

Don't cover up your problems

The campaign *Don't cover up your problems* will rerun 1 - 31 March 2010 and focuses on encouraging those who are covering up feelings of anxiety, distress or despair to open up and seek help before their personal situation deteriorates. While the primary target audience is men, particularly young men, the campaign also aims to encourage the wider public to be more supportive and to encourage males to talk about their mental health.

The campaign uses a mix of television, radio, cinema and online advertising (MSN, MMN, Google, UTV). Information relating to a range of mental health issues and a directory of local services is provided on the website www.mindingyourhead.info which is promoted on all campaign advertising.

The campaign TV/Cinema ad is entitled 'Mask' and the 3 radio ads entitled 'Pete', 'Jim' and 'Stevie'. The TV and radio ads can be viewed/heard at the following link
<http://www.mindingyourhead.info/home/campaign>

The campaign won the Raising public awareness category in the 2009 UK Mind Mental Health Media awards
http://www.mind.org.uk/mediaawards/this_years_winners

When the campaign first ran in June 2008 the evaluation results were very positive. 82% awareness of the campaign. 58% of those aware of campaign were encouraged to do something positive in relation to their mental health, 8% sought help for themselves and 6% for someone else. Further information relating to the 2008 run of this campaign and the evaluation results can be found at the following link:
<http://www.mindingyourhead.info/sites/default/files/Mindingyourhead3.pdf>

Supplies of the campaign leaflet and poster can be obtained from the Central Health Promotion Resource Services in the Health and Social Care Trusts from mid March (contact details below).

Belfast Health and Social Care Trust/ South Eastern Health and Social Care Trust Note: For provision of leaflets BHSCCT also covers South Eastern HSCT
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