

WORLD SUICIDE PREVENTION DAY 2022 - THRIVE LDN COMMUNICATIONS TOOLKIT

Updated Monday, 15 August 2022

#ZeroSuicideLDN campaign

Thank you to all London partners for continuing to support this campaign.

On World Suicide Prevention Day 2019, a citywide #ZeroSuicideLDN campaign was launched by the Mayor of London and partners to encourage Londoners to access the Zero Suicide Alliance's free, online suicide prevention training.

Since then, **over 300,000 people across the capital have completed the training** as part of the [#ZeroSuicideLDN campaign](#). This is a fantastic, collective achievement.

To mark World Suicide Prevention Day 2022, we'd be grateful if partners would continue to support and share the campaign. Find below links to latest campaign assets for digital channels alongside a series of suggested messages for digital channels.

We have split this across messages that can be shared on WSPD itself and before and after, to support the ongoing campaign and signposting.

We have also adapted and included some wider signposting in the context of the current emerging challenges for the public mental health response in London, including cost of living and accessing NHS urgent mental health support lines.

The [Zero Suicide Alliance](#) is a collaborative of National Health Service trusts, businesses and individuals who are all committed to suicide prevention in the UK and beyond. The alliance is ultimately concerned with improving support for people contemplating suicide by raising awareness of and promoting free suicide prevention training which is accessible to all.

Thank you for your continued support.

Further information/ support

If you'd like support using the graphics or want to chat with the Thrive LDN team about making the suggested copy more relevant to your community/audiences, then please get in touch, e-mail James Ludley on james.ludley@nhs.net.

In this document (Ctrl + Click on link to go directly to that section):

1. Digital assets

All resources are also available to download directly from the [Thrive LDN Comms Google Drive](#).

- https://drive.google.com/drive/u/0/folders/189EzBGDyPA96jr-Tw6-sTlh2egGI_CdE

Here you can find a suite of **static, GIF, MP4 graphics** to use with the suggested social media copy.

2. #ZeroSuicideLDN and World Suicide Prevention Day

- [For posting on World Suicide Prevention Day - Saturday, 10 September 2022](#)
- [For posting any time before or after World Suicide Prevention Day](#)

3. Support with money worries (cost of living signposting)

- [Latest Thrive LDN briefing](#)
- [Support with money worries social copy](#)

4. Tools, ideas and inspiration for better wellbeing linked to protective factors

- [Thrive LDN's Help Yourself and Others](#)
- [Importance of social networks](#)
- [Building resilience](#)
- [Self-care and physical health](#)
- [Connecting with nature](#)
- [Keeping active](#)
- [Creativity and wellbeing](#)
- [Volunteering](#)
- [Normalising Londoners' experience](#)

Digital assets

To download high quality images and videos: All resources are also available to download directly from the [Thrive LDN Comms Google Drive](#).

https://drive.google.com/drive/u/0/folders/189EzBGDyPA96jr-Tw6-sTlh2egGI_CdE


Here you can find a suite of **static, GIF, MP4 graphics** to use with the below suggested social media copy.






We have created these in square, wide and tall dimensions to support across mainstream social and digital channels. You can select a graphic of your choice for use when posting the below or for ease, we've included a suggested asset for some posts (right click, then 'open link' to download).

#ZeroSuicideLDN and World Suicide Prevention Day





For posting on World Suicide Prevention Day - Saturday, 10 September 2022



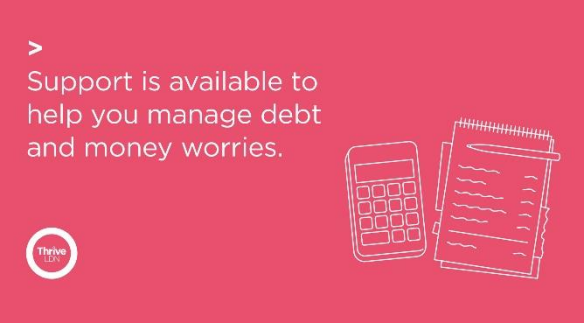

Twitter (1)	<p>Today is #WorldSuicidePreventionDay and we're supporting the #ZeroSuicideLDN campaign.</p> <p>Join us and the 300,000+ Londoners who have taken FREE online suicide prevention training. Together we can break the stigma surrounding suicide and mental health.</p> <p>👉 www.thriveldn.co.uk/zerosuicideldn</p>	 <p>Full range of ZSL assets: https://drive.google.com/drive/u/0/folders/189EzBGDyPA96jr-Tw6-sTlh2egGI_CdE</p>
Twitter (2)	<p>Today is #WorldSuicidePreventionDay.</p> <p>Today you can support the #ZeroSuicideLDN campaign by taking free, online training to know what to do if a loved one, colleague or stranger is feeling suicidal.</p> <p>It only takes 20 minutes. Will you join us?</p> <p>👉 www.thriveldn.co.uk/zerosuicideldn</p>	
Twitter (3)	<p>Around 10 people a week take their own life in London.</p> <p>This #WorldSuicidePreventionDay you can learn how to save a life with FREE online suicide prevention training.</p> <p>London works best when we look out for each other. Join the #ZeroSuicideLDN campaign: www.thriveldn.co.uk/zerosuicideldn</p>	
Twitter (4)	<p>Are you one of the 300,000 Londoners who has completed online free suicide prevention training since the @MayorofLondon launched #ZeroSuicideLDN in 2019?</p> <p>Help us share the campaign and encourage more Londoners to join us. We can all help save a life.</p> <p>👉 www.thriveldn.co.uk/zerosuicideldn</p>	




