

HSC mental health campaign 2025 – social media calendar

Schedule 10 September – 10 October

The below plan is a working document, subject to change.

HSC Trusts and DoH will be tagged on platforms where they have active accounts.


PHA social channels:


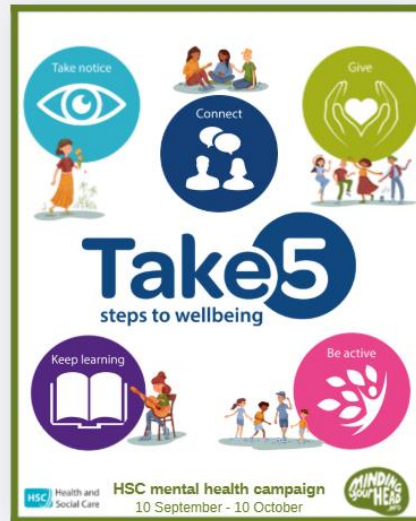
Facebook: www.facebook.com/publichealthagency - @publichealthagency



Instagram: www.instagram.com/publichealthni - @publichealthni

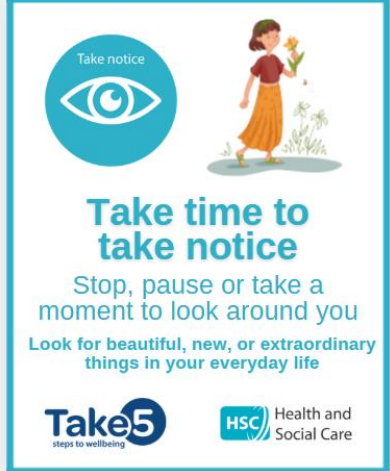
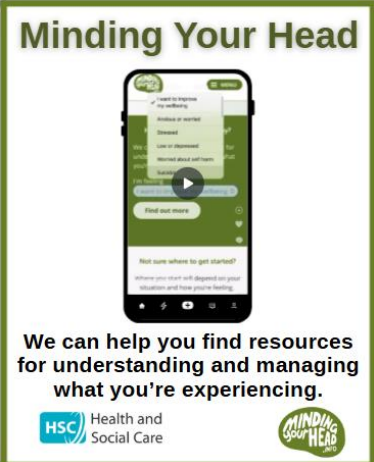
X/Twitter: www.x.com/publichealthni - @publichealthni



#LookAfterYourMentalHealth


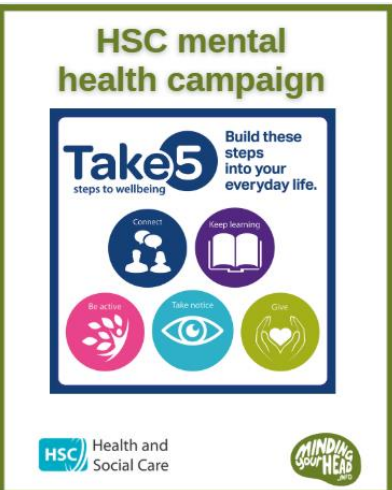
Date/ time	Content/ key messaging	Media
08th September AM	<p>Health and Social Care (HSC) organisations have launched this year's HSC mental health and emotional wellbeing campaign urging people to look after their mental health to help deal with life's daily challenges. Find out more at: [Insert link]</p> <p>#LookAfterYourMentalHealth</p>	



<p>10th September PM</p>	<p>Today is World Suicide Prevention Day.</p> <p>Between today and World Mental Health Day (10 October) the Public Health Agency (PHA), five local HSC Trusts, and the Northern Ireland Ambulance Service (NIAS) are encouraging everyone to practise mental health self-care using the 'Take 5 steps to wellbeing'. Find out more: [Insert link]</p> <p>#LookAfterYourMentalHealth</p>	 <p>The poster features the 'Take 5 steps to wellbeing' logo at the top. Below it are five circular icons representing the steps: 'Take notice' (eye), 'Keep learning' (book), 'Give' (hands holding a heart), 'Be active' (person running), and 'Connect' (two people). The text 'HSC mental health campaign' and '10 September - 10 October' is prominently displayed. At the bottom are the HSC Health and Social Care logo and the 'MINDING your HEAD' logo.</p>
<p>Friday 12 September PM</p>	<p>Your mental health matters just as much as your physical health.</p> <p>Take 5 steps to wellbeing: Connect, Be Active, Keep Learning, Take Notice, and Give. Get started today, visit www.MindingYourHead.info and click on the 'Take 5' section</p> <p>#LookAfterYourMentalHealth</p>	 <p>This poster is a more detailed version of the first one. It features the 'Take 5 steps to wellbeing' logo and five circular icons with illustrations: 'Take notice' (eye with a person), 'Connect' (two people talking), 'Give' (hands holding a heart with a person), 'Keep learning' (person reading), and 'Be active' (person running). The text 'HSC mental health campaign' and '10 September - 10 October' is included, along with the HSC Health and Social Care logo and the 'MINDING your HEAD' logo.</p>

