

## **HeadFIT: A tool to maintain your mental fitness Stakeholder pack**

### **In short:**

Below are suggested posts for the launch of **HeadFIT** which can be posted from **0800 Monday 27 April**.

### **Background:**

**HeadFIT** is a mental health support website designed specifically for people working in Defence, military and civilian. Developed in partnership with The Royal Foundation's Heads Together, the site is being launched early to help staff deal with the unprecedented circumstances we are currently facing.

The site features a range of tools to help manage your mental fitness, with video case studies from members of the Navy, Army, RAF and civil service.

The campaign is launching, with support from the Duke of Sussex, **on Monday 27 April, across earned media and social**.

### **How you can help:**

HeadFIT is available to anyone who wishes to use it, so it is important to spread the word as widely as possible. We have provided some suggested tweets and key messages below, please share as far as you can.

## **HEADLINE**

### **Key Messages**

These key messages can be communicated from to support the campaign and encourage everyone to take care of their mental wellbeing as part of their daily routine.

- Just like civilians, some Armed Forces personnel can experience mental health issues. Whether working in a changed environment or worrying about loved ones, feeling frustrated, anxious or stressed at this time is natural.
- We train our Armed Forces to be physically and mentally fit. HeadFIT provides the tools for our Defence people to maintain their mental fitness and stay on top of their game.
- HeadFIT provides 24/7 access to self-help tools for whatever you need, from enhancing mood, drive and confidence, to managing stress.
- The easy-access tools ask people to stop, challenge, and change their thinking, and can be included in day-to-day routines, creating positive mental health habits.
- The site is designed specifically for the Defence community and helps Defence personnel take a proactive approach to their mental wellbeing.
- HeadFIT includes tools such as breathing exercises, body posture, relaxation techniques, positive self talk, Grounding techniques and many more.
- Visit [www.headfit.org](http://www.headfit.org) to try the tools for yourself.

### **Call to action:**

Visit [www.headfit.org](http://www.headfit.org)

Please find below some example Instagram, Facebook posts and Tweets that can be posted on your social channels from **Monday 27 April**.

Remember to use the campaign hashtag **#Headfit** when you can and include the assets mentioned below.

**Suggested Posts (please feel free to edit accordingly):**

- Our Armed Forces are trained to be physically fit and mentally fit. HeadFIT provides simple tools and advice to help Defence people stay mentally fit and on top of their game - at work and at home. Visit [www.headfit.org](http://www.headfit.org) to try the tools for yourself. #HeadFIT
- We know we need to keep our bodies fit, but we need to keep our heads fit too. HeadFIT provides easy-to-use tools to help Defence personnel maintain their mental fitness. Visit [www.headfit.org](http://www.headfit.org) to try them out for yourself. #HeadFIT
- HeadFIT is designed for the Defence community to help them take a proactive approach to their mental wellbeing. Add the tools to your day-to-day routines to build positive mental health habits. Visit [www.headfit.org](http://www.headfit.org) #HeadFIT
- Whether you want to improve your drive, confidence, mood or how you de-stress, HeadFIT is designed to help. Learn to check in with yourself and get into the habit of using the tools that are right for you. Visit [www.headfit.org](http://www.headfit.org) #HeadFIT
- From improving our mood to managing stress, all of us need a boost sometimes. HeadFIT is an easy-access tool that helps you to stop, challenge, and change your thinking. Visit [www.headfit.org](http://www.headfit.org) to find out more. #coronavirus #StayHomeSaveLives
- Right now everyone is facing situations which could leave them feeling low - Defence personnel are no different. #HeadFIT is a 24/7 self-help tool to improve mood, drive, confidence or stress. Try the tools for yourself at [www.headfit.org](http://www.headfit.org). #coronavirus #StayHomeSaveLives