

Children's Mental Health Week: 3 – 9 February 2025

Communications Toolkit

Overview

We are running a week-long digital and social media campaign to raise awareness of the support available for children and young people in Leicester, Leicestershire and Rutland.

Children's Mental Health Week will take place from 3-9 February 2025. The theme this year, from campaign organisers Place2Be, is 'Know Yourself, Grow Yourself'.

The Know Yourself, Grow Yourself theme aims to equip and empower children and young people across the UK to embrace self-awareness and explore what it means to them. Resources provided aim to encourage children and young people across the UK to discover how getting to know who they are can help them build resilience, grow and develop.

This year children's charity, Place2Be have partnered with Here4You, supported by The Walt Disney Company and the Inside Out 2 characters.

Source: Place2Be - www.childrensmentalhealthweek.org.uk/

To support the digital campaign, we will also be:



- Promoting the new mental health hubs on the Health for Teens and Health for Kids websites, which include local and national information to support children and young people's mental health – all in one place.
- Utilising the Place2Be assembly templates, which have been updated with the support of the Mental Health Support Teams in Schools (MHSTs) to highlight where children and young people can get support for their mental health and wellbeing.
- Highlighting the new TellMi service.


Key messages


- Getting to know yourself and your feelings can help children and young people to manage their emotions and build resilience.
- The more we can understand about ourselves, the more prepared we are to express our emotions, control how we respond to situations and take on life's ups and downs.
- By building a sense of self, it can help children and young people to grow in their ability to connect with others, as well as develop their skills and talents.
- You are not alone. There is support available if you need it. Please reach out for help.

Social media

[Download all the graphics used for the posts from our Google Drive.](#)

Image	Copy	Accounts to tag
 <p>Alt</p> <p>text: Graphic with the Health for Kids and Leicestershire Partnership NHS Trust logos.</p> <p>Children's Mental Health Week 3-9 February 2025</p> <p>In a teal blue bubble yellow writing reads: Get to know yourself. Surrounding this are emojis showing different emotions.</p> <p>Text below reads: Supporting children to get to know their feelings helps them to manage their emotions, build resilience and develop their skills and talents.</p>	<p>For Kids</p> <p>We're supporting @Place2Be's #ChildrensMentalHealthWeek.</p> <p>By encouraging children to get to know themselves and their feelings, it can help them to:</p> <ul style="list-style-type: none"> - manage their emotions - build their resilience - create better connections with others - develop their skills and talents - and improve their self-esteem. <p>There are lots of great resources to help you and your child to explore feelings on the Health for Kids website.</p> <p>Go to www.healthforkids.co.uk/leicestershire/collections/looking-after-childrens-mental-health/</p>	<p>Instagram: @lptnhs @nhsllr @leicscountyhall @leicestercitycouncil @leicestershospitals @emasnhstrust @healthforkidsgrownups</p>
	<p>For teens</p> <p>We're supporting @Place2Be's #ChildrensMentalHealthWeek</p> <p>By encouraging young people to get to know themselves and their feelings, it can help them to:</p> <ul style="list-style-type: none"> - manage their emotions - build their resilience 	<p>Instagram: @lptnhs @nhsllr @leicscountyhall @leicestercitycouncil @leicestershospitals @emasnhstrust @health_forteens</p>

<p>Alt text:</p> <p>Graphic with writing that says: Get to know yourself on teal blue background.</p> <p>Children’s Mental Health Week 3-9 February 2025</p> <p>In corner is a cartoon image of a young person sitting with pink hair, a green t-shirt and blue trousers.</p>	<ul style="list-style-type: none"> - create better connections with others - develop their skills and talents - and improve their self-esteem. <p>For resources on looking after your wellbeing and information on where to get support for your mental health visit Health for Teens.</p> <p>Support for you and your mental health Leicester</p>	
 <p>Alt text:</p> <p>Graphic with writing that says: Support for parents, carers and guardians on teal blue background.</p> <p>Children’s Mental Health Week 3-9 February 2025</p> <p>In centre is a photo of a parent with long curly brown hair hugging their child.</p>	<p>Help for parents and carers (kids)</p> <p>Sometimes there’s so much information about parenting and children’s mental health out there it can be hard to know where to start.</p> <p>The Health for Kids website has an entire dedicated area for parents, with a host of articles written by trusted NHS health professionals. They include advice on everything from supporting your child to have a healthy body to a healthy mind.</p> <p>Why not start with this one: www.healthforkids.co.uk/grownups/healthy-minds/childrens-mental-health-week/</p>	<p>Instagram:</p> <p>@lptnhs</p> <p>@nhsllr</p> <p>@leicscountyhall</p> <p>@leicestercitycouncil</p> <p>@leicestershospitals</p> <p>@emasnhstrust</p> <p>@health_forteens</p> <p>@healthforkidsgrownups</p>
	<p>Help for parents and carers (teens)</p> <p>Sometimes there’s so much information about parenting and young people’s mental health out there it can be hard to know where to start.</p>	<p>Instagram:</p> <p>@lptnhs</p> <p>@nhsllr</p> <p>@leicscountyhall</p> <p>@leicestercitycouncil</p> <p>@leicestershospitals</p> <p>@emasnhstrust</p>