<p>Twitter (6)</p>	<p>#WorldSuicidePreventionDay is a good opportunity for us all to remember that a mental health emergency should be taken as seriously as a physical one.</p> <p>People of all ages needing urgent mental health support can call NHS mental health helplines 24/7.</p> <p>👉 www.nhs.uk/service-search/mental-health/find-an-urgent-mental-health-helpline</p>	 <p>Urgent mental health support 24/7</p> <p>If you are experiencing a mental health crisis, support is available across London</p> <p>Find your local 24/7 urgent helpline at nhs.uk/urgentmentalhealth</p> <p>More assets: https://drive.google.com/drive/folders/1P35u0hUFqd2LTKYM6ThatE1SMA2EoHIB</p>
<p>Instagram</p>	<p>Today for #WorldSuicidePreventionDay we're supporting the #ZeroSuicideLDN campaign with @ThriveLDN and the @zerosuicidealliance.</p> <p>We know that living and working in London can be stressful, and right now for some it may be overwhelming. That is why we want to encourage Londoners to take free, online training to know what to do if a loved one, colleague or stranger is in crisis.</p> <p>Together we can break the stigma surrounding suicide and mental health.</p> <p>Learn to save a life today...</p> <p>Visit 👉 thrivedn.co.uk/ZeroSuicideLDN</p> <p>Or find details in @ThriveLDN bio</p> <p>#ZeroSuicideLDN #ThriveLDN #ZeroSuicideAlliance #Londoners #MentalHealth #London #LifeInLondon #WeAreLDN #OKLDN #SuicidePrevention #OnlineTraining</p>	<p>Square (1:1) images for IG feed can be downloaded from: https://drive.google.com/drive/u/0/folders/1fjsD-TtvzeQYtxVK45YZbl4HT3W5JsQT</p> <p>Images for Instagram stories (9:16, tall): https://drive.google.com/file/d/12HAo-BSlgYv-Q13r7mwqz-pHULTjvcAq/view?usp=sharing</p>



<p>Facebook and LinkedIn</p>	<p>Today for #WorldSuicidePreventionDay we're supporting the #ZeroSuicideLDN campaign with Thrive LDN and the Zero Suicide Alliance.</p> <p>Learn to save a life today...</p> <p>We know that living and working in London can be stressful, and right now for some it may be overwhelming. That is why we want to encourage Londoners to take free, online training to know what to do if a loved one, colleague or stranger is in crisis.</p> <p>Visit  www.thriveldn.co.uk/ZeroSuicideLDN</p> <p>Together we can break the stigma surrounding suicide and mental health.</p>	<p>Landscape (16:9) images can be downloaded from: https://drive.google.com/drive/u/0/folders/1ywBx_uVXKPh4AXorsQJqBCzyy4IKpxSc</p>
<p>LinkedIn</p> <p>For individuals, can be adapted for other channels</p>	<p>Today is #WorldSuicidePreventionDay.</p> <p>I've just taken free, online suicide prevention training.</p> <p>It's never been more important to think and talk more about mental health. The Zero Suicide Alliance's free suicide prevention training is a really helpful way to learn what to do if a loved one, colleague, or stranger is in a crisis or at risk of suicide.</p> <p>Learn to save a life today, join me in supporting the #ZeroSuicideLDN campaign.</p> <p>Visit Thrive LDN's website for more details: www.thriveldn.co.uk/zerosuicideldn</p>	 <p>More assets: https://drive.google.com/drive/u/4/folders/1ywBx_uVXKPh4AXorsQJqBCzyy4IKpxSc</p>

