

# #JUSTTALK

For more information visit:  
[www.justtalkherts.org](http://www.justtalkherts.org)



## MEDIA PACK NOVEMBER 2019

The campaign runs from Monday 18 – Sunday 24 November 2019.

1. Press release
2. Social media toolkit (includes messages, images and videos)

### Press release

#### **Local schools join in #Just Talk mental health campaign week**

**Schools across the county are organising a range of activities to encourage young people to have conversations about mental health for Hertfordshire's Just Talk campaign week that runs from 18-24 November.**

They will be hosting assemblies as well as PE and art lessons themed around mental health, showing short films created by school children to support the campaign, and running classroom activities such as quizzes, as well as parent information events.

More than 70 primary and secondary schools will be taking part in Hertfordshire's award-winning #Just Talk campaign which has been co-designed with young people.

The campaign aims to encourage children and young people to learn how to look after their mental health, and to open up and talk about things that are worrying them before they escalate into a crisis. Young people in Hertfordshire have told us that exams and tests are their number one worry, so they chose this topic as the theme for our annual short film competition. We're inviting them to come up with a storyboard idea on 'How to cope with exam pressure' with the aim of helping their peers manage stress as the mock exam season approaches. Winners will get to work with a professional film-maker to turn their idea into a short film and receive £100 in vouchers. Competition entry details are available at: [www.justtalkherts.org](http://www.justtalkherts.org) where you can also watch last year's brilliant winning films for inspiration.

A free #JustTalk toolkit is also available online to help schools, colleges, sports clubs or any other agency working with young people run activities throughout the week and share the key campaign messages: 'It's 'OK not to be OK' and 'Talking shows strength'.

Cameron, a pupil at The Reach Free School in Rickmansworth, explains: "Mental health isn't something that will just go away. Just Talk has been able to open the eyes of people so they realise that mental health is always there, it's always present and it's the maintenance of that mental health that's so vitally important."

Fellow student Luke, adds: "Just Talk has made me and a lot of my friends a lot more comfortable speaking about our issues to each other."

Anthony Smith, Deputy Head Teacher at The Reach Free School explains how the school has implemented Just Talk: "Talking about mental health shows strength, not weakness. If we can get that message into each and every one of our pupils, then they will be able to access support when they need it."

Hertfordshire County Council's Director of Public Health, Jim McManus said: "Schools are important partners in our award-winning Just Talk campaign, actively encouraging children and young people to feel comfortable talking about their mental health and letting them know that it's fine to reach out for support if they are struggling to cope."

“The earlier that young people raise any worries that they may have, whether it’s exam stress or relationships with their peers, the earlier something can be done to help.”

The Just Talk campaign has also received the backing of role models and sports people, including Watford FC players, Christian Kabasele and Abdoulaye Doucouré, broadcaster Iain Lee and BBC3 Counties presenter Andy Holmes.

To help spread the word among schools about the positive impact that Just Talk can have on the mental health of young people, we have also created a new video with input from pupils and teachers from The Reach Free School in Rickmansworth.

For more information about the campaign and free downloadable copies of the toolkit and other resources, please visit [www.justtalkherts.org](http://www.justtalkherts.org)

Join the conversation on social media using the hashtag #JustTalk

## Notes for editors

For further information on Just Talk and to find out what other schools across Hertfordshire are doing, please contact Amanda Wilkinson via the Hertfordshire County Council press office on 01992 556802.

#JustTalk aims to break down the stigma surrounding conversations about mental health and encourage children and young people to talk about things that are worrying them before they escalate into a crisis.

Over 20 organisations across Hertfordshire have come together as part of the #JustTalk network to develop the campaign and are working with young people to ensure that everyone has a better understanding of mental health.

Since the launch of #JustTalk we have seen a four per cent reduction in the number of 12-13-year-old boys keeping worries about their mental health to themselves.

Hertfordshire County Council is signed up to the Prevention Concordat for Better Mental Health on behalf of the county. Through this, the Council has identified 20 ‘must-do’ issues to address, with a specific focus on four of these: mental wellbeing among young people; the physical health needs of people with serious mental illness; suicide prevention and loneliness and social isolation.

