



ResilienceHub

LANCASHIRE AND SOUTH CUMBRIA

Campaign Launch Asset Toolkit





**Resilience
Hub** LANCASHIRE AND
SOUTH CUMBRIA



Don't mask your feelings

**You're here for us.
We're here for you.**

Support for the psychological impact of Covid-19. For the emergency services, health and social care workers, teachers, council workers, volunteers and their families.

#unmaskyourfeelings



www.lscresiliencehub.nhs.uk

Introduction

The Lancashire and South Cumbria Resilience Hub was created in response to the pandemic to help support public sector workers psychologically affected by Covid-19.

The Resilience Hub team is dedicated to supporting those who work in the emergency services, health and social care, teachers, carers, local authority staff and volunteers as well as their immediate family members too.

The Resilience Hub motto is: 'You're here for us, we're here for you.'

Since its launch at the start of the Covid-19 pandemic, the Resilience Hub has helped people get back to doing the things they love most.

This includes those who have worked on the frontline of the pandemic, those who struggled with the shift to working from home and the changing demand of their jobs and sadly, to those who have lost loved ones.

The new campaign urges all public sector workers to 'check in' on how they're feeling using the Resilience Hub self-assessment tool.

With around 75% of referrals currently being from the NHS, the campaign will specifically target all groups that the team can support.

For further information, please contact Natalie Banks (Internal Communications Manager at LSCft) email: [**Natalie.banks@lscft.nhs.uk**](mailto:Natalie.banks@lscft.nhs.uk)



Press Release

Public sector workers across Lancashire and South Cumbria are being urged to 'check in' on how they're feeling ahead of World Mental Health Day.

A new 'you're here for us, we're here for you' campaign has launched across the area to highlight the support available through the Lancashire and South Cumbria Resilience Hub.

The Resilience Hub launched at the outset of the pandemic to support public sector workers and their immediate families with the psychological impact of Covid-19.

And the team behind it is urging those working in the emergency services, health and social care, teachers, council workers, public sector volunteers and their families to use their online self-assessment tool to 'check in' on how they're doing.

It takes just 15 minutes to complete and can be followed-up with a confidential self-referral to the Resilience Hub team if extra support is needed.

Gita Bhutani, Director for Psychological Professions at Lancashire and South Cumbria NHS Foundation Trust and lead for the Resilience Hub, said: "There's absolutely no doubt that the pandemic has had an impact on us all – especially those who have been working on the frontline throughout.

"The Resilience Hub can offer support to all public sector workers in Lancashire and South Cumbria who are struggling to deal with depression, anxiety, post-traumatic stress or feel like they're having a bit of a wobble because of the pandemic.

"We've already been able to help lots of people – those who have found it really hard to continue with their jobs, those who have struggled to adapt to new ways or working and sadly, those who have lost loved ones.

Continued on the next page



Press Release (Continued)

"This is a difficult time for many and we hope the new campaign will help more people to know that help is available and it's really easy to access."

As part of the new campaign, featuring public sector workers from across the area, the Resilience Hub website has been relaunched.

On there, you can find out more information about the support available as well as tips on supporting others struggling with their mental health.

Gita added: 'We have had a fantastic uptake of the service. Currently, around 75% of those we have supported work in the NHS.

"Through this new campaign, we want to make sure all public sector workers know that help is available and that we can be their first port of call if they need psychological support.

"We hear it a lot, but it really is ok not to be ok and also really easy to access support if you need it.

"If you're struggling and work in the public sector in Lancashire and South Cumbria, please do check in using the self-assessment tool – you're here for us, we're here for you.'

As well as supporting individuals, the Resilience Hub, can also support teams.

