

# Communications toolkit for primary care, secondary care and VSCEs

## NHS 111 mental health option 2

---

As you may be aware, over the last year our mental health trusts (Cumbria, Northumberland, Tyne and Wear NHS Foundation Trust and Tees, Esk and Wear Valleys NHS Foundation Trust), the North East Ambulance Service NHS Foundation Trust, NENC ICB and a range of other partners have been working together to prepare for the implementation of a new single point of access (via NHS 111- select option 2) for crisis mental health support.

This service is now live in the North East and North Cumbria.

People can now call 111 and then select option 2 for crisis mental health support. The service is for people of all ages, including children and young people and will continue to be provided by our two mental health trusts.

In this toolkit you will find:

- Key actions for you to take to help raise awareness of this new way of accessing crisis mental health support
- Information for your patients
- Internal message for people working in your organisation

For more information on anything in this toolkit, please contact:

[NECSU.comms@nhs.net](mailto:NECSU.comms@nhs.net)

### **Public-facing campaign**

Communications with services users and the public to raise awareness of NHS 111 - select option 2 for crisis mental health support, is being managed in a phased way to allow time for the service to 'bed-in'. You can find out more by reading our [FAQS on our website.](#)

There will be a further campaign toolkit to follow.


A national public-facing communications campaign is expected to commence later this year. This will be communicated to partners as soon as it is agreed.

## Key actions for you

In the meantime, to maintain consistency and promote NHS 111 - select option 2 for crisis mental health support - it is important that all primary care, secondary care, and VSCE organisations update their websites with the wording and visuals provided in this toolkit.

If you haven't already, please can you:

- **Update any relevant mental health information on your website**
- **Update your patient information leaflets**
- **Update your voicemail messages**

| Suggested copy for website  | Graphic  |
|---|--|
| <p>If you, or someone you know, is experiencing a mental health crisis, you can now call NHS 111 and select option 2 for urgent mental health support.</p> <p>NHS 111 is available 24/7.</p> <p>If you are deaf or have hearing loss please use NHS 111 – <a href="#">SignVideo</a> or use the 18001 111 Relay UK app.</p> <p>Don't worry, local freephone crisis service numbers in your area will still be active for a while to make sure you always get the support you need, and are available 24/7.</p> <p>You can find a current list of <a href="#">local freephone crisis service numbers</a> on the NHS North East and North Cumbria website.</p> |  <p>The graphic features a woman wearing a headset, looking slightly to the side. Text overlays include: 'Need urgent mental health support?' in white on a blue background, 'Call 111' in large white letters, 'Select Mental Health Option' in smaller white text, and 'We're here for you 24/7.' at the bottom. The NHS logo is in the top right corner, and a 'HERE TO HELP' button is in the bottom right corner.</p> <p>Image can be downloaded from our <a href="#">Here To Help campaign toolkit</a>.</p> |

## Website video

Cumbria, Northumberland, Tyne and Wear NHS Foundation Trust have created a video to show what callers can expect when they call NHS 111 and select option 2 for urgent mental health support.

You can find the video using this link:

<https://youtu.be/80yKimwGcNQ>



## Information for patients (can also be used as website copy)

**There is now a simpler way for people to find the right support in a mental health crisis.**

If you, or someone you know, is experiencing a mental health crisis, you can now call NHS 111 and select option 2 for 24/7 access to crisis mental health support.

The service is still provided by your local NHS mental health trust – that is not changing – it's just a new telephone number to call.

To help you get the support you need, you will speak to a mental health advisor who will ask you some questions and listen to you. They can offer self-care advice and signposting over the phone, transfer you to the crisis service if needed or refer you to other local services.

Don't worry, the [local freephone crisis service numbers](#) in your area will still be active for a while to make sure you always get the support you need.

### **What is a mental health crisis?**

If a person's mental or emotional state gets worse quickly, this can be referred to as a mental health crisis or a mental health emergency. If this happens, it is important to get help quickly.

A mental health crisis can mean different things to different people, but often means that you no longer feel able to cope or be in control of your situation. It can cause a significant disruption to your life and your ability to function.

You should call NHS 111 and select option 2 for crisis mental health support if you are worried about:

- thoughts about your life not being worth living or about harming yourself
- feeling out of control or unable to cope
- feeling anxious about leaving the house
- hearing voices or seeing things that others can't

If you or someone else have physically harmed themselves, or if their life is at risk, then you should still call 999 or go to A&E.

## Internal message

### **NHS 111 - option 2 for crisis mental health support**

There is now a new way for the public to access crisis mental health support by calling NHS 111 and selecting option 2 for mental health support.

This service is for people of all ages including children and young people who are experiencing a mental health crisis and continues to be provided by our two mental trusts - Cumbria, Northumberland, Tyne and Wear NHS Foundation Trust (CNTW) and Tees, Esk and Wear Valleys NHS Foundation Trust (TEWV).

The use of the 111 number for the whole of the region will make it simpler for people to find the right mental health support, including crisis support, and will in due course replace the multiple freephone lines which are in use now.

The existing [local freephone crisis service numbers](#) will remain in place for some time so that anyone calling the old numbers can still access the support they need.

There is a phased programme of communications planned with services users and the public to raise awareness of the NHS 111 select mental health option but this won't start straight away to allow time for the service to 'bed-in'. You can find out more by reading our [FAQS on our website](#)

Being [able to access crisis mental health support via 111](#) is part of the NHS Long Term Plan for urgent and emergency care services.