For posting any time before or after World Suicide Prevention Day

<p>Twitter (1)</p>	<p>We all need to look out for one another. That's why we are supporting #ZeroSuicideLDN to encourage everyone to take free, online training to know what to do if a loved one, colleague, or stranger is in crisis.</p> <p>Learn to save a life today...</p> <p>Visit  www.thriveldn.co.uk/ZeroSuicideLDN</p>	<p>All #ZeroSuicideLDN assets: https://drive.google.com/drive/u/0/folders/189EzBGDyPA96jr-Tw6-sTlh2egGI_CdE</p>
<p>Twitter (2)</p>	<p>It's never been more important to think and talk more about mental health. That's why we are taking @Zer0Suicide's free suicide prevention training, to learn what to do if a loved one, colleague, or stranger is at risk of suicide.</p> <p>You can too. Visit  www.thriveldn.co.uk/zerosuicideldn</p>	
<p>Twitter (3)</p>	<p>Some people may be finding life harder than usual at the moment. It's vital we all look out for each other, in case someone may be in crisis.</p> <p>That's why we are supporting the #ZeroSuicideLDN campaign. You can too, it only takes 20 minutes.</p> <p>Visit  www.thriveldn.co.uk/zerosuicideldn</p>	
<p>Twitter (4)</p>	<p>London works best when we all work together and look after each other. </p> <p>There's FREE online 20-minute training available to help us all to spot the signs when someone may be thinking about taking their life.</p> <p>Visit www.thriveldn.co.uk/zerosuicideldn</p> <p>#ZeroSuicideLDN</p>	
<p>Twitter (5)</p>	<p>For some Londoners right now, worries over money or debt may be overwhelming. Would you be able to spot a neighbour or friend in distress? There's FREE @Zer0Suicide online training to help.</p> <p>Join the #ZeroSuicideLDN campaign by visiting: www.thriveldn.co.uk/zerosuicideldn</p>	

<p>Twitter (6)</p> <p>Witness to suicide resource and support</p>	<p>First Hand has been developed by @ThriveLDN, @AfterSuicideUK and @GrassrootsSP to support anyone who has witnessed the suicide of someone they do not know.</p> <p>If this is you, please know that there is help and support available. You are not alone ❤️</p> <p>https://supportaftersuicide.org.uk/resource/first-hand/</p>	 <p>First Hand Making sense of lasting memories and emotions after the suicide of someone you didn't know.</p> <p>Thrive LDN towards happier healthier lives</p> <p>Support After Suicide Partnership</p> <p>GRASSROOTS breaking silence together</p>
<p>Twitter (7)</p> <p>Signposting to protective factors and further resources</p>	<p>It has never been more important for each of us to think and talk about mental health and wellbeing.</p> <p>If you are struggling right now, ask for help or talk to someone you trust. You can find a range of resources via @ThriveLDN to help.</p> <p>→ https://thrivedn.co.uk/help-yourself-and-others/</p>	 <p>Thrive LDN towards happier healthier lives</p> <p>help yourself and others to practical tools and activities to help your wellbeing</p> <p>More assets: https://drive.google.com/drive/u/4/folders/1TJ9LmMtN7lr--tXbSyN_jU5oY4_6RYZw</p>
<p>Twitter (8)</p> <p>Debt and money support</p>	<p>For some Londoners right now, worries over money or debt may be overwhelming.</p> <p>If you are worried about money or need impartial advice, there is support available. Ask for help if you need it.</p> <p>@DebtFreeLondon 0800 808 5700 @CAPuk 0800 328 0006</p> <p>Or visit www.london.gov.uk/what-we-do/communities/help-cost-living/help-if-money-worries-are-affecting-your-mental-health</p>	 <p>> Support is available to help you manage debt and money worries.</p> <p>Thrive LDN</p> <p>More assets: https://drive.google.com/drive/u/4/folders/1UX3L-QhrT5wWixL-Yw2ZrUf6_RWhhY6s</p>
<p>Twitter (9)</p> <p>NHS urgent mental health support lines signposting</p>	<p>Life can be really difficult, and you might sometimes feel completely overwhelmed. But remember, a mental health emergency should be taken as seriously as a physical one.</p> <p>Find your local NHS urgent mental health helpline for 24/7 advice and support.</p> <p>👉 www.nhs.uk/service-search/mental-health/find-an-urgent-mental-health-helpline</p>	 <p>Urgent mental health support 24/7</p> <p>If you are experiencing a mental health crisis, support is available across London</p> <p>Find your local 24/7 urgent helpline at nhs.uk/urgentmentalhealth</p> <p>More assets: https://drive.google.com/drive/folders/1P35u0hUFqd2LTKYM6ThatE1SMA2EoHIB</p>