	<p>We've rounded up all the local support available for young people in one place.</p> <p>Visit: https://www.leicspart.nhs.uk/mental-health/resources/conditions/young-people/ to find out more.</p> <p>#ChildrensMentalHealthWeek</p>	
 <p>Alt text:</p> <p>Graphic with the Health for Kids and Leicestershire Partnership NHS Trust logos.</p> <p>Children's Mental Health Week 3-9 February 2025</p> <p>In a teal blue bubble yellow writing reads: Get to know yourself.</p> <p>Text below reads: It can sometimes be tricky to get children to open up about how they are feeling.</p> <p>Using the feelings emoji sheet can help children to recognise and share how they have felt during the day.</p>	<p>Getting to know your emotions – kids</p> <p>It can sometimes be tricky to get children to open up about how they are feeling.</p> <p>Using the Health for Kids feelings emoji sheet can help children to recognise and share how they have felt during the day.</p> <p>Find it here: www.healthforkids.co.uk/grownups/healthy-minds/how-do-you-feel-today-lets-get-talking/</p> <p>#ChildrensMentalHealthWeek</p>	<p>Instagram: @lptnhs @nhsllr @leicscountyhall @leicestercitycouncil @leicestershospitals @emasnhstrust @healthforkidsgrownups</p>



Children's Mental Health Week
3-9 February 2025

GET TO KNOW YOURSELF

Feelings can be difficult to understand and hard to let go of. Sometimes it's easier to write them down.

Why not try adding a note about how you're feeling to one of our lanterns and watch as your worries float away?



Alt text:

Graphic with the Health for Kids and Leicestershire Partnership NHS Trust logos. Children's Mental Health Week
3-9 February 2025
In a teal blue bubble yellow writing reads:
Get to know yourself.

Text below reads: Feelings can be difficult to understand and hard to let go of. Sometimes it's easier to write them down. Why not try adding a note about how you're feeling to one of our lanterns and watch as your worries float away?

Letting go of worries – kids

Feelings can be difficult to understand and hard to let go of. Sometimes it's easier to write them down.

Why not try adding a note about how you're feeling to one of our lanterns and watch as your worries float away?

www.healthforkids.co.uk/game/lanterns/

#ChildrensMentalHealthWeek

Instagram:

@lptnhs
@nhsllr
@leicscountyhall
@leicestercitycouncil
@leicestershospitals
@emasnhstrust
@healthforkidsgrownups



Get to know yourself and how you can support your wellbeing



Children's Mental Health week
3 - 9 February 2025

Alt text:

Graphic with the Health for Teens and Leicestershire Partnership NHS Trust logos.

Support and self-care – teens





Self-care is an important way for you to look after your wellbeing.

It means making time to look after yourself and your wellbeing, by doing things that make you feel better. This could be listening to music, taking a walk outside or doing a doodle! The important thing to remember is that self-care will look different for everyone – and that's ok.

