**Promoting NHS Urgent Mental Health Crisis Lines**

**Communications pack**

**Introduction**

NHS 24/7 all-ages crisis lines were rolled out in 2020 and have since supported around 250,000 people a month across England. Before March 2020, most areas did not have urgent mental crisis lines with 24/7 hours of operation for all ages, and access to crisis support was often restricted only to people who were already known to services.

But as of May 2020, all NHS mental health Trusts in the country have an open urgent mental health crisis line; fully operational for all ages four years earlier than planned. The crisis lines provide direct access to information, advice, brief psychological interventions, and a crisis response where needed.

Fewer than 2% of the calls received between April and November 2020 have resulted in people being referred to A&E or needing a blue light response from ambulance or police.

In a context of increasing mental health need across all age groups, we aim to promote the new lines at the national, regional and local levels so that people facing a mental health crisis know where to get support.

This winter will be the first time ever we are able to communicate at a national, regional and local level an NHS option for urgent mental health needs other than to go to A&E or dial 999.

The lines can be accessed via the webpage [nhs.uk/urgentmentalhealth](https://www.nhs.uk/mental-health/advice-for-life-situations-and-events/where-to-get-urgent-help-for-mental-health/), which provides a service finder where people can look for their local line with their post code.

**How you can get involved**

This toolkit provides messages and assets to support teams to promote their local urgent mental health crisis lines.

* Posting on social media – you can use our suggested posts, visuals and animations or create your own based on your own crisis line(s) number(s).
* Issue a press release to your local media based on the national release and relevant regional/local data.
* Promote your local crisis line(s) and the national messages in your internal and external communications and publications, including posters in your facilities, websites, etc.

**Key messages**

* Find your local 24/7 mental health crisis line at [nhs.uk/urgentmentalhealth](http://www.nhs.uk/urgentmentalhealth)
* If you have urgent mental health needs, find your local 24/7 mental health crisis line at [nhs.uk/urgentmentalhealth](http://www.nhs.uk/urgentmentalhealth)
* If you or a loved one are experiencing a mental health crisis, find your local 24/7 mental health crisis line at [nhs.uk/urgentmentalhealth](http://www.nhs.uk/urgentmentalhealth)
* 24/7 urgent mental health support is available to all adults and children. You can find your local NHS helpline by searching for your postcode or home town in a new service finder at [nhs.uk/urgentmentalhealth](http://www.nhs.uk/urgentmentalhealth)

**Press release**

The national press release on the urgent mental health helplines can be found online here: <https://www.england.nhs.uk/2021/07/nhs-mental-health-crisis-helplines-receive-three-million-calls/>.

Please use this as a template for your regional/local media release and add information relevant to your region/helpline.

**Case studies**

There are a number of case studies from a range of different regions and trusts published on the NHSE/I website: <https://www.england.nhs.uk/mental-health/case-studies/24-7-urgent-mental-health-helplines-available-across-the-country>.

These are positive examples of people being supported by the crisis lines which can help display best practice.
Please seek out examples from your local crisis line to help promote how local people in your area have been supported.

**Social media assets**

A video and some social media statics can be downloaded from Google Drive: <https://drive.google.com/drive/folders/1P35u0hUFqd2LTKYM6ThatE1SMA2EoHIB?usp=sharing>

**Suggested social media posts**

* NHS mental health helplines provides access to information and advice for anyone needing urgent mental health support. Find your free local helpline at [nhs.uk/urgentmentalhealth](http://www.nhs.uk/urgentmentalhealth)
* People of all ages in London needing urgent mental health support can call free NHS mental health helplines 24 hours a day, 7 days a week. Find your local helpline at [nhs.uk/urgentmentalhealth](http://www.nhs.uk/urgentmentalhealth)
* Anyone experiencing a mental health crisis can call an NHS urgent mental health helpline and friends and family members can call on behalf of someone they’re worried about. Find your local helpline at [nhs.uk/urgentmentalhealth](http://www.nhs.uk/urgentmentalhealth)
* NHS urgent mental health crisis lines across England have supported around 250,000 people a month since they were rolled in May 2020. Find your local crisis line at [nhs.uk/urgentmentalhealth](http://www.nhs.uk/urgentmentalhealth)