<p>Twitter (10)</p> <p>CYP crisis support, part of the Cavendish Square Group campaign</p>	<p>If you're a young person in London struggling with your mental health, there are free resources available to support you.</p> <p>If things feel too much, you can contact NHS trained advisors for urgent support and advice, any time of the day.</p> <p>Find out how: https://openyourmind.support/?utm_source=Suicide-Prevention-Day</p>	 <p>More assets: https://drive.google.com/drive/folders/1AxAgJ5x6iTfNhKvPnbEFykUxcseKKyqW</p>
<p>Instagram</p>	<p>Have you got 20 minutes to learn how to save a life today?</p> <p>Around 10 people a week take their own life in London. We want to encourage Londoners to take the FREE online training provided by the @zerosuicidealliance so they know what to do if a loved one, colleague or stranger is in crisis.</p> <p>Learn to save a life today...take the training.</p> <p>Visit 📍 thrivedn.co.uk/zerosuicideln</p> <p>Or find details in @ThriveLDN bio.</p> <p>#ZeroSuicideLDN #London #LifeInLondon #WeAreLDN #OKLDN #SuicidePrevention #Teamwork #Together #ZeroSuicideAlliance #Londoners #MentalHealth #OnlineTraining</p>	 <p>More assets: https://drive.google.com/drive/u/0/folders/189EzBGDyPA96jr-Tw6-sTlh2egGI_CdE</p>
<p>Instagram</p> <p>CYP crisis support, part of the Cavendish Square Group campaign</p>	<p>If you're a young person in London struggling with your mental health, there are free resources available to support you.</p> <p>If things feel too much, you can contact NHS trained advisors for urgent support and advice, any time of the day.</p> <p>Find out how via www.openyourmind.support</p> <p>Or via @HealthyLDN bio.</p>	 <p>More assets: https://drive.google.com/drive/folders/1AxAgJ5x6iTfNhKvPnbEFykUxcseKKyqW</p>

<p>Facebook and LinkedIn</p>	<p>Living and working in London can be stressful, and right now for some it may be overwhelming. Would you be able to spot a colleague or friend in distress?</p> <p>That is why we want to encourage Londoners to take the Zero Suicide Alliance's free, online training to know what to do if a loved one, colleague or stranger is in crisis.</p> <p>Learn to save a life today...take the training. Visit: www.thriveldn.co.uk/zerosuicideldn</p>	 <p>More assets: https://drive.google.com/drive/u/0/folders/189EzBGDyPA96jr-Tw6-sTlh2egGI_CdE</p>
<p>LinkedIn (for individuals)</p>	<p>I've taken suicide prevention training.</p> <p>It's never been more important to think and talk more about mental health. The Zero Suicide Alliance's free suicide prevention training is a really helpful way to learn what to do if a loved one, colleague, or stranger is in a crisis or at risk of suicide.</p> <p>Learn to save a life today, join me in supporting the #ZeroSuicideLDN campaign.</p> <p>Visit Thrive LDN's website for more details: www.thriveldn.co.uk/zerosuicideldn</p>	 <p>More assets: https://drive.google.com/drive/u/4/folders/1ywBx_uVXKPh4AXorsQJqBCzyy4IKpxSc</p>

Support with money worries (cost of living)

As a priority over the coming months, we are encouraging partners to signpost to information on how to manage financial anxiety and uncertainty, alongside resources which support mental health and wellbeing.

The below suggested social media posts support signposting to relevant services that will support Londoners with money worries. The GLA has published a [Help With the Cost of Living online hub](#) which contains a range of information to support Londoners, including on money and mental health.

Please consider incorporating these alongside any other planned communications on this topic/ area.

You can also download the latest [Thrive LDN briefing on the cost-of-living crisis and implications for Londoners' public mental health](#) which outlines the emerging issues in this area.

In summary:

- Financial resilience and feelings of control relating to finance have a profound impact on people's wellbeing.
- Employment and financial security have a bidirectional relationship with overall mental health, with stable, consistent employment and the ability to save money act as protectors of mental health whereas debt, unemployment, and financial instability act as some of the main barriers to emotional wellbeing.
- It is already clear, that the challenges posed by the cost-of-living crisis are being felt unevenly across London, exposing differences of vulnerability across geographies and social groups.
- In response to this it is vital for London to take a public mental health approach to its response to ensure that the wellbeing of Londoners is prioritised alongside the growth of London's economy.

Support with money worries	
<p>Twitter 1</p>	<p>For some Londoners right now, worrying about money may feel overwhelming or leaving you feeling very anxious.</p> <p>If you are worried about money or need free, impartial advice, @DebtFreeLDN's advice line is there to help.</p> <p>Call 0800 808 5700 or visit http://debtfree.london</p>
<p>Instagram</p>	<p>For some Londoners right now, worrying about money may feel overwhelming or leaving you feeling very anxious.</p> <p>If you are worried about money or need free, impartial advice, @debtfreeldn's advice line is there to help.</p> <p>Call 0800 808 5700 or visit debtfree.london</p>

Money worries?

