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| **OVERVIEW:** | This toolkit contains information for partners in healthcare, social care, the voluntary sector and the not-for-profit sector to use, to encourage their staff to contact ‘Here for you’ if they are struggling with any mental wellbeing problems related to the pandemic, whatever they may be. |
| **Background:** | Essex Partnership University NHS Foundation Trust (EPUT) and Hertfordshire Partnership University NHS Foundation Trust (HPFT) have launched a new psychological support service, ‘Here for you’, specifically for staff who work in healthcare, social care, the voluntary sector or not-for-profit sector in Essex or Hertfordshire, as well as those who work in an Essex or Hertfordshire organisation, but are based elsewhere.  This service is available to anyone who is struggling with the impact of the pandemic, in whatever way that may be. It has been set up to support all staff, clinical and non-clinical, whether they are frontline or not.  Here for you is a service which prioritises staff needs, signposts to the right help at the right time, provides a priority referral if needed and helps rebuild resilience levels. Here for you is run by experts in the mental health field and confidentiality is paramount.  The campaign will begin with a soft launch across internal channels and will expand across social media in the coming weeks. An additional toolkit with social media copy and graphics will follow. The campaign aims to let staff know, as far and wide across Essex and Hertfordshire as possible, that we are here for you.  If you are aware of any meetings our service leads can attend to present ‘Here for you’ to your staff, please do let us know – we are keen to spread awareness in whatever way we can.  We will be launching a web based chat function and a text service in the near future and we will update you with more information on this when it becomes available. |
| **AIM:** | The aim of this document is to support our partners to encourage staff across Essex and Hertfordshire to reach out and talk to us.  This toolkit includes:   * Internal intranet copy * Newsletter copy * Thumbnail image * Downloadable poster * Email signature   A follow up toolkit for the wider launch will include:   * Social media copy * Social media graphics * Intranet banner * Screensaver |

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| **INTRANET and**  **email COPY:** | The following copy can be used for use on your internal intranet and for emailing colleagues:  We know life is stressful right now. We are **here for you**.  Essex Partnership University NHS Foundation Trust (EPUT) and Hertfordshire Partnership University NHS Foundation Trust (HPFT) have launched a brand new support service in response to the pandemic, specifically for staff who work in healthcare, social care, the voluntary sector or not-for-profit sector.  If you work in these areas in Essex or Hertfordshire, and need someone to talk to, we are **here for you**. You can also talk to us if you work in an Essex or Hertfordshire organisation, but your work base is elsewhere.  Staff are facing the toughest time to date and resilience is running low. You can call us 24/7 to confidentially talk through any problems you’re facing, whatever they may be, on 0344 257 3960.  The pandemic has affected us all in different ways, some of us are struggling to work from home while home schooling, some are overwhelmed at work or at home, some are stressed because of financial problems, some may be anxious every time they hear an update on the news, some are feeling the strain of isolation and some may be struggling to mentally recover from COVID-19 or the loss of a loved one. Some of us may just feel down or a bit less bright, but we aren’t sure why.  **Here for you** has been set up to support all staff, clinical and non-clinical, across health and social care, primary care and voluntary services, whether you are frontline or not. So, if you work within the NHS, a GP practice, in a care home, in adult or children’s social care or in the voluntary sector, you can call us.  Support services are already in place for many of our staff through Employee Assistance Programmes and Occupational Health, as well as Mental Health First Aiders in many of our organisations. **Here for you** is an overarching service which prioritises staff needs, signposts you to the right help at the right time, provides a priority referral if needed and helps rebuild our resilience levels.  **Here for you** is run by experts in the mental health field and confidentiality is paramount. Rest assured you can call the line in complete confidence to talk through your worries. Whether you need to talk to somebody, seek advice on where to find specific resources, receive counselling, attend a group session or organise a team debrief from a particular situation, we are **here for you**.  [www.bit.ly/hereforyousupport](http://www.bit.ly/hereforyousupport) |
| **NEWSLETTER COPY:** | The following is suggested shortened copy for newsletter articles:  We know life is stressful right now. We are **here for you**.  Essex Partnership University NHS Foundation Trust (EPUT), alongside Hertfordshire Partnership University NHS Foundation Trust (HPFT) have launched a brand new support service in response to the pandemic, specifically for staff who work in healthcare, social care, the voluntary sector and not-for-profit sector.  If you work in these areas in Essex or Hertfordshire, and need someone to talk to, we are **here for you**. You can also talk to us if you work in an Essex or Hertfordshire organisation, but your work base is elsewhere.  Staff are facing the toughest time to date and resilience is running low. You can call us 24/7 to confidentially talk through any problems you’re facing, whatever they may be, on 0344 257 3960.  Read more: [www.bit.ly/hereforyousupport](http://www.bit.ly/hereforyousupport) |

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| **assets:** | Below are examples of assets you are welcome to use. The full size versions of which are attached to the email sent. If you experience any issues with these, please email [epunft.communications@nhs.net](mailto:epunft.communications@nhs.net).  Thumbnail image:  Downloadable poster:    Email signature:    A toolkit including social media graphics, an intranet banner and a screensaver will follow shortly. |