



# Communications and media guide

for Coronavirus Mental Health Response Fund grant-funded projects

## Mental Health Consortia

# Congratulations on becoming a Coronavirus Mental Health Response Fund grant recipient!

You are one of 134 projects to be awarded a grant from our Coronavirus Mental Health Response Fund. All grants are for services that exclusively support Voluntary Community Sector mental health providers in England to respond to an anticipated increase in need as a direct result of the coronavirus (Covid-19) pandemic. The programme is managed nationally by Mind, in partnership with the Mental Health Consortia who represent the leading mental health organisations in England. The programme is supported by the Department of Health and Social Care (DHSC).

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## Introduction

**This guide is designed to help you tell your Coronavirus Mental Health Response Fund story in your marketing and communications work.**

The Coronavirus Mental Health Response Fund is being delivered by a range of grant-funded projects across England.

You can use this guide to help explain what the project aims to achieve and our common objectives.

It also covers how to acknowledge your grant correctly in any project publicity materials.

# Talking about the Coronavirus Mental Health Response Fund

We've created some short standard descriptions of the Coronavirus Mental Health Response Fund that you can drop into different materials as needed. Just add the relevant details for your project.

## The full programme name is:

Coronavirus Mental Health Response Fund

Coronavirus Mental Health Response Fund should never be written in quote marks ('Coronavirus Mental Health Response Fund') or with hyphens (Coronavirus-Mental-Health-Response-Fund).

## Short generic description of the Coronavirus Mental Health Response Fund

The Coronavirus Mental Health Response Fund aims to help Voluntary and Community Sector (VCS) organisations based in England continue to provide mental health services during the coronavirus pandemic. Mind is administering the fund in partnership with the Mental Health Consortia, who represent the leading mental health organisations in England. The programme is supported by the Department for Health and Social Care (DHSC).

## Short description for local areas

(NAME OF ORGANISATION OR PROJECT) has received the Coronavirus Mental Health Response Fund, as part of a programme that aims to help Voluntary and Community Sector (VCS) organisations based in England continue to provide mental health services during this pandemic in (YOUR LOCATION). Mind is administering the fund in partnership with the Mental Health Consortia, who represent the leading mental health organisations in England. The programme is supported by the Department for the Department for Health and Social Care (DHSC).

## Generic Twitter posts about your work:

Use the hashtag #CMHRF to talk about the programme on Twitter or write out the full programme name on Facebook, LinkedIn or Instagram

Our #CMHRF project is increasing mental health support in #[your town]. Find out more: [link to your website]

If you're struggling with your mental health at the moment, we can help. Thanks to funding from the @DHSCgovuk, we've received the #CMHRF to run [your project name]. Find out more: [link to your website]

If you're a person needing support [your project name] can help. Find out more: [link to your website]

### More key messages:

- One in four people will experience a mental health problem in any given year.<sup>1</sup>
- More than half of adults and over two thirds of young people said that their mental health worsened during the period of lockdown restrictions, from April to mid-May.<sup>2</sup>
- A quarter of adults and young people who tried to access support during the initial period of lockdown restrictions were unable to do so.<sup>3</sup>
- The Coronavirus Mental Health Response Fund aims to help Voluntary and Community Sector (VCS) organisations based in England continue to provide mental health services during the coronavirus pandemic.

### Tip:

Always think about the audience you're talking to and what you want them to think.

Add a final call to action to your messages. Be clear about what you want your audience to do.

<sup>1</sup> NHS Digital, Mental Health & Wellbeing in England, Adult Psychiatric Morbidity Survey 2007

<sup>2</sup> Mind (2020) The mental health emergency: how has the coronavirus pandemic impacted our mental health? London: Mind. Available at: [mind.org.uk](https://mind.org.uk)

<sup>3</sup> Mind (2020) The mental health emergency

# Logos to use when acknowledging your grant

You should use the Mental Health Consortia logo to help you acknowledge your grant easily in any marketing materials.

Using this logo will let people know that Mind and the Mental Health Consortia are supporting this important work and may help raise profile of your own communications.



## Minimum size

Ensure that the logos are legible for all readers, especially for people with visual impairments. The Mental Health Consortia logo should not be used below the following width:



## Which file should I use?

There is a PNG and an EPS file for the logo. PNG versions can be used for materials created for print and online and anything created in Word or PowerPoint. EPS versions can be used when getting your materials printed professionally, when working with a designer or in programmes like Adobe InDesign and Illustrator.