Help is available

0800 808 5700
www.debtfree.london


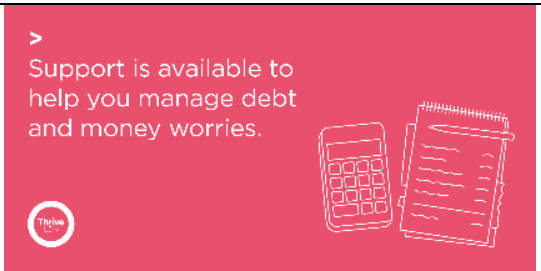
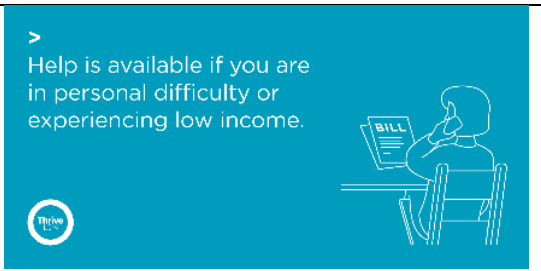
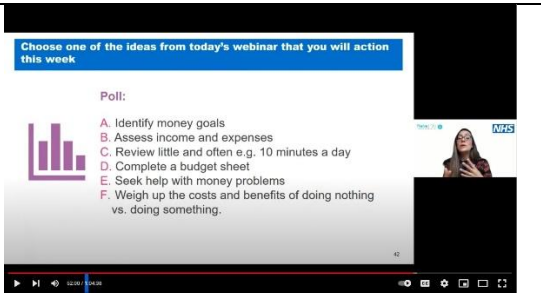
Debt Free London

Money worries?

Help is available

0800 808 5700
debtfree.london



Debt Free London


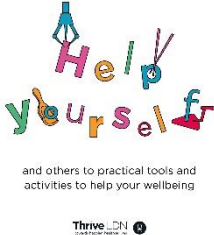
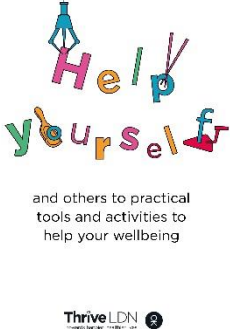
<p>Facebook / LinkedIn</p>	<p>For some Londoners right now, worrying about money may feel overwhelming or leaving you feeling very anxious.</p> <p>If you are worried about money or need free, impartial advice, Debt Free London's advice line is there to help.</p> <p>Call free on 0800 808 5700 or visit www.debtfree.london</p>	
<p>Twitter – supporting debt and money worries</p>	<p>For some Londoners right now, worries over money or debt may be overwhelming.</p> <p>If you are worried about money or need impartial advice, there is support available. Ask for help if you need it.</p> <p>@DebtFreeLondon 0800 808 5700 @CAPuk 0800 328 0006</p> <p>Or visit www.london.gov.uk/what-we-do/communities/help-cost-living/help-if-money-worries-are-affecting-your-mental-health</p>	
<p>Twitter – personal difficulty</p>	<p>If you find yourself in urgent financial or personal need, there is support and information available for you. Please seek help if you need it.</p> <p> @turn2us_org: 0808 802 2000 @Shelter: 0344 515 1540 @TrussellTrust: 0808 208 2138</p> <p>Or visit www.london.gov.uk/what-we-do/communities/help-cost-living/</p>	
<p>Twitter – Money and mental health NHS-led webinar</p>	<p>Many of us may be feeling under increased financial pressure. The worry about money may impact sleep, concentration, productivity and our stress levels.</p> <p>► To help, watch an NHS wellbeing webinar on Managing Financial Anxiety with @moneyaande & @mmhpi: https://thrivedn.co.uk/resources/coping-well-during-covid/#managing-financial-anxiety</p>	


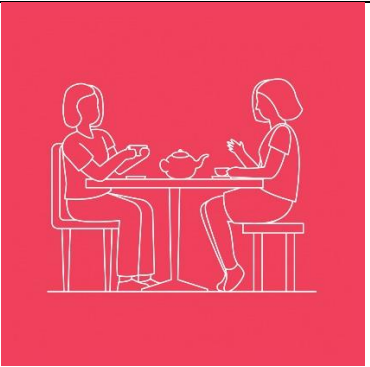
Tools, ideas and inspiration for better wellbeing linked to protective factors

We know that there are lots of factors that impact people's wellbeing. An important part of the suicide prevention strategy focusses on building resilience across London and supporting people so they don't get to a point of crisis.





Below we have included some copy to signpost Londoners to resources and support which are designed around the factors that we know protect mental health, from taking care of yourself, and maintaining social contacts to creativity and being in nature.

Thrive LDN Help Yourself and Others		
<p>Twitter 1</p>	<p>Right now, things may feel uncertain, and it's OK to feel anxious or worried.</p> <p>Whether you're looking for yourself, or to help a friend or others in your community, @ThriveLDN and @GoodThinkingUK have ideas and resources to help improve our wellbeing.</p> <p>→ www.thriveldn.co.uk/help-yourself-and-others</p>	
<p>Facebook / LinkedIn</p>	<p>As things continue to feel uncertain, however you're feeling right now is valid. Thrive LDN has created a space to help share ideas and resources to help improve our wellbeing or to find out how to support others.</p> <p>It is packed with resources and tools for you, designed around those factors we know protect mental health, from taking care of yourself, and maintaining social contacts, to creativity and being in nature. The range of resources include many from London's digital wellbeing service, Good Thinking.</p> <p>You'll also find first-hand experiences from people sharing how they have overcome the challenges they have faced. Alongside new resources for supporting those arriving to London from the Ukraine, Afghanistan, and Hong Kong.</p> <p>Whether you're looking for yourself, or to help a friend or others in your community, explore simple tools, ideas and inspiration, tried and tested to help improve wellbeing.</p> <p>Find out more: https://thriveldn.co.uk/help-yourself-and-others</p>	 <p>Accounts to tag: @thriveldn</p>

