



Feeling Anxious?

Campaign communications toolkit

www.MindingYourHead.info/anxiety

Feeling anxious?



Background

The 'Feeling Anxious?' campaign offers practical tips and ideas to help manage anxiety, along with information on where to find support. The campaign will run between World Suicide Prevention Day and World Mental Health Day (10 September – 10 October 2026).

In Northern Ireland almost one-in-five adults has a potential mental health problem and anxiety is a common experience for many people. Looking after our mental health is not something we should only do when we are feeling down, it's something we should proactively maintain, just like our physical health.

Help us raise awareness of this campaign so that more people in Northern Ireland know where they can turn to for support. Whether you are an individual, a group or an organisation, you can use the assets in this toolkit to help us share our messages.

For more information: www.MindingYourHead.info/anxiety

Social media



You can support the campaign through your organisation's social media outlets, by creating your own posts using the social media copy and assets included or by liking and sharing the social content posted from:

X: @PublicHealthNI

Facebook: @PublicHealthAgency

Instagram: @PublicHealthNI

Assets

You can download, print, display and share materials and use our suggested wording to help spread the word about managing anxiety. Assets can be shared to your internal, external and community networks.

Social media assets are provided in **4:5** format, suitable for use across Instagram, Facebook and X.

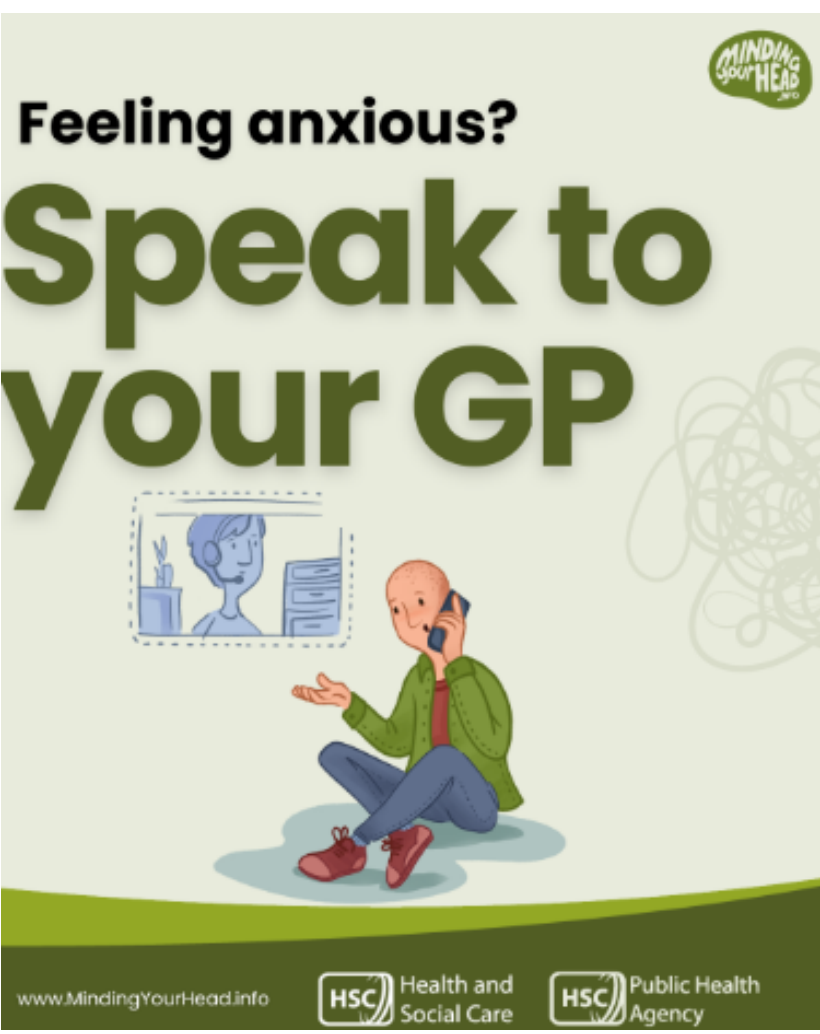
Campaign hashtag: #ManagingAnxiety

We encourage partners to use #ManagingAnxiety in all social media posts related to the campaign to help increase visibility, reach and engagement across platforms.

Additional information and assets are available here: [Feeling Anxious Campaign](#)

Image assets

To download an asset, simply click on the item you wish to use. It will open in a separate window, where you can access and download the file. You can also find more social media assets on the campaign webpage [here](#).



Promotional assets



Feeling anxious?
Leaflet – online version

Leaflets are available in a range of languages



Apps can help with your mental
health poster



Feeling anxious? Email banner

Posters



Feeling anxious? Breathing exercises can help
A3 poster

Feeling anxious?
A3 poster



Suggested wording

A healthy level of anxiety can help you prepare for important tasks, such as studying for an exam or finishing a work project.