For More Information

Visit: www.lscresiliencehub.nhs.uk

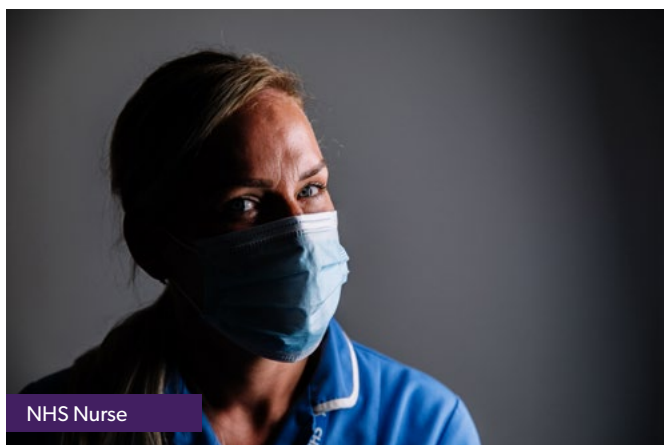
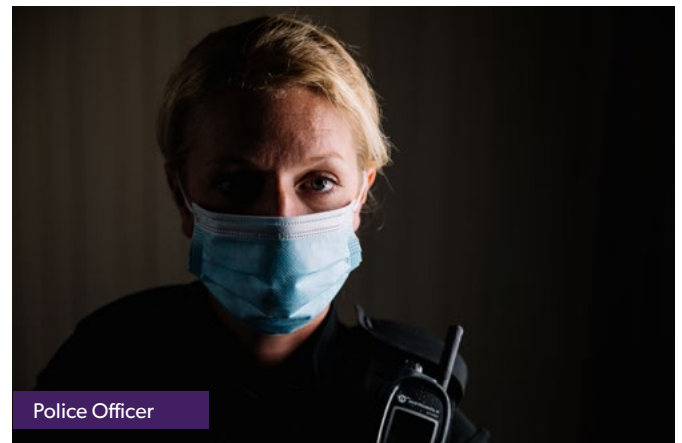
Ring: [01772 520228](tel:01772520228)

Email: lschub@lscft.nhs.uk



Campaign Imagery

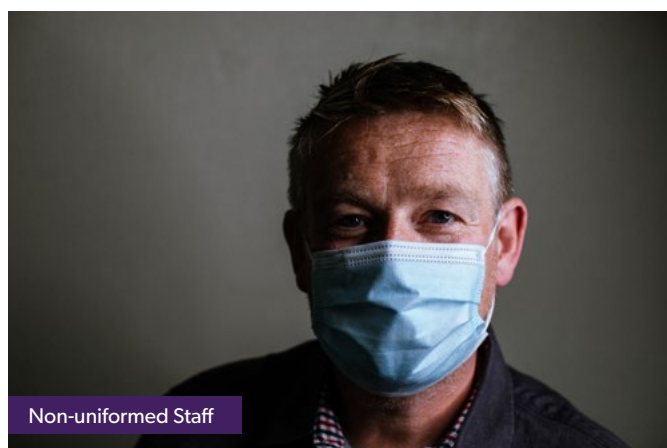
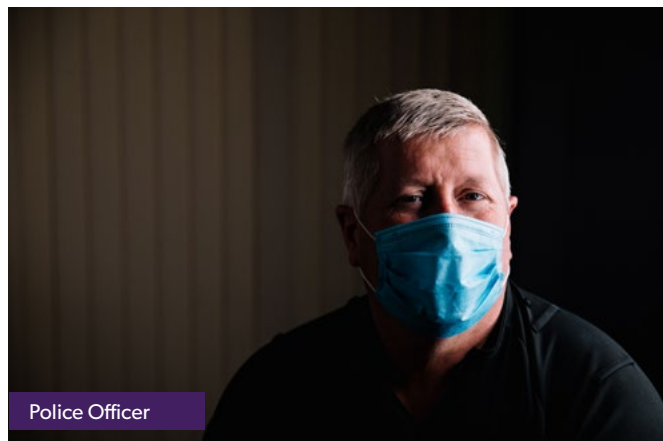
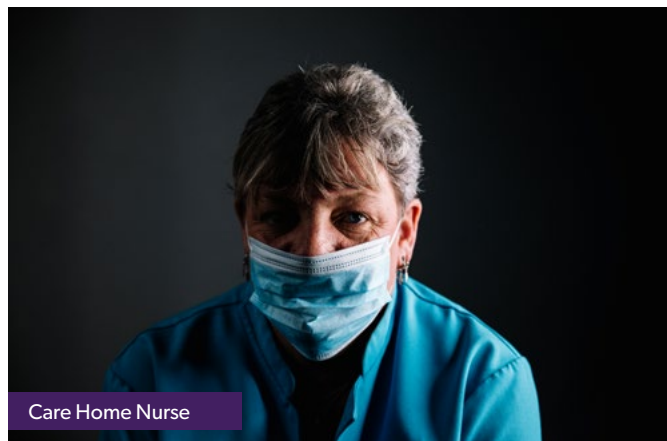
Download: [Campaign Imagery](#)



Continued on the next page

Website: www.lscresiliencehub.nhs.uk

Campaign Imagery (Continued)



Team Imagery

Download: [Team Imagery](#)



Website: www.lscresiliencehub.nhs.uk



Internal Comms Messaging

Resilience Hub can help you, your colleagues, teams and families.

‘You’re here for us, we’re here for you.’

That’s the motto of a brand new mental health campaign launched to promote the psychological help you can access through the Lancashire and South Cumbria Resilience Hub.

The dedicated team at the Resilience Hub can support all public sector workers – including {please insert your sector, for example police officers}, your colleagues, teams and even your immediate families with the psychological impact of Covid-19.