## Social media content

Purpose	Date	Content and call to action/link	Image/video
Lead up to campaign	11-17 Nov	It’s back for the third year running...18-24 November 2019. Join the conversation #JustTalk	
		Talking Shows Strength. Join the conversation. #JustTalk week starts 18 November 2019.	
Launch	18-24 Nov	If you think it’s important for young people to feel OK talking about #mentalhealth then please retweet to raise awareness of #Herts #JustTalk campaign. It’s OK to not be OK - Talking Shows Strength <a href="http://www.justtalkherts.org">www.justtalkherts.org</a>	
		We all have #mentalhealth in the same way we all have #physicalhealth. Life can sometimes be difficult but it shows strength to #JustTalk <a href="http://www.justtalkherts.org">www.justtalkherts.org</a>	

		We want to help young people feel confident to open up and get support if they are struggling. It's OK to not be OK but talking shows strength. Let's #JustTalk about #mentalhealth. <a href="http://www.justtalkherts.org">www.justtalkherts.org</a>	Any images
		Through #JustTalk we are helping children and young people feel more confident about opening up and talking about their problems. It's the first step to feeling better. <a href="http://www.justtalkherts.org">www.justtalkherts.org</a>	Any images
		4 out of 5 young people in Hertfordshire recognise that it's OK to talk about their #mentalhealth. Let's make it 5 out of 5. #JustTalk <a href="http://www.justtalkherts.org">www.justtalkherts.org</a>	Any images

<b>Healthy coping strategies</b>	18-24 Nov	1 in 5 boys and young men in Hertfordshire struggle to find healthy coping strategies when things are worrying them.  Here are some ideas that all young people can try: <a href="http://www.justtalkherts.org/ideas">www.justtalkherts.org/ideas</a>	<a href="http://bit.ly/JamieJT">http://bit.ly/JamieJT</a>
		We all have #mentalhealth in the same way we all have physicalhealth. Talking shows strength. #JustTalk.  Here are some ideas you can try when things are worrying you: <a href="http://www.justtalkherts.org/ideas">www.justtalkherts.org/ideas</a>	<a href="http://bit.ly/TomJT">http://bit.ly/TomJT</a>
		#JustTalk is back. Help us to normalise conversations about #mentalhealth so that young people know it's OK to talk about it. Please share your #JustTalk stories and healthy coping strategies <a href="http://www.justtalkherts.org/ideas">www.justtalkherts.org/ideas</a>	<a href="http://bit.ly/JonnyJT">http://bit.ly/JonnyJT</a>

<b>Music suggestions</b>	18-24 Nov	Help us build a #JustTalk #playlist!  We're inviting you to suggest the #music tracks that help you #feelbetter when you're #feelingdown.  Check out the full list: <a href="http://www.justtalkherts.org/playlist">www.justtalkherts.org/playlist</a>	
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<b>Celebrity /local role model endorsement</b>	18-24 Nov	Hertfordshire's #JustTalk #mentalhealth campaign is being supported by some well-know and local faces. Check out what our supporters have to say: <a href="http://www.justtalkherts.org/gallery">www.justtalkherts.org/gallery</a>	Any images
		I'm supporting #JustTalk, Hertfordshire's campaign to encourage us all to talk about our thoughts and feelings. One "Are you OK" could be enough to save a life. #JustTalk #mentalhealth	Any images

		Please RT, like and share if you agree! <a href="http://www.justtalkherts.org/gallery">www.justtalkherts.org/gallery</a>	
		#JustTalk – an important campaign to encourage boys and young men to open up about things that are worrying them.  Please RT to help us spread the message that it's OK to not be OK and that talking shows strength.  <a href="http://www.justtalkherts.org/gallery">www.justtalkherts.org/gallery</a>	Any images

<b>Competition promotion</b>	18-24 Nov	Calling all young Spielbergs!  Have you seen this powerful short film, designed by Zoe Broadhead to encourage children and young people to #JustTalk about #mentalhealth?  Now's your chance to produce your own. Visit <a href="http://www.justtalkherts.org">www.justtalkherts.org</a> to find out more	<a href="http://bit.ly/JustTalkZBr">bit.ly/JustTalkZBr</a>
		Calling all young Spielbergs!  Have you seen this powerful short film, designed by Ryan Kennedy to encourage children and young people to #JustTalk about #mentalhealth?  Now's your chance to produce your own. Visit <a href="http://www.justtalkherts.org">www.justtalkherts.org</a> to find out more	<a href="http://bit.ly/JustTalkRK">bit.ly/JustTalkRK</a>
		Calling all young Spielbergs!  Have you seen this powerful short film, designed by Tilly Lee to encourage children and young people to #JustTalk about #mentalhealth?  Now's your chance to produce your own. Visit <a href="http://www.justtalkherts.org">www.justtalkherts.org</a> to find out more	<a href="http://bit.ly/JustTalkTL">bit.ly/JustTalkTL</a>

## Assets

### Films

All available via the following links:

[https://www.youtube.com/playlist?list=PLxqVsBCZqwgocplsfbh8fISV\\_maI9GL](https://www.youtube.com/playlist?list=PLxqVsBCZqwgocplsfbh8fISV_maI9GL) [www.justtalkherts.org/supporters](http://www.justtalkherts.org/supporters)

### Images

Image files will be available to download from [www.justtalkherts.org](http://www.justtalkherts.org) from 13 November 2019