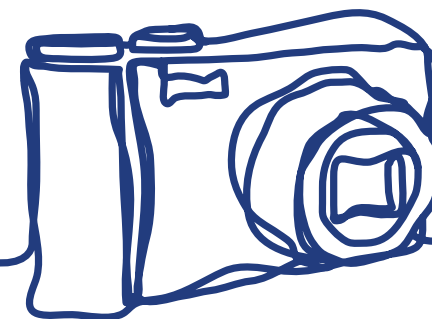
## Taking and using photos


Showing what mental health support services can look like is an important part of helping people understand how services can help them.

Photos can help people to imagine attending a support group or talking to someone else about their mental health. Taking photos of your work is easy, you just need to remember a few important points:

- **Get consent from anyone you photograph** and make sure they know how their photo will be used. We have a consent form to help you explain what's needed.
- **Anonymise images** by shooting hands or back of the head of people where identification is a problem.

- **Be sensitive to the needs of people being photographed.** Consider whether your presence is going to disrupt their experience. If photographing a support session isn't appropriate you could ask participants to pose before or after a session so you don't get in the way.
- **Take pictures in as high a resolution as possible.** Most cameras default to a lower resolution so check first.



A woman with long blonde hair is sitting on a bed, looking down at a laptop. She is wearing a light-colored, patterned t-shirt and dark pants. The background shows a bedroom with a wooden dresser, a potted plant, and a window. The text "Online mindfulness sessions that people can drop in and out of would be great!" is overlaid on the right side of the image.

Online mindfulness  
sessions that people  
can drop in and out of  
would be great!

## Using your local media

The media are always on the lookout for strong, positive news stories relevant to their readership, which means that your Coronavirus Mental Health Response Fund project should be of real interest to them.

### Your local media include:

- daily newspapers
- weekly newspapers
- local newspaper websites
- radio stations
- regional television news programmes

We have provided an example press release to help you let your local press know about your project and below are some tips about how to get them interested.

### Make contacts

There is a strong local focus to the Coronavirus Mental Health Response Fund so it is likely that local newspapers and radio will be most interested in your work. It's worth building a list of journalists at these outlets who might be useful to you. The website [media.info/global](https://www.media.info/global) provides a directory of media across the UK. It provides contact details and allows you to search by area.

Make sure that you target media outlets that will reach a diverse range of people in your area, including black and minority ethnic communities, disabled people and rural communities.

Ring your local media and introduce yourself. Find out the most appropriate contact, their deadlines and preferred method of contact. Depending on their size they may have a specific health or news correspondent for community events.



## Sending your press release

When you contact the media they will probably ask you to email them a press release, which a journalist will use to build the story.

It is best to copy the text into the body of the email rather than sending an attachment. Put 'press release' and then the heading of the release as the subject line.

Journalists receive hundreds of press releases a day. Make yours stand out by giving them a quick call before or after you send it to 'sell in' your story. Think of two or three points about the story that might be of interest to them, so you can give them the information quickly and clearly. And remember - if you call a journalist on a deadline you won't get a very friendly reception!

## Images

We can help you find quality images to offer to the media but don't send these unsolicited. Journalists won't thank you for clogging up their inboxes with big file attachments! Just let them know you can provide images if they want them.

## Monitoring and evaluation

Keep track of the media coverage around your Coronavirus Mental Health Response Fund, whether it's press cuttings or broadcast recordings. This will help you to track the success of your press releases and interviews.

## Spokespeople and media interviews

No matter how experienced they are or how well they know the subject, spokespeople always benefit from a briefing before a media interview. Make sure your spokesperson is familiar with the key messages they need to get across.

Draw up a clear briefing they can refer to quickly that includes the messages you want to get across (no more than three). These should include:

- Details of the grant amount that Mind and the Mental Health Consortia have provided
- The activities your project involves
- Who will benefit from your project and any examples that illustrate this.

If your project focuses on a particular diagnosis, have relevant facts and statistics about it to hand.

## Media interview tips

Media interviews are generally short and straightforward. Knowledge of the subject and time to prepare will help you. It's your opportunity, your agenda – don't be blown off course.

### Dos

- Ask the interviewer what their first question will be.
- Do your homework – you are there as an expert so revise relevant facts and figures.
- Prepare three key messages and make sure you get these across, whatever the interviewer's questions.
- Anticipate and prepare for difficult questions.
- Use real life examples to illustrate your point.
- Give short, snappy answers, particularly in pre-recorded interview where your comments could be edited to just a few seconds.
- Correct any inaccuracies.
- Be friendly but not complacent.
- Dress appropriately. Avoid wearing stripes, checks, fussy patterns and garish colours on TV. Avoid jangly jewellery in any broadcast interviews.
- Be confident, remember you know the subject area better than the journalist.