The service is confidential and you can self-refer after filling in a short assessment online.

Ahead of World Mental Health Day in October, we are encouraging you to take 15 minutes to fill in the assessment to see how you are feeling and whether you’d benefit from extra support - please click here to start the self-assessment now.

The Hub was launched at the outbreak of the pandemic to support emergency workers, health and social care workers, council workers, teachers and public sector volunteers, and their immediate families.

And, it’s already been a lifeline for many – those who have worked on the frontline, those who struggled with the change to their roles and working from home and those who have sadly lost loved ones. You can read two moving testimonials here.

You can find out much more about the Resilience Hub on their brand new website – including tips for supporting others.

Or, if you’d like to speak to someone, including about arranging a team session, please ring: **01772 520228** or email: **lschub@lscft.nhs.uk**.

All-Staff Email - Suggested Wording

Dear Colleague,

How are you feeling today?

We know the past 18 months have been incredibly difficult – both at home and work. The pandemic has taken its toll in ways we could never have imagined.

That's why we want to tell you about a new campaign that has been launched to help promote the [Lancashire and South Cumbria Resilience Hub](#).

The hub offers an online [self-assessment tool](#) to help you check-in on how you're feeling.

It takes around 15 minutes to complete and afterwards you can decide whether you'd like to self-refer yourself, confidentially, for further support from the dedicated team.

[Please click here to start the self-assessment now](#)

The Resilience Hub was launched at the outbreak of the pandemic to [support all public sector workers with the psychological impact of Covid-19](#). This includes all emergency workers, health and social care workers, council workers, teachers and public sector volunteers.

The Resilience Hub can confidentially help you personally, your colleagues, your teams and your immediate family and it's really easy to access – you can:

- Find out more information on [their website](#)
- Fill in the [Contact Form](#)
- Ring: [01772 520228](#)
- Email: lschub@lscft.nhs.uk

The Resilience Hub has already been a lifeline for many – those who have worked on the frontline, those who struggled with the change to their roles and working from home and those who have sadly lost loved ones. [You can read two moving testimonials here](#).

The motto for the new campaign is 'You're here for us, we're here for you.'

If you need help accessing the service or our health and wellbeing offer, please speak to your manager or visit: www.lscresiliencehub.nhs.uk

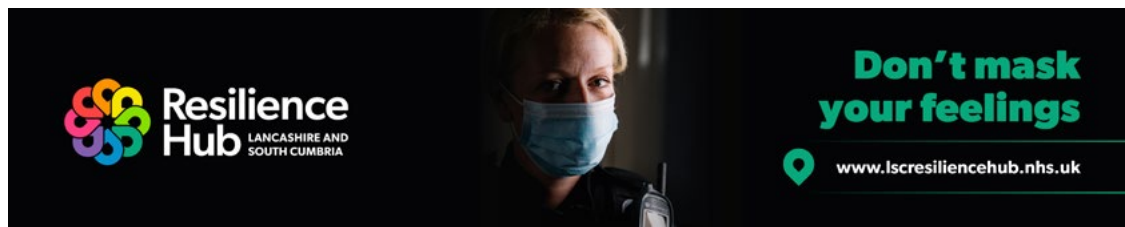
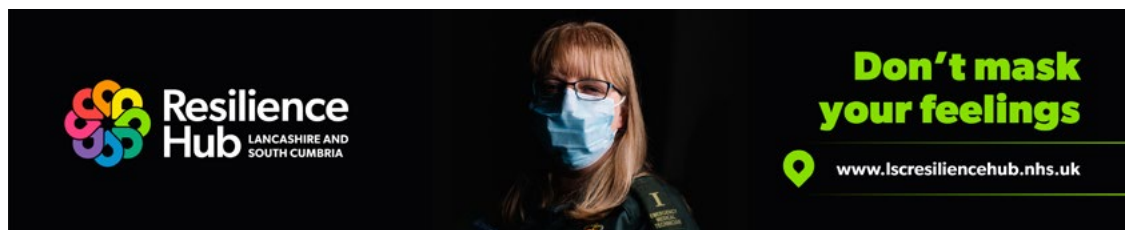
Website: www.lscresiliencehub.nhs.uk



Email Footers

We have created a range of email footers to advertise the Resilience Hub including campaign specific and generic ones.

Download: [Email Footers](#)



Continued on the next page

Website: www.lscresiliencehub.nhs.uk

Email Footers (Continued)



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Generic Email Footers



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Social Media

Campaign

To share content, please follow:

Facebook:

Lancashire and South Cumbria NHS Foundation Trust

Twitter:

@WeAreLSCFT

Instagram:

@WeAreLSCft

LinkedIn:

Lancashire and South Cumbria NHS Foundation Trust



Social Media Posts - General

We have created a range of campaign specific posts to advertise the Resilience Hub.

