



# NHS Talking Therapies

## Communications toolkit

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### Introduction

NHS Lancashire and South Cumbria Integrated Care Board (ICB) is encouraging people with common mental health problems to seek help through NHS Talking Therapies as part of a new campaign.

The aim of the campaign is to raise awareness of NHS Talking Therapies and increase the number of referrals into the service – with a focus on self-referrals. NHS Talking Therapies was previously known as IAPT (Improving Access to Psychological Therapies). The name changed earlier this year following an extensive engagement process by NHS England.

Because of this, the names of the local services you may have been used to have changed:

- Mindsmatter and First Step is now known as **NHS Lancashire and South Cumbria Talking Therapies** and continues to be provided by [Lancashire and South Cumbria NHS Foundation Trust](#) for people living in Lancashire aged 16 and above and South Cumbria aged 18 and above, **not** including Blackpool and Cleveleys.
- Blackpool Healthier Minds is now known as **NHS Blackpool Talking Therapies** and continues to be provided by [Blackpool Teaching Hospitals NHS Foundation Trust](#) for people living in Blackpool and Cleveleys aged 16 and above.

- The service provided by [Lancashire Women](#) is now known as **NHS East Lancashire Talking Therapies** for people living in East Lancashire (**not** including Blackburn with Darwen) aged 16 and above.

**\*\*\* Please note, people living in East Lancashire (**not** including Blackburn with Darwen) have the choice of accessing either NHS Lancashire and South Cumbria Talking Therapies OR NHS East Lancashire Talking Therapies \*\*\***

This toolkit has been produced for use by health and care partners in Lancashire and South Cumbria. We have produced assets for the three main providers listed above for use in the relevant geographies. You will also find generic Lancashire and South Cumbria assets which can be used anywhere in Lancashire and South Cumbria. Please support the sharing of these messages as appropriate for your organisation. **All assets can be downloaded from the campaign [Google Drive](#).**

If you have any questions, please contact [lyndsey.shorrock@nhs.net](mailto:lyndsey.shorrock@nhs.net)

## Newsletter copy

### Short copy (109 words)

#### **Don't bottle things up – get help for your mental health**

The NHS in Lancashire and South Cumbria is encouraging people with common mental health problems to seek help through NHS Talking Therapies as part of a new campaign.

The service, previously known as IAPT (Improving Access to Psychological Therapies), can help with problems such as anxiety and depression. People can self-refer into the service – which means they don't have to see their GP.

NHS Talking Therapies offer free and confidential support including guided self-help, cognitive behavioural therapy, counselling, and group wellbeing workshops.

You can find out more on the NHS Lancashire and South Cumbria Integrated Care Board website: [www.lancashireandsouthcumbria.icb.nhs.uk/TalkingTherapies](http://www.lancashireandsouthcumbria.icb.nhs.uk/TalkingTherapies)

### Long copy (196 words)

#### **Don't bottle things up – get help for your mental health**

The NHS in Lancashire and South Cumbria is encouraging people with common mental health problems to seek help through NHS Talking Therapies as part of a new campaign.

The service, previously known as IAPT (Improving Access to Psychological Therapies), can help with problems such as anxiety and depression. People can self-refer into the service – which means they don't have to see their GP.

NHS Talking Therapies offer free and confidential support including guided self-help, cognitive behavioural therapy, counselling, and group wellbeing workshops.

You can find out more on the NHS Lancashire and South Cumbria Integrated Care Board website: [www.lancashireandsouthcumbria.icb.nhs.uk/TalkingTherapies](http://www.lancashireandsouthcumbria.icb.nhs.uk/TalkingTherapies)

### **New name, same service**

NHS Talking Therapies was previously known as IAPT (Improving Access to Psychological Therapies). It changed its name earlier this year following an extensive engagement process by NHS England.

Because of this, the names of the local services you may have been used to have changed:

- Mindsmatter and First Step is now known as **NHS Lancashire and South Cumbria Talking Therapies** and continues to be provided by [Lancashire and South Cumbria NHS Foundation Trust](#) for people living in Lancashire aged 16 and above and South Cumbria aged 18 and above, **not** including Blackpool and Cleveleys.
- Blackpool Healthier Minds is now known as **NHS Blackpool Talking Therapies** and continues to be provided by [Blackpool Teaching Hospitals NHS Foundation Trust](#) for people living in Blackpool and Cleveleys aged 16 and above.
- The service provided by [Lancashire Women](#) is now known as **NHS East Lancashire Talking Therapies** for people living in East Lancashire (**not** including Blackburn with Darwen) aged 16 and above.

## Web copy

### Version 1

The NHS in Lancashire and South Cumbria is encouraging people with common mental health problems to seek help through NHS Talking Therapies as part of a new campaign.

The service, previously known as IAPT (Improving Access to Psychological Therapies), can help with problems such as anxiety and depression. People can self-refer into the service – which means they don't have to see their GP.

NHS Talking Therapies offer free and confidential support including guided self-help, cognitive behavioural therapy, counselling, and group wellbeing workshops.