### Don'ts

- Don't repeat negative questions in your response, it just reinforces the negative angle and when edited could be taken out of context. Don't say "no comment" – it will just look like you've got something to hide.
- Don't speculate if you don't know the answer. If possible refer the journalist to someone who does or, if it's a live interview, admit that you don't know and use it as an opportunity to bridge to the point you really want to make.
- Don't fall for leading questions. Steer the interview back to your own priorities.
- Don't drop your guard when the interview is over. It's not over until the reporter leaves the building or hangs up the phone.
- Don't make off-the-record statements. You are never truly off the record so if you don't want it in print, don't say it.
- Don't use jargon or acronyms – not everyone is familiar with day-to-day terminology you take for granted, such as CBT, CCG, IMCA etc.
- Don't fidget – be aware of your body language.

## Social media

Posting updates about your work on Facebook and Twitter is one of the fastest and cheapest ways you can share updates about your Coronavirus Mental Health Response Fund project.

### Tips:

- Posts that include an image tend to catch people's attention more than those without.
- Think about information that's useful to your audience and about updates they would want to hear about.
- Think about your language - will your audience understand what peer support is?
- Case studies about personal experiences are a great way to engage people with your work and illustrate the value of your service.
- Make sure you use the hashtag **#CMHRF** so that people can see what's going on across the programme and tag your posts with your local area to make sure people in your area find you, for example **#Northampton** **#Coventry** **#York**.

## Case studies

We'll be collecting case studies throughout the programme to illustrate the different projects and how they are helping people in your communities. We'll be sharing them with the Department of Health and Social Care, and using them in the programme evaluation and communications.

It's really important to get consent from anyone who shares their story with us to make sure they know how it's going to be used. Consider the same risks identified on p6 regarding photography so nobody is placed in any danger if they can be identified. **It's fine to anonymise case studies where identification is a problem.**

You can use our consent form and case study template to gather stories from your area.



# Contact details

For any media enquiries, please contact:

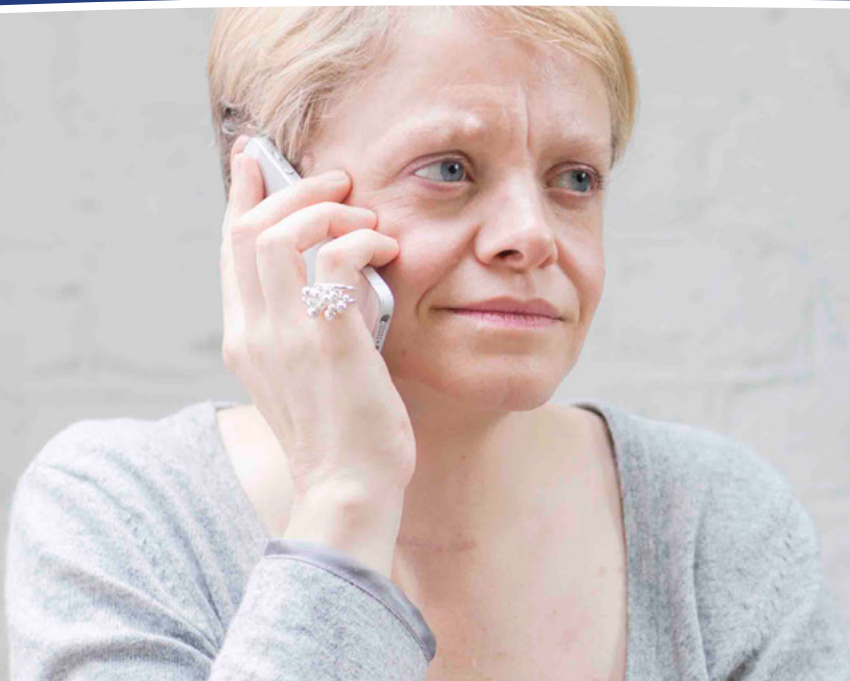
The Mind Media Team  
[media@mind.org.uk](mailto:media@mind.org.uk)

For questions about the Coronavirus Mental Health Response Fund, please contact:

The Network Investment Team  
[networkinvestment@mind.org.uk](mailto:networkinvestment@mind.org.uk)

For questions about the evaluation, please contact:

The Mind Research Team  
[research@mind.org.uk](mailto:research@mind.org.uk)







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### Mental Health Consortia



Centre for  
Mental Health



Mental Health  
Foundation



National Survivor  
User Network



Department  
of Health &  
Social Care

Mental Health Consortia (MHC) is a group representing the leading mental health organisations in England. Mind is a MHC member alongside Rethink Mental Illness, The Centre for Mental Health, The Mental Health Foundation, the Association of Mental Health Providers and the National Survivor and User Network (NSUN).