<p>Instagram</p>	<p>These past two years have been challenging for everyone, and every Londoner will have been affected in a different way. As things continue to feel uncertain, however you're feeling right now is valid.</p> <p>@ThriveLDN has created a space to help promote your mental wellbeing or find out how to support others.</p> <p>It is packed with resources and tools for you, designed around those factors we know protect mental health, from taking care of yourself, and maintaining social contacts, to creativity and being in nature. The range of resources include many from London's digital wellbeing service, @goodthinkinguk.</p> <p>You'll also find first-hand experiences from people sharing how they have overcome the challenges they have faced. Alongside new resources for supporting those arriving to London from the Ukraine, Afghanistan, and Hong Kong.</p> <p>Whether you're looking for yourself, or to help a friend or others in your community, explore simple tools, ideas and inspiration, tried and tested to help improve wellbeing.</p> <p>Find out more  Follow the link in @ThriveLDN's bio.</p>	<p>Square (feed):</p>  <p>Tall (stories):</p> 
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Importance of social networks		
<p>Twitter (short copy)</p>	<p>Strong, supportive relationships – whether family or with the wider community and faith groups – are one of the most important factors to help us thrive and maintain good mental wellbeing.</p> <p>Explore a range of free resources to support you to stay connected: https://thriveldn.co.uk/resource/social-connections-and-networks/</p>	
<p>Facebook / Instagram / LinkedIn (longer copy)</p>	<p>Staying connected is more important than ever. Strong, supportive relationships – whether family or with the wider community and faith groups – are one of the most important factors for maintaining good mental wellbeing.</p> <p>Loneliness can affect any of us, any time. Many people, of all ages, reported higher levels of loneliness and isolation during the pandemic. But there were also many acts of kindness, amazing selflessness, and innovative ways to connect virtually.</p> <p>Explore a range of free resources to support you and others to stay connected: https://thriveldn.co.uk/resource/social-connections-and-networks/</p>	

Building resilience

<p>Twitter (1) (short copy)</p>	<p>Resilience is our ability to cope with the stresses of life, to bounce back from adversity. It can be worn down by difficulties, but it can also be improved.</p> <p>Explore a range of resources to help you keep your resilience topped up: https://thrivedn.co.uk/resource/building-personal-resilience/</p>	 <p>A purple square graphic with the text 'Building resilience' in white. To the right is a white line-art illustration of a person sitting at a desk with a window behind them, looking out at clouds. A small cup sits on the desk.</p>
<p>Facebook / Instagram / LinkedIn (longer copy)</p>	<p>Resilience is our ability to cope with the stresses of life, and bounce back from adversity. It can be built up as well as eroded by difficult circumstances.</p> <p>Resilience isn't a fixed character trait but something that can be learned and improved. Importantly, there are positive things which we can all do to help keep our resilience 'topped up'.</p> <p>Find free resources to support you and others to stay resilient and encourage positive mental health and wellbeing: https://thrivedn.co.uk/resource/building-personal-resilience/</p>	 <p>A purple square graphic with a white line-art illustration of a person sitting at a desk with a window behind them, looking out at clouds. A small cup sits on the desk.</p>
<p>Twitter (2)</p>	<p>Now is the perfect time for us to make active, positive changes to help improve our personal resilience and wellbeing.</p> <p>@ThriveLDN's worked with NHS GP & wellbeing expert @DrRadhaModgil to give you ideas on how to stay resilient: www.thrivedn.co.uk/resources/emotional-resilience</p>	<p>Static image:</p>  <p>A green rectangular graphic. On the left is a circular inset photo of a smiling woman. To the right, the text reads 'building emotional resilience' in large white letters, followed by 'WITH DR. RADHA' in smaller white letters. At the bottom right is the 'ThriveLDN' logo with the tagline 'towards happier healthier lives' and a small icon.</p> <p>Or video:</p>  <p>A teal rectangular graphic. At the top, the text reads 'building emotional resilience' in white, followed by 'WITH DR. RADHA' in smaller white letters. Below is a video thumbnail showing a woman (Dr Radha) and a man (signing) in a room. A small teal box at the bottom left of the video says 'Dr Radha' and 'I'm a practicing NHS GP broadcaster'.</p>

**Instagram
(2)**

Now is the perfect time for us to make active, positive changes to help improve our personal resilience and wellbeing.

