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| **Message** | **Example asset** | **Supporting copy** |
| **Mental Health Crisis (Wandsworth, Merton, Sutton, Kingston, Richmond)** |  | If you need urgent mental health support, call our 24/7 Mental Health Crisis Line team. They are there to help you.  🚨 Please only attend A&E if it is an emergency. Click to find out more [www.swlstg.nhs.uk/patients-carers/crisis-support/mental-health-support-line](http://www.swlstg.nhs.uk/patients-carers/crisis-support/mental-health-support-line)  |
| **Mental health crisis (Croydon)** |  | If you need urgent mental health support, call our 24/7 Mental Health Crisis Line team. They are there to help you.  🚨 Please only attend A&E if it is an emergency. Click to find out more <https://slam.nhs.uk/crisis> |
| **Kooth (all of SWL)** |  | If you are 11-22 years old and are feeling anxious or low, you can speak to someone online for support 24/7.    Find out more 👉 [https://kooth.com](https://kooth.com/) |