

Launch of text messaging service to support people in Sussex who are struggling to cope

Social media toolkit

Introduction

A new text messaging service for people who are experiencing a challenging time with their emotional wellbeing or mental health is being launched in Sussex on **Monday 4 July 2022**.

Please help to raise awareness of this service by promoting it through your social media channels.

You will find suggested copy and a range of images to use on social media in this toolkit.

This initiative is part of a programme of work being led by the [Sussex Health & Care Partnership and the Mental Health Collaborative](#) to offer a digitally-led means of support, providing a 24/7 response to individuals who are in distress. The service aims to provide rapid and easy access to support and signposting to mental health or emergency services when required to help reduce and prevent self-harm and suicide.



How does the service work?

By texting the word **SUSSEX to 85258**, people can access the **free, confidential, 24/7 service** to have a text-based conversation with a trained volunteer. The volunteers offer real-time support to people who are struggling, and help get them to get to a calmer place.

Texters will be signposted to local services in Sussex, including the Sussex Mental Healthline, Staying Well services and the Grassroots' Stay Alive App, if needed, to get continuous and longer-term support.

Conversations are overseen by trained supervisors who monitor conversations 24/7. Clinical supervisors can escalate texters to the emergency services via a direct line if they are deemed at imminent risk.

The initiative is being delivered through the national text messaging service Shout, which has already supported thousands of people since it was launched by [Mental Health Innovations](#) in 2019.

For more information about how the Shout text messaging service works, watch this short video here: https://www.youtube.com/channel/UCAKR9Z9sMLq2J0d4GNJ_iEg

Find Shout on social media: Instagram: @giveusashoutinsta, Twitter: @giveusashout, Facebook: @giveusashoutuk, LinkedIn: Mental Health Innovations.

Social media posts

Here is some suggested text for social media posts, along with some images that have been designed for this initiative. You find a range of images to use on Instagram, Facebook and Twitter here (please copy and paste the link into your browser if it does not open directly):

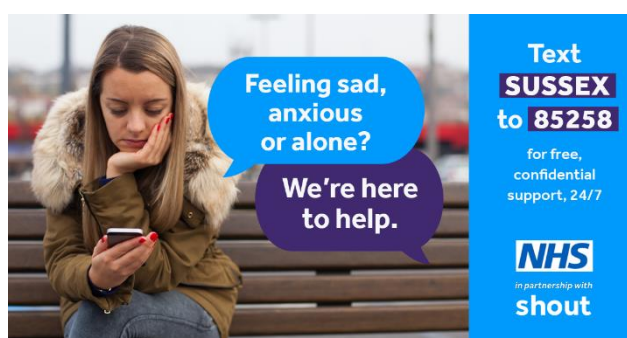
<https://www.dropbox.com/scl/fo/phve42ko8y0ijyejqa6o2/h?dl=0&rlkey=5dbqnoksjl7jd3nmv1izc9c74>

If possible, please use the following hashtags in posts: **#mentalhealthsupport #mentalhealthsussex**

Example copy 1:

If you're feeling low or struggling to cope, text **SUSSEX** to **85258** for free, confidential support at any time of day or night. This service, in partnership with Shout, is anonymous and won't show up on your phone bill.

#mentalhealthsupport #mentalhealthsussex



Example copy 2:

Your #mentalhealthmatters! If you're struggling and want to talk to someone anonymously, text **SUSSEX** to **85258** for free, confidential support, 24/7. This service is in partnership with Shout.

#mentalhealthsupport #mentalhealthsussex

Example copy 3:



If you're struggling and want to talk to someone anonymously, text **SUSSEX** to **85258** for free, confidential support, 24/7. Want to know more about how the service works? Read these FAQs:

<https://giveusashout.org/get-help/how-shout-works/>

#mentalhealthsupport #mentalhealthsussex

Example copy 4:

We're proud to partner with Shout to offer free and confidential support round the clock to anyone Sussex who needs to talk. Simply

text **SUSSEX** to **85258** to be connected to a trained volunteer who can help with anything you're struggling with, including anxiety, stress, loneliness or depression.

More information

If you have any questions or comments, please contact Martin.Dominy@VCSE-MHTransformation.org or Andrea.Potter@VCSE-MHTransformation.org