ideas you may have:
 - Just Talk logo and poster.
 - Details of where pupils can get support from in school and outside of school.
 - Positive stories about how people have coped with difficult times. You may want to also encourage your teachers and other school staff to also share their stories.
- Promote key messages on social media using #JustTalk; If you have any links with celebrities or well known people, encourage them to also support the campaign by using #JustTalk on their own social media, or by taking a photograph of them and getting a quote so that this can be added to the www.justtalkherts.org website and used on our own social media.
- Ensure your school's website (or the website for any clubs you attend) contains the key messages of 'Just Talk' and a link to www.justtalkherts.org
- Deliver a presentation in an assembly, parent event, or other appropriate place – We have a presentation that you can use, or you can create your own.
- Run 15 minute awareness raising sessions. These could be drop-in sessions during lunchtime, or you could ask your form tutor if you could use 15 minutes of form time or PSHE. We drew on national resources as well as local ones to create these activities. These are designed to get people thinking about the topic of mental health to increase their understanding of why it is important to talk; to showcase how we can support each other; and to increase knowledge of what can be done to promote our own mental health. As with all of the resources in this toolkit, you do not need mental health expertise to run these activities.
- If you identify a resource that you think would help you to raise awareness of mental health and 'Just Talk' more easily but it requires some funding, contact publichealth@hertfordshire.gov.uk and the Public Health team will see if they can help you.