You can find out more on the NHS Lancashire and South Cumbria Integrated Care Board website: [www.lancashireandsouthcumbria.icb.nhs.uk/TalkingTherapies](http://www.lancashireandsouthcumbria.icb.nhs.uk/TalkingTherapies)

### Version 2

Are you suffering from anxiety or depression?

Perhaps you're feeling stressed and struggling to control your worry? Do you experience feelings of panic or obsess about certain thoughts?

You're not alone. Help is out there.

Last year more than 30,000 people in Lancashire and South Cumbria benefitted from NHS Talking Therapies – formerly known as IAPT (Improving Access to Psychological Therapies).

NHS Talking Therapies involve free groups and courses, as well as one to one therapy to help you understand what you're going through and build your confidence.

You can refer yourself – which means you don't have to see your GP first.

You can find out more on the NHS Lancashire and South Cumbria Integrated Care Board website: [www.lancashireandsouthcumbria.icb.nhs.uk/TalkingTherapies](http://www.lancashireandsouthcumbria.icb.nhs.uk/TalkingTherapies)

## Assets

**Leaflets, posters and information cards** are available to order directly from providers, please contact the relevant person below in order to do so.

You can view and access high resolution versions of these assets in the [Google Drive](#) if you wish to print in house.

Provider	Contact(s)	Email
NHS Lancashire and South Cumbria Talking Therapies	Victoria Osten Lee Mills	<a href="mailto:Victoria.Osten@lscft.nhs.uk">Victoria.Osten@lscft.nhs.uk</a> <a href="mailto:Lee.Mills@lscft.nhs.uk">Lee.Mills@lscft.nhs.uk</a>
NHS Blackpool Talking Therapies	Vicki Caldecott Louise Malley	<a href="mailto:vicki.caldecott1@nhs.net">vicki.caldecott1@nhs.net</a> <a href="mailto:louise.malley@nhs.net">louise.malley@nhs.net</a>
NHS East Lancashire Talking Therapies	Julie Stewart Jusnara Hamid	<a href="mailto:Julie.stewart@lancashirewomen.org">Julie.stewart@lancashirewomen.org</a> <a href="mailto:Jusnara.hamid@lancashirewomen.org">Jusnara.hamid@lancashirewomen.org</a>
Generic versions	Lyndsey Shorrock	<a href="mailto:lyndsey.shorrock@nhs.net">lyndsey.shorrock@nhs.net</a>



### Screen images

You can also access several **screen images**. Please display these on your **TV screens in waiting rooms**. If you have any questions, please contact [lyndsey.shorrock@nhs.net](mailto:lyndsey.shorrock@nhs.net)

## Social media

Several images have been developed for use on social media channels. The images (shown below for illustrative purposes only) can be downloaded from the [Google Drive](#). Below are the generic versions, but there are also provider specific versions, and you may wish to link directly to provider websites depending on what area your organisation covers.

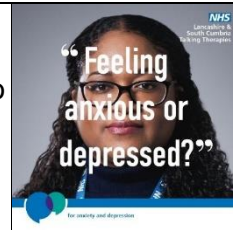
Please feel free to amend the social posts below to suit your organisation's style. The overarching hashtags for the campaign are **#LSCNHSTalkingTherapies** **#NHSTalkingTherapies** but where the platform allows and where you see fit, please use any of the following generic hashtags: #MentalHealth #MentalHealthSupport #Anxiety #Depression

Copy	Asset
<p>Feelings of anxiety and depression can affect us all.</p> <p>If you need help with your mental health, refer yourself to NHS Talking Therapies ↓</p> <p><a href="http://www.lancashireandsouthcumbria.icb.nhs.uk/talkingtherapies">www.lancashireandsouthcumbria.icb.nhs.uk/talkingtherapies</a></p>	
<p>Struggling to cope with feelings of anxiety or depression?</p> <p>Refer yourself to NHS Talking Therapies to get the help you need ↓</p> <p><a href="http://www.lancashireandsouthcumbria.icb.nhs.uk/talkingtherapies">www.lancashireandsouthcumbria.icb.nhs.uk/talkingtherapies</a></p>	

Don't bottle things up!

Feelings of anxiety and depression can affect us all. Refer yourself to NHS Talking Therapies to get the help you need ↓

[www.lancashireandsouthcumbria.icb.nhs.uk/talkingtherapies](http://www.lancashireandsouthcumbria.icb.nhs.uk/talkingtherapies)



Want to feel happy again?

If you need help with your mental health, refer yourself to NHS Talking Therapies ↓

[www.lancashireandsouthcumbria.icb.nhs.uk/talkingtherapies](http://www.lancashireandsouthcumbria.icb.nhs.uk/talkingtherapies)



Feeling like you just can't cope?

If you need help with your mental health, refer yourself to NHS Talking Therapies ↓

[www.lancashireandsouthcumbria.icb.nhs.uk/talkingtherapies](http://www.lancashireandsouthcumbria.icb.nhs.uk/talkingtherapies)

