

Public Health Spotlight

Every Mind Matters

October 2019

Launched on Monday 7 October. The campaign will have significant TV moment across a collection of some of England's biggest channels, partnerships with key tech platforms and PR activity across the board. A huge selection of celebrity and big brands partners will be supporting the campaign and promoting the campaign through their channels. The health care system and public-sector partners are also keenly involved, planning to have trusted conversations with the public and highlighting how their services can aid a person's mental health and wellbeing. The campaign is fully supported by NHS England, will be NHS branded and is clinically assured.



What is the campaign trying to achieve?

It supports everyone to feel more confident in taking action to take care of their mental health and wellbeing – promoting a range of self-care actions to promote good mental health and tackle common problems, as well as signposting wider resources and services for those in greater need. Through use of the campaign's content and navigation tool, the aim is for 1 million members of the adult population in England to be better informed and equipped to look after their own mental health and support others.

What is good mental health?

Looking after your mental health is not something we should just do if we are struggling, or feeling low, anxious or stressed. It's actually something we should think about all the time and really invest in, just like with our physical health. Having good mental health can help us sleep better, feel better, enable us to do the things we want to do, and help us have more positive relationships with those around us. We do not need to wait until we're struggling.

Looking after our mental health is not only good for us now, it can also help us deal with and manage difficult times in the future. Over time, it may also reduce our risk of physical health problems.

What affects our mental health?

Life affects us all differently. We all go through difficult times, and negative emotions can be a healthy reaction to the challenges we face. But for many of us, things can become more serious, and each year as many as 1 in 4 of us experiences a mental health problem.

Being aware of what can affect our mental health can make it easier to understand when we, or someone we care about, are struggling, and helps us think about what we can do to improve things or where to get support.

Things that affect our mental health include our:

- upbringing and environment, which shapes our brain development when young and opportunities throughout life
- experiences, like our relationships, how we are treated, our financial situation, work, where we live, physical health, life events and the changes we go through
- genes and temperament, which may make some of us more likely to develop certain kinds of mental health problems when combined with our life experiences



There are many situations or life events that can affect us and make us feel distressed or less able to cope. We all respond to life's challenges differently – there's no single "right way" to react.

Some of us are more deeply affected by events than others. How we deal with things can also depend on how well other parts of our life are going or how well supported we feel. There are lots of things you can do and organisations that can help.

Make a start with these 6 top tips:

1. Reframe unhelpful thoughts

The way we think, feel and behave are linked. Sometimes we develop patterns of thoughts or behaviours that are unhelpful so recognising them, and taking steps to think about things differently, can improve your mental health and wellbeing.

2. Be in the present

If we take time to be aware of ourselves and be in the present moment, noticing our own thoughts and feelings, and the world around us, we can gain a better perspective. Sometimes this is known as being more mindful.

Be mindful and meditate

Mindfulness and meditation help you to be in the present.

3. Get good sleep

Good-quality sleep makes a big difference to how we feel mentally and physically, so it's important to get enough.

4. Connect with others

Spending quality time with friends or family, talking to someone about how we are feeling, or finding ways to help other people can all help stop you from feeling lonely and improve your mental health and wellbeing.

Make time to connect

Social contact is good for your mental health –

even if you do not feel like engaging with other people when you are low or anxious.

5. Live a healthy life

Being active, enjoying the outdoors and having a healthy, balanced diet all impact how we feel. Also, binning bad habits like smoking, and cutting down on alcohol and caffeine can have a positive effect on our mood.

6. Do something for yourself

From enjoying your favourite hobby, learning something new or simply taking time to relax, it's important to do things that make you happy.

Try a new hobby or learn a new skill

Setting goals and learning new skills can be a great way to meet people, build your self-esteem and feel a sense of achievement.

Further information on Every Mind Matters can be found at:

<https://www.nhs.uk/oneyou/every-mind-matters/>

I would really value your feedback and recommendations for future updates. Please send through your views to publichealth@cheshirewestandchester.gov.uk

Thank you for your continued support



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