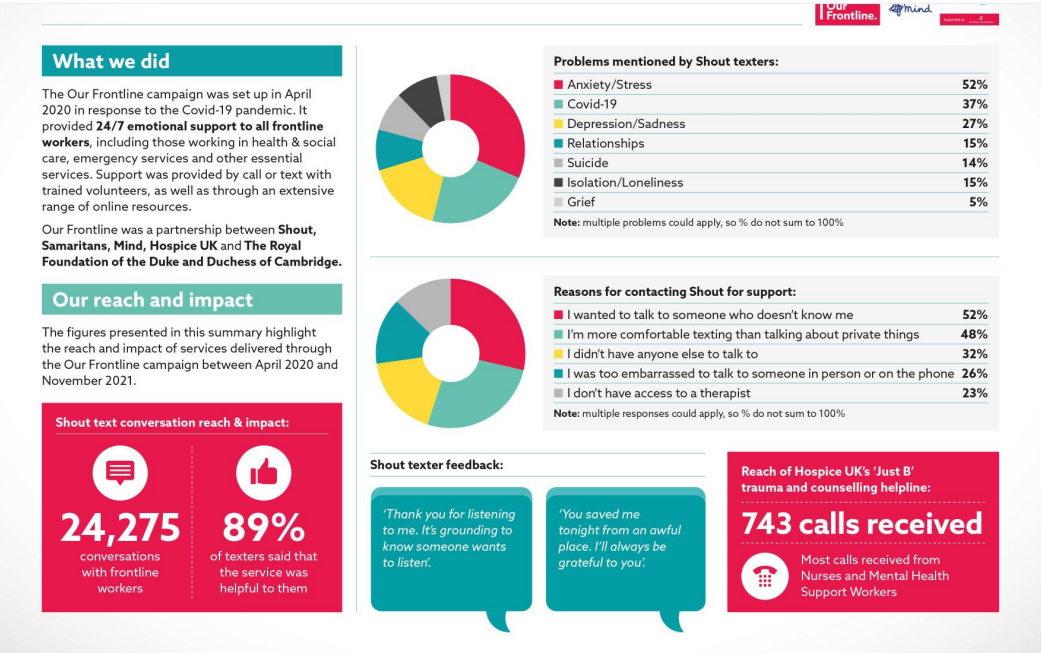
Mental Health Innovations



Our reach

Through a dedicated online portal hosted by Mind, frontline and key workers were able to access a range of toolkits, support and resources tailored to their profession. **The support pages were viewed 277,000 times, with 9 in 10 visitors telling us that they found the resources helpful**.

Social media accounts were set-up to build a community of frontline and key workers on Facebook, Twitter and Instagram and to drive this audience to the website for further support.

The campaign launched with coordinated communications across all partner channels, supported by Kensington Palace, and social media activity continued throughout the campaign.

A number of influencers also engaged with the campaign on social media to help reach more frontline and key workers, including **Fearne Cotton, Geraint Thomas, Hussain Manawer, Adele Roberts** and **Rachel Clarke**.

Our social media reach:

- **8,000+ followers on social media**
- **7,000,000+ impressions**
- **328,000 engagements**

'Take a Deep Breath' campaign

'Take a Deep Breath' was a cross-media advertising campaign, designed to connect frontline workers, particularly care and health staff, with services run by the charities behind Our Frontline.

The campaign was funded by NHS England, the Department of Health and Social Care and Hospice UK, with pro bono graphics work provided by creative agency And Rising. **The campaign reached more than 30 million people**.

We use necessary cookies that allow our site to work. We also set optional cookies that help us improve our website. For more information about the types of cookies we use, visit our Cookies policy.

Cookie settings