For resources on looking after your wellbeing and information on where

Instagram:

@lptnhs
@nhsllr
@leicscountyhall
@leicestercitycouncil
@leicestershospitals
@emasnhstrust
@health_forteens

<p>There is a photo of a teenage girl looking in the mirror, smiling and placing her hands on the mirror.</p> <p>On a teal blue background reads: Get to know yourself and how you can support your wellbeing. Children’s Mental Health Week 3-9 February 2025</p>	<p>to get support for your mental health visit Health for Teens.</p> <p>Support for you and your mental health Leicester</p> <p>#ChildrensMentalHealthWeek</p>	
	<p>Tellmi</p> <p>Did you know that Tellmi offers free digital mental health support, 365 days a year, for anyone aged 11+ in Leicester, Leicestershire, and Rutland?</p> <p>It's easy to get started, all you need to do is download the Tellmi app on the App Store or Google Play or check out the offer on Joy for more info </p> <p>https://tinyurl.com/yc6ef87x</p> <p>#ChildrensMentalHealthWeek</p>	
 <p>Alt text Graphic young woman on a phone searching for support.</p>	<p>Finding the appropriate support can be tricky, whether it's for dealing with anxiety, body image, self-care, or exam stress.</p> <p>The Health for Teens website offers a variety of resources, including articles, information, and guidance, to help young people access the support they need for their mental, physical, and emotional well-being.</p> <p>Find out more here </p> <p>https://www.healthforteens.co.uk</p> <p>#ChildrensMentalHealthWeek</p>	<p>Instagram: @lptnhs @nhsllr @leicscountyhall @leicestercitycouncil @leicestershospitals @emasnhstrust @health_forteens</p>



Alt text

A graphic with a blue background featuring text that reads: "Safe. Free. 24/7." Below it, additional text says: "Children's Mental Health Week 3-9 February 2025."

A photo of a smiling teenager is included.

The text continues: "Are you struggling with your mental health? My Self Referral is a safe, confidential option for children and young people in LLR."

At the bottom, a link is displayed that reads: "Visit the My Self Referral website now at MySelfReferral-LLR.nhs.uk"

My Self Referral

Get free, safe and confidential mental health support from the My Self Referral website, available to young people up to 18 living in Leicester Leicestershire or Rutland.

Find information about self-care or complete a self-referral form to be considered for further mental health support from specialist services.

<https://www.myselfreferral-llr.nhs.uk/>

#ChildrensMentalHealthWeek

Instagram:

- @lptnhs
- @nhsllr
- @leicscountyhall
- @leicestercitycouncil
- @leicestershospitals
- @emasnhstrust



Alt text:

Graphic with the Health for Teens and Leicestershire Partnership NHS Trust logos.

Text reads: Call or text your school nurse for free and confidential advice and support. The Healthy Together Helpline is open to anyone aged 11-19 who lives or goes to school in Leicester. Call 0300 300 3001 to speak directly to a health professional. Open 9am-4.30pm on Monday-Friday, excluding bank holidays. Text the ChatHealth service on 07520 615381.

ChatHealth and Healthy Together Helpline – secondary schools

Did you know you can text or call your school nurse for free and confidential advice and support?

Text ChatHealth on 07520 615381 or call the Healthy Together Helpline on 0300 300 3001.

#ChildrensMentalHealthWeek

Instagram:

- @lptnhs
- @nhsllr
- @leicscountyhall
- @leicestercitycouncil
- @leicestershospitals
- @emasnhstrust
- @health_forteens



Alt text:

Graphic with the Health for Kids and Leicestershire Partnership NHS Trust logos.


ChatHealth and Healthy Together Helpline – only use for Primary schools and Leicester city secondary schools

Did you know you can text or call your child's school nurse for free and confidential advice and support?

Text ChatHealth on 07520 615381 if you live in Leicester or 07520 615382 if you live in Leicestershire or Rutland.

Instagram:

- @lptnhs
- @nhsllr
- @leicscountyhall
- @leicestercitycouncil
- @leicestershospitals
- @emasnhstrust
- @healthforkidsgrownups