<p>Monday 15 September</p>	<p>Learning a new skill or trying something new can have a positive impact on our mental health and wellbeing.</p> <p>Find out more about how to use 'Take 5 steps to Wellbeing' in your daily lives at www.MindingYourHead.info</p> <p>#LookAfterYourMentalHealth</p>	 <p>The poster features a purple circular icon with an open book and the text 'Keep learning'. To the right is an illustration of a woman with red hair sitting on a chair and playing a guitar. Below the icon, the text reads 'Take time to keep learning'. Further down, it says 'Sign up for a new course or try a new recipe' and 'Ask a friend or family member to teach you a new skill'. At the bottom are the 'Take5 steps to wellbeing' and 'HSC Health and Social Care' logos.</p>
<p>Thursday 18 September</p>	<p>Being more active benefits your physical and mental wellbeing.</p> <p>Find out more about why Health and Social Care organisations in Northern Ireland are urging everyone to #LookAfterYourMentalHealth using the 'Take 5 steps to Wellbeing' at www.MindingYourHead.info</p>	 <p>The poster features a pink circular icon with a stylized figure and the text 'Be active'. Above it is an illustration of four diverse people (two women and two men) dancing or moving joyfully. Below the icon, the text reads 'Be active'. At the bottom are the 'Take5 steps to wellbeing' and 'HSC Health and Social Care' logos.</p>


<p>Monday 22 September</p>	<p>Pausing in our busy lives to take notice of things around us can help improve our wellbeing.</p> <p>Find out more about looking after your mental health using the 'Take 5 steps to Wellbeing' at: www.MindingYourHead.info</p> <p>#LookAfterYourMentalHealth</p>	 <p>The poster features a large eye icon with the text 'Take notice' above it. To the right is an illustration of a woman in a red top and orange skirt holding a bouquet of flowers. Below the eye icon, the text reads: 'Take time to take notice', 'Stop, pause or take a moment to look around you', and 'Look for beautiful, new, or extraordinary things in your everyday life'. At the bottom are the 'Take5 steps to wellbeing' logo and the 'HSC Health and Social Care' logo.</p>
<p>Friday 26 September</p>	<p>When you're struggling with your mental health or wellbeing, living with mental ill health, or supporting someone with their mental health, access to the right information and sources of support is vital.</p> <p>www.MindingYourHead.info has information, advice and support to help people in Northern Ireland look after and improve their mental health and emotional wellbeing.</p> <p>#LookAfterYourMentalHealth</p>	 <p>The poster shows a smartphone displaying the 'Minding Your Head' app interface. The text on the poster includes: 'Minding Your Head', 'We can help you find resources for understanding and managing what you're experiencing.', and the 'HSC Health and Social Care' logo. A circular logo with the text 'MINDING your HEAD' is in the bottom right corner.</p>

<p>Monday 29 September</p>	<p>Learning isn't just for school!</p> <p>Try a new hobby, learn to cook something new, or pick up a forgotten skill. Keep learning and have a positive impact on our mental health and wellbeing.</p> <p>Find out how to #LookAfterYourMentalHealth using the 'Take 5 steps to Wellbeing' at www.MindingYourHead.info</p>	
<p>Thursday 2 October</p>	<p>Our website www.MindingYourHead.info has information, advice and support to help people look after and improve their mental health and wellbeing, and find out what to do in a crisis.</p> <p>#LookAfterYourMentalHealth</p>	