Download: [General - Social Posts](#)

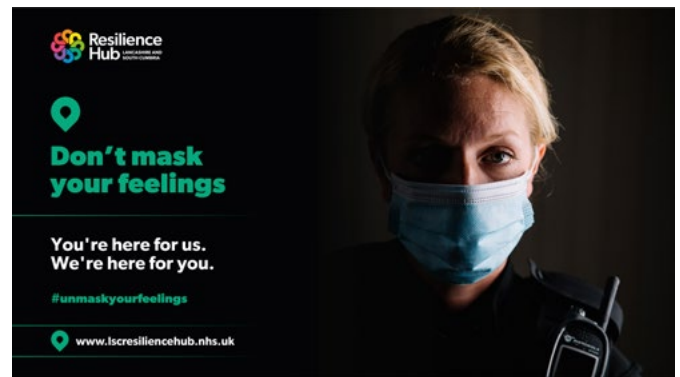


Website: www.lscresiliencehub.nhs.uk

Social Media Posts - Twitter

We have created a range of campaign specific posts to advertise the Resilience Hub on Twitter.

Download: [Twitter - Social Posts](#)



Website: www.lscresiliencehub.nhs.uk

Printed Material

Posters

To order printed posters contact:

Helen Lockley - Project Manager, Hotfoot Design:

helen.lockley@hotfootdesign.co.uk



A4 Posters - Portrait

We have created a range of campaign specific posters to advertise the Resilience Hub.

Email: [Helen Lockley at Hotfoot Design](mailto:Helen.Lockley@HotfootDesign.co.uk)



Campaign Portrait 01



Campaign Portrait 02



Campaign Portrait 03



Campaign Portrait 04



Campaign Portrait 05

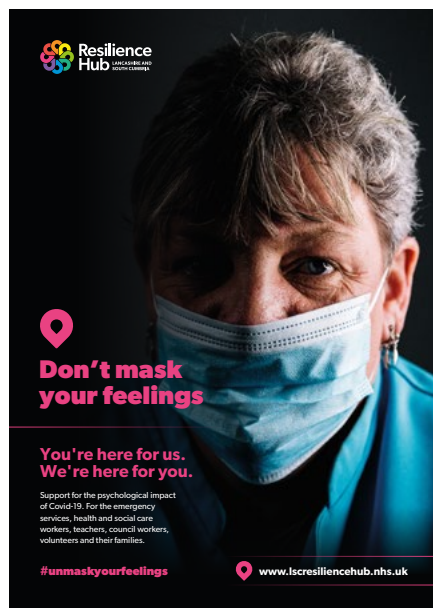


Campaign Portrait 06

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Website: www.lscresiliencehub.nhs.uk

A4 Posters - Portrait (Continued)



Campaign Portrait 07

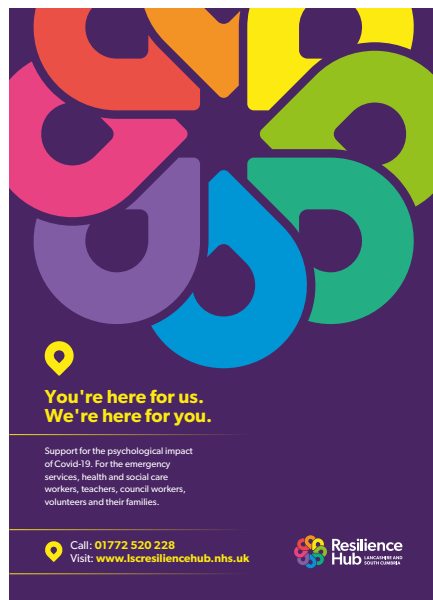


Campaign Portrait 08



Campaign Portrait 09

Generic - Poster



Generic Portrait 01

Website: www.lscresiliencehub.nhs.uk



A4 Posters - Landscape

We have created a range of campaign specific posters to advertise the Resilience Hub.

Email: [Helen Lockley at Hotfoot Design](mailto:Helen.Lockley@HotfootDesign.co.uk)



Campaign Landscape 01



Campaign Landscape 02



Campaign Landscape 03



Campaign Landscape 04



Campaign Landscape 05



Campaign Landscape 06

Website: www.lscresiliencehub.nhs.uk

A4 Posters - Landscape (Continued)



Campaign Landscape 07



Campaign Landscape 08



Campaign Landscape 09

Generic - Poster



Generic Landscape 01

Website: www.lscresiliencehub.nhs.uk



Video

Introduction

YouTube:

https://youtu.be/r-Uf1V_VsHQ





www.lscresiliencehub.nhs.uk