@ThriveLDN has worked with NHS GP & wellbeing expert @dr_radha to give you invaluable ideas & tips on how to stay resilient.

Take 20 minutes today to learn more and hear expert advice from Dr Radha on how to stay resilient.

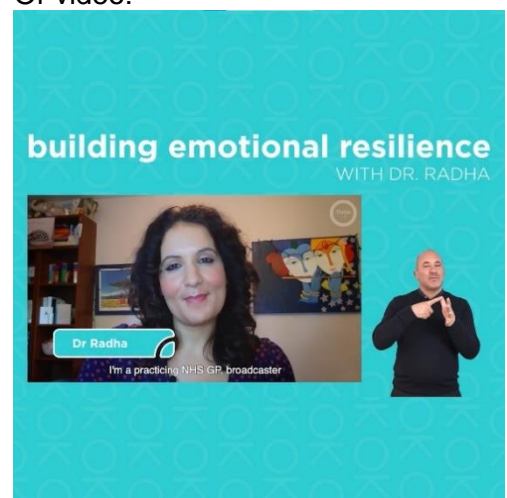
Link available via @ThriveLDN's bio, or www.thriveldn.co.uk/emotionalresilience

Also available in #BritishSignLanguage #BSL

Static image:



Or video:



**Facebook
and
LinkedIn
(2)**

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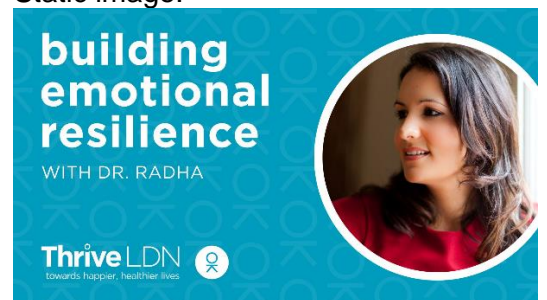
Our ability to adapt well to the stress of life, as well as being able to bounce back from adversity, crises or trauma, is often referred to as emotional resilience.

Did you know there are simple things you can do to top up your resilience reserves when you're running low?

Take 20-minutes to learn more and hear advice from Dr Radha, NHS GP and wellbeing expert, on how to stay resilient:
www.thriveldn.co.uk/emotionalresilience

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Static image:





Or video:






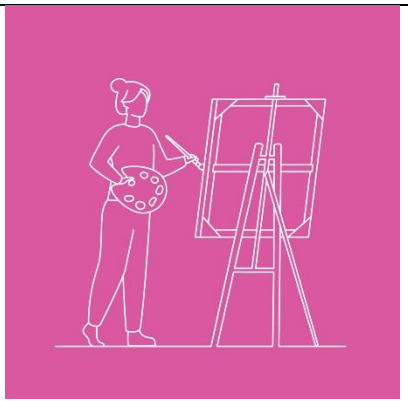
Accounts to tag: @thriveldn

<p>Twitter (short copy)</p>	<p>We all lead busy lives, but it's vital to make time for yourself.</p> <p>Physical health is important for good wellbeing. Exercise, a healthy diet and good quality sleep are proven to help support good mental health.</p> <p>Explore self-care tips and resources: https://thrivedn.co.uk/resource/self-care-and-physical-health/</p>	 <p>Self-care and physical health</p>
<p>Facebook / Instagram / LinkedIn (longer copy)</p>	<p>Taking care of yourself and your physical health helps achieve good mental health and wellbeing and reduce feelings of stress.</p> <p>Exercise boosts mood and self-esteem. A healthy diet and good quality sleep are proven to help you stay well, feel your best and deal with life's difficulties. We all lead busy lives, but it's important to make time to check in with yourself and listen to how you are feeling too.</p> <p>Find free resources to support you and others for being more active, getting better quality sleep and maintaining a healthy diet: https://thrivedn.co.uk/resource/self-care-and-physical-health/</p>	


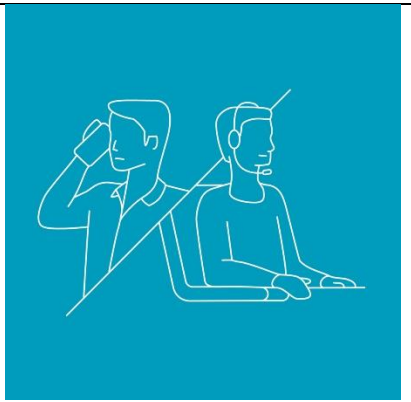
Connecting with nature		
<p>Twitter (short copy)</p>	<p>Many studies have found positive links between nature and positive wellbeing.</p> <p>In fact, @mentalhealth research shows that during lockdown going for walks outside was one of our top coping strategies.</p> <p>How do you connect with nature? Explore tips and ideas: https://thrivedn.co.uk/resource/connecting-with-nature/</p>	 <p>Connecting with nature</p>
<p>Facebook / Instagram / LinkedIn (longer copy)</p>	<p>Many studies have found positive links between nature and positive mental health and wellbeing.</p> <p>London's parks and green spaces are free and open to everyone regardless of who you are or where you live. In fact, research from the Mental Health Foundation showed that during the pandemic going for walks outside was one of our top coping strategies and 45% of us reported being in green spaces had been vital for our mental health.</p> <p>Explore free resources to support you and others to connect with nature: https://thrivedn.co.uk/resource/connecting-with-nature/</p>	