<p>Text reads: Call or text your child’s school nurse for free and confidential advice and support. The helpline is open to parents or carers of any child, aged up to 11 years old, who goes to primary school in Leicester, Leicestershire or Rutland. Call 0300 300 3001 to speak directly to a health professional. Open 9am-4.30pm on Monday-Friday, excluding bank holidays. Text the ChatHealth service on 07520 615381.</p>	<p>You can also call the Healthy Together Helpline on 0300 300 3001.</p> <p>#ChildrensMentalHealthWeek</p>	
 <p>Alt text: Graphic with the ChatAutism and Leicestershire Partnership NHS Trust logos.</p> <p>Text reads: Text ChatAutism and speak with a qualified health professional from our Specialist Autism Team about: Emotional wellbeing Healthy lifestyle Healthy relationships Drugs, alcohol and smoking Understanding autism Signposting to advice and support.</p> <p>In a green speech bubble it says: Text: 07312 277097. Get a response in 24 hours on weekdays.</p>	<p>ChatAutism - specialist service</p> <p>Chat Autism offers confidential support for autistic people and their parents, carers, families or allies living in Leicester, Leicestershire and Rutland.</p> <p>Simply text 07312 277097 to speak to a health professional. The service is available 9am-5pm every weekday, apart from bank holidays. A response will be provided within 24 hours.</p>	<p>Instagram: @lptnhs @nhslr @leicscountyhall @leicestercitycouncil @leicestershospitals @emasnhstrust</p>

Assembly downloads

Primary Schools

- [Download the Children's Mental Health Week assembly for schools with MHSTs \(slides-only\)](#)
- [Download the Children's Mental Health Week assembly for schools with MHSTs \(with voiceover\)](#)

- [Download the Children's Mental Health Week assembly for schools without MHSTs \(slides only\)](#)
- [Download the Children's Mental Health Week assembly for schools without MHSTs \(with voiceover\)](#)

Leicester City

- [Download the Children's Mental Health Week assembly for schools with MHSTs for ages 11-14 \(slides only\)](#)
- [Download the Children's Mental Health Week assembly for schools with MHSTs for ages 11-14 \(with voiceover\)](#)

- [Download the Children's Mental Health Week assembly for schools without MHSTs for ages 11-14 \(slides only\)](#)
- [Download the Children's Mental Health Week assembly for schools without MHSTs for ages 11-14 \(with voiceover\)](#)

- [Download the Children's Mental Health Week assembly for schools with MHSTs for ages 14 plus \(slides only\)](#)
- [Download the Children's Mental Health Week assembly for schools with MHSTs for ages 14 plus \(with voiceover\)](#)

- [Download the Children's Mental Health Week assembly for schools without MHSTs for ages 14 plus \(slides only\)](#)
- [Download the Children's Mental Health Week assembly for schools without MHSTs for ages 14 plus \(with voiceover\)](#)

Leicestershire and Rutland

- [Download the Children's Mental Health Week assembly for schools with MHSTs for ages 11-14 \(slides only\)](#)
- [Download the Children's Mental Health Week assembly for schools with MHSTs for ages 11-14 \(with voiceover\)](#)

- [Download the Children's Mental Health Week assembly for schools without MHSTs for ages 11-14 \(slides only\)](#)
- [Download the Children's Mental Health Week assembly for schools without MHSTs for ages 11-14 \(with voiceover\)](#)
- [Download the Children's Mental Health Week assembly for schools with MHSTs for ages 14 plus \(slides only\)](#)
- [Download the Children's Mental Health Week assembly for schools with MHSTs for ages 14 plus \(with voiceover\)](#)
- [Download the Children's Mental Health Week assembly for schools without MHSTs for ages 14 plus \(slides only\)](#)
- [Download the Children's Mental Health Week assembly for schools without MHSTs for ages 14 plus \(with voiceover\)](#)

Resources you can use during the week

- For schools and professionals, please [use this spreadsheet with outlines support for young people across LLR](#)
- For secondary schools: Please print and display this [traffic light mental health support poster for teens](#)
- For all schools and partners: Please share this [Place 2 Be tips for parents and carers sheet](#)
- For Leicester City secondary schools: Please print and display this [Healthy Together teen support poster](#)
- For primary schools: please share the Health for Kids website: www.healthforkids.co.uk/
- For all primary schools: Please print and display this [Health for Kids website poster/ flyer download](#)
- For secondary schools: please share the Health for Teens website: www.healthforteens.co.uk/
- For all secondary schools: Please print and display this [Health for Teens website poster/ flyer](#)
- Please share this [ChatAutism / Autism Space poster](#)
- For secondary schools: please share the [My Self-referral poster](#)
- For secondary schools: please share the [Tellmi digital poster](#) – or you can [order any printed Tellmi materials from the Tellmi shop](#) for free.

If you have any issues accessing the downloads in this document, please email harriet.robinson9@nhs.net