But sometimes feelings of anxiety can be hard to control and they may impact on how you live your life.

To find information and advice on managing anxiety, visit:
www.MindingYourHead.info/anxiety

#ManagingAnxiety



If you are experiencing anxiety there are many things that you can do to help yourself to manage how you are feeling.

If you need any extra help and support www.MindingYourHead.info/anxiety can help you find a service that you can contact.

You don't have to deal with it on your own.

#ManagingAnxiety



Feelings of anxiety could be related to a variety of things such as health, finances, work, or relationships.

It is also possible to feel anxious without knowing what is causing you to feel that way.

It is possible to recover from mental health problems, and lots of people do – especially after getting support.

There are many services in Northern Ireland that can provide mental health support. For more information, visit www.MindingYourHead.info/anxiety



Calming techniques are shown to help symptoms of anxiety and stress. They aim to help bring your focus to the present moment, taking your mind off anxious thoughts.

Why not give this breathing exercise a try next time you are feeling anxious?

For more calming tools, ideas on how to Take 5 Steps to Wellbeing, and to access mental health and wellbeing apps and much more, visit www.mindingyourhead.info/anxiety

#MindingYourHead



Evidence shows us that there are five steps you can take to help improve your mental health and wellbeing – one of those steps is keep learning.

Don't be afraid to try something new. Rediscover an old hobby or interest, or simply set a challenge you will enjoy.

www.MindingYourHead.info/anxiety_

#ManagingAnxiety #Take5



Evidence shows us there are five steps you can take to improve your help mental health and wellbeing – one of those steps is connect.

Connect with the people around you – family, friends or neighbours. Building these connections will support you and help maintain and improve your wellbeing.

Talking about how we feel can be the first step towards feeling better.

www.MindingYourHead.info/anxiety

#ManagingAnxiety #Take5



If you are feeling anxious, getting outside for a walk could help.

Combine your movement with mindfulness – pay attention to the sensation of walking, the rhythm of your breathing and your surroundings.

For more calming tools, ideas on how to Take 5 steps to wellbeing, and to access mental health and wellbeing apps and much more, visit www.mindingyourhead.info

#ManagingAnxiety #Take5



Evidence shows us there are five steps you can take to help improve your mental health and wellbeing – ‘take notice’ is one of those steps.

Try to notice things you can:

- see, like a picture;
- smell, like freshly made coffee or tea;
- hear that is soothing, like bird song;
- or something enjoyable, like seeing a dog play or feeling cosy in bed.

Thinking of these moments can also help calm you.

Find out more: www.MindingYourHead.info/anxiety_

#ManagingAnxiety #Take5



Share your support

Show your organisation's support for the #ManagingAnxiety campaign by sharing the suggested content below across your social media platforms, websites, staff communications and stakeholder networks.

We are proud to support the #ManagingAnxiety campaign. If you are experiencing anxiety, there are many things that you can do to help manage how you are feeling.

For information, advice and support, visit www.MindingYourHead.info/anxiety.

The website includes practical self-help resources, tips for managing anxiety, and a directory of services available across Northern Ireland.

You don't have to deal with it on your own.

#ManagingAnxiety

[Organisation Name] is supporting the #ManagingAnxiety campaign.

We are helping to amplify campaign messages across our networks, teams and communities to raise awareness of anxiety, encourage open conversations about mental health, and remind people that support is available.

Feeling anxious is a normal human experience, but persistent anxiety can have a significant impact on wellbeing. The good news is that recovery is possible, and many people overcome mental health challenges, particularly when they access the right support.

There are a range of services available across Northern Ireland to support mental health and wellbeing. Visit www.MindingYourHead.info/anxiety for practical self-help tools and advice, as well as a directory of services if you or someone you know needs additional support.

#ManagingAnxiety

Host a workshop

The calming skills workshops encourage individuals to learn techniques to help manage stress, worry and anxiety. You do not need to have any particular qualification to host a calming skills workshop. You just need to have an awareness of the calming skills and the confidence to describe these to workshop participants.

You can deliver as a series over several weeks choosing different calming skills each time or pair with other wellbeing or mental health programmes. The sessions can be held in person or online.

Download the facilitator notes here: [Host a workshop](#)

To promote your session download and print the empty belly poster on the resources page here: [Workshop empty belly poster](#)

Fill it out with your chosen date, time and location and display it clearly in your premises.

[Watch calming skills video assets here](#)



Calming skills workshop

Learn practical techniques to help manage stress, worry and anxiety.

21st September 2026

Conference Room 3

12:00pm - 12:30pm

Visit www.mindingyourhead.info to find out more or scan this QR code:





Thank you for your support!

www.MindingYourHead.info/anxiety