Keeping active


<p>Twitter (short copy)</p>	<p>Exercise has huge benefits for our physical health. But did you know it's also good for mental health too?</p> <p>Being active at home or outdoors is really important and will help give a positive influence on our self-esteem and self-worth.</p> <p>Find out more: https://thrivedn.co.uk/resource/keeping-active/</p>	
<p>Facebook / Instagram / LinkedIn (longer copy)</p>	<p>We know exercise has huge benefits for our physical health. But did you know it's also good for mental health and wellbeing?</p> <p>Taking part in regular physical activity can increase self-esteem and reduce stress and anxiety. It also helps prevent the development of mental health problems and improve the quality of life of people who already have them.</p> <p>That is why being active at home or outdoors is really important and will help give a positive influence on our self-esteem and self-worth.</p> <p>Find free resources to help you benefit: https://thrivedn.co.uk/resource/keeping-active/</p>	

Creativity and wellbeing		
<p>Twitter (short copy)</p>	<p>During the pandemic, many Londoners have turned to creative activities to support their wellbeing. They can also be effective ways to discuss issues that can be difficult to explore in other ways.</p> <p>Explore ideas for creativity and #GreatMentalHealth: https://thrivedn.co.uk/resource/keeping-active/</p>	
<p>Facebook / Instagram / LinkedIn (longer copy)</p>	<p>Throughout the pandemic many Londoners have turned to creative activities to support their mental health and wellbeing and keep connected with friends and family.</p> <p>There are so many forms creativity and culture can take, allowing people to express themselves in different ways, without having to use words if necessary. The arts provide one of the most effective ways for people to have discussions around issues that can be difficult to explore in other ways. This helps to tackle inequalities by engaging people from all backgrounds and communities.</p> <p>Explore ideas for creativity and #GreatMentalHealth: https://thrivedn.co.uk/resource/keeping-active/</p>	

Volunteering

<p>Twitter (short copy)</p>	<p>Volunteering can help build personal resilience. It increases your skills and wellbeing, and improves social connections for better mental health.</p> <p>Explore a range of resources to support you and others to support volunteering in your community: https://thrivedn.co.uk/resource/volunteering/</p>	
<p>Facebook / Instagram / LinkedIn (longer copy)</p>	<p>Whilst it has been tough for many Londoners, the coronavirus crisis has shown how London is full of amazing communities.</p> <p>Volunteering can help build personal resilience. People who report a greater interest in helping others are also more likely to rate themselves as happy.</p> <p>Volunteering may not be possible or suitable for everyone, but it increases your skills and wellbeing, and improves social connections.</p> <p>Find out more through a range of resources to support you and others to support volunteering in your community: https://thrivedn.co.uk/resource/volunteering/</p>	

Normalising Londoners' experience		
<p>Twitter</p>	<p>It has never been more important for each of us to think and talk more about mental health and wellbeing, and to seek support when needed.</p> <p>If you are struggling right now, ask for help or talk to someone you trust. Explore a range of resources to help. 🖱️</p> <p>www.thrivedn.co.uk/resources/tools-and-resources-to-help-your-mental-health-and-wellbeing</p>	
<p>Instagram 1</p>	<p>We know that there are people who may want extra help right now.</p> <p>It has never been more important for each of us to think and talk more about mental health and wellbeing, and to seek support when needed..</p> <p>There are some sources of support and some useful ways to get support if you are finding it hard from @ThriveLDN.</p> <p>Find the link in @ThriveLDN's bio.</p>	

<p>Instagram 2</p>	<p>Remember that, whatever you are going through, you are powerful.</p> <p>But if you ever need some support or if something is affecting you, even if you feel it's something 'small' or 'trivial', you should reach out for help.</p> <p>@ThriveLDN has put together a collection of tools and resources to help you to manage your #MentalHealth and #Wellbeing.</p> <p>👉 Link in @ThriveLDN bio.</p>	
<p>Facebook 2</p>	<p>We all have mental health, and the majority of us will struggle with it at some point, even before COVID-19. Know that what you're going through is not your fault. Don't be hard on yourself.</p> <p>If you are struggling right now, then reach out for help and talk to someone you trust.</p> <p>We know that there are people who may need extra help. Find a range of resources to help you to manage your wellbeing: www.thriveldn.co.uk/resources/tools-and-resources-to-help-your-mental-health-and-wellbeing</p>	