<p>Monday 6 October</p>	<p>Give a little, get a lot. A smile, a kind word, or volunteering your time can make a huge difference to your and someone else's day.</p> <p>Find out how to #LookAfterYourMentalHealth using the 'Take 5 steps to Wellbeing' at www.MindingYourHead.info</p>	 <p>The poster features an illustration of four children playing at the top. Below it is a green circle with two hands holding a heart, labeled 'Give'. The text reads: 'Take time to give', 'Do something nice for a friend', and 'Volunteer or join a community group'. At the bottom are the 'Take5 steps to wellbeing' and 'HSC Health and Social Care' logos.</p>
<p>Tuesday 7 October</p>	<p>Take 5 is simple, free, and for everyone. Connect, Be Active, Keep Learning, Take Notice, Give. Which one will you do first today?</p> <p>Find out how to #LookAfterYourMentalHealth using the 'Take 5 steps to Wellbeing' at www.MindingYourHead.info</p>	 <p>The poster is titled 'HSC mental health campaign'. It features the 'Take5 steps to wellbeing' logo and the text 'Build these steps into your everyday life.' Below this are five circular icons: 'Connect' (two people), 'Keep learning' (an open book), 'Be active' (a person running), 'Take notice' (an eye), and 'Give' (hands holding a heart). At the bottom are the 'HSC Health and Social Care' and 'MINDING Your HEAD' logos.</p>

<p>Wednesday 8 October</p>	<p>Talking to someone about mental health can be the first step to healing – you don't need to be an expert – just being there matters.</p> <p>For tips on how to approach these conversations and access support, visit www.mindingyourhead.info</p> <p>#LookAfterYourMentalHealth</p>	
<p>Thursday 9 October AM</p>	<p>Connecting with those around us is important for our wellbeing.</p> <p>In the run up to World Mental Health Day on 10 October, Health and Social Care organisations in Northern Ireland are urging people to look after their mental health using the 'Take 5 steps to Wellbeing'.</p> <p>Find out more at www.MindingYourHead.info</p> <p>#LookAfterYourMentalHealth</p>	

<p>Thursday 9 October PM</p>	<p>Learning how to support your own mental health – and the wellbeing of others – starts with the right knowledge.</p> <p>Whether you're a carer, a community member, or simply someone who wants to find out more, there are training courses available to help you build confidence and skills. Explore available training opportunities at www.mindingyourhead.info</p>	 <p>Training</p> <p>There are a number of training courses available throughout Northern Ireland in mental health, emotional wellbeing and suicide prevention.</p> <p>The poster features an illustration of four diverse people (three standing, one in a wheelchair) gathered around a table with a laptop and a whiteboard. At the bottom, it includes the HSC Health and Social Care logo and the 'MINDING your HEAD' logo.</p>
<p>Thursday 10th October AM</p>	<p>Today is World Mental Health Day</p>	<p>Video from Kathy Owens?</p>
<p>Thursday 10 October AM</p>	<p>Today is World Mental Health Day.</p> <p>One in five adults here experiences mental ill-health at any given time. Small daily actions like the 'Take 5 steps to wellbeing' can help build resilience.</p> <p>You wouldn't ignore a physical health problem – don't ignore your mental health either. Take steps every day to look after it.</p> <p>Find out how to #LookAfterYourMentalHealth using the 'Take 5 steps to Wellbeing' at www.MindingYourHead.info</p> <p>#WorldMentalHealthDay</p>	 <p>The poster features a central illustration of a person sitting cross-legged on the floor, surrounded by five circular icons representing different steps to wellbeing: 'Take notice' (eye icon), 'Be active' (person running icon), 'Connect' (two people icon), 'Keep learning' (book icon), and 'Live well' (heart icon). Below the illustration, it says 'Take5 steps to wellbeing' and 'HSC mental health campaign 10 September - 10 October'. At the bottom, it includes the HSC Health and Social Care logo and the 'MINDING your HEAD' logo.</p>

<p>10 October PM</p>	<p>Today is World Mental Health Day.</p> <p>Supporting someone with mental health challenges starts with listening, empathy, and encouragement – find practical tips and resources at www.mindingyourhead.info</p>	
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