



**Better
Health**

every mind matters

Rail Industry Toolkit

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matters**

Introduction

About Every Mind Matters...

The Every Mind Matters digital hub provides NHS approved practical tips and resources to help you look after your mental health. This includes:

- expert advice on how to spot the signs of common mental health concerns
- videos and tutorials on how to manage and improve your mental health and help others
- connections to digital and local services and activities to improve your wellbeing
- information about helplines and charities if you need more support
- Plus 'Your Mind Plan'... an online tool that provides personalised tips to help deal with stress and anxiety, boost mood, sleep better and feel more in control by answering 5 simple questions. 'Your Mind Plan' has already been used over four million times since its inception in October 2019

Rail industry support and using the toolkit

The rail industry is supporting the Every Mind Matters programme as part of its wider efforts to encourage help-seeking behaviour for anyone who may be struggling with their mental health in and around the railway before they reach crisis point.

This toolkit includes a range of promotional evergreen materials, including social media assets and posters which industry colleagues can download, print and put on display across their channels. All promotional materials available signpost to the Every Mind Matters website.

Social media assets


To support the campaign you can:

Download the images and share on your social media channels.

Assets in Welsh are available on request. Please email: charlie.oven@networkrail.co.uk

Sizes available:

 Facebook [here](#) – 1280px x 720px

 Twitter [here](#) – 1200px x 675px

 Instagram [here](#) – 1080px x 1080px



Suggested social copy

It is important that we take time to look after our mental health. #EveryMindMatters provides expert advice, practical tips and personalised actions to help stay on top of your mental wellbeing.

Find out more at nhs.uk/every-mind-matters

In station assets

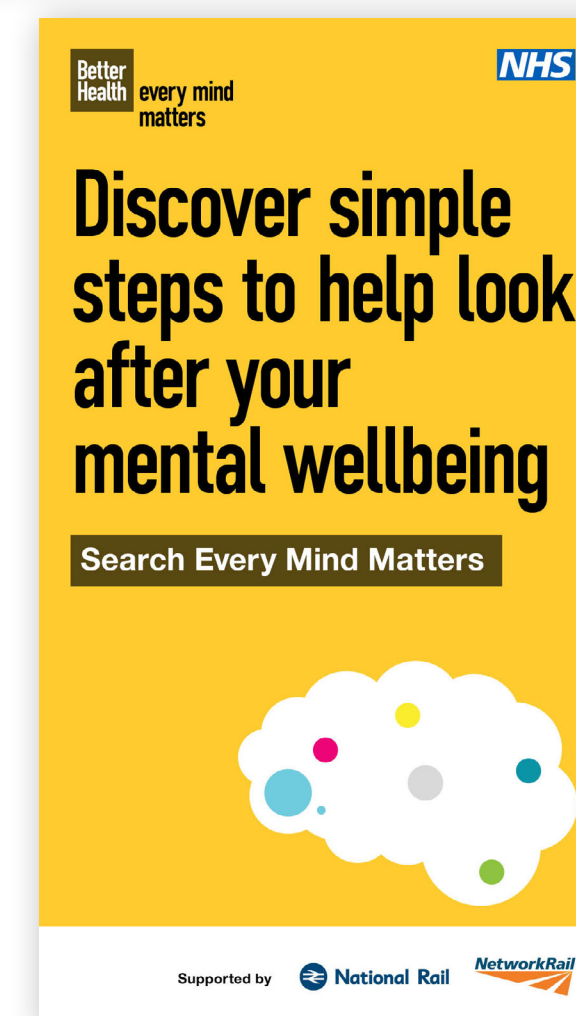
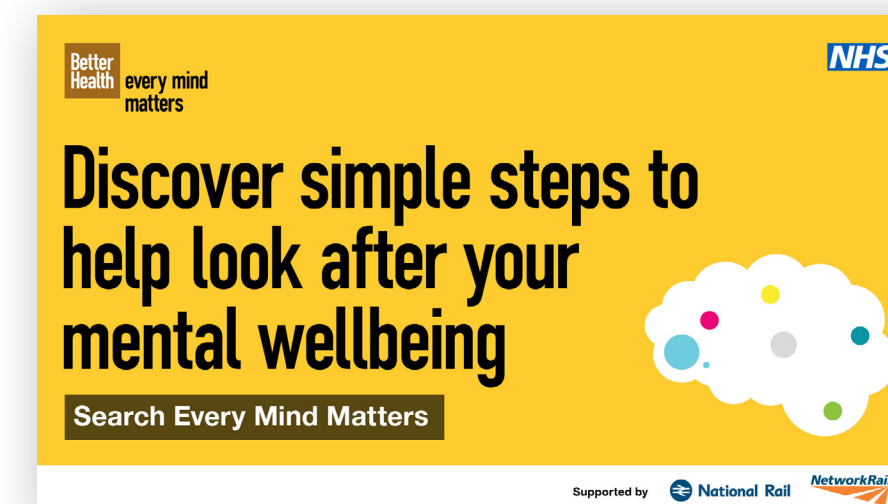
To support the campaign you can:

Display posters on digital screens in your stations.

Sizes available:

 OIS Landscape [here](#) – 1920px x 1080px

 OIS Portrait [here](#) – 1080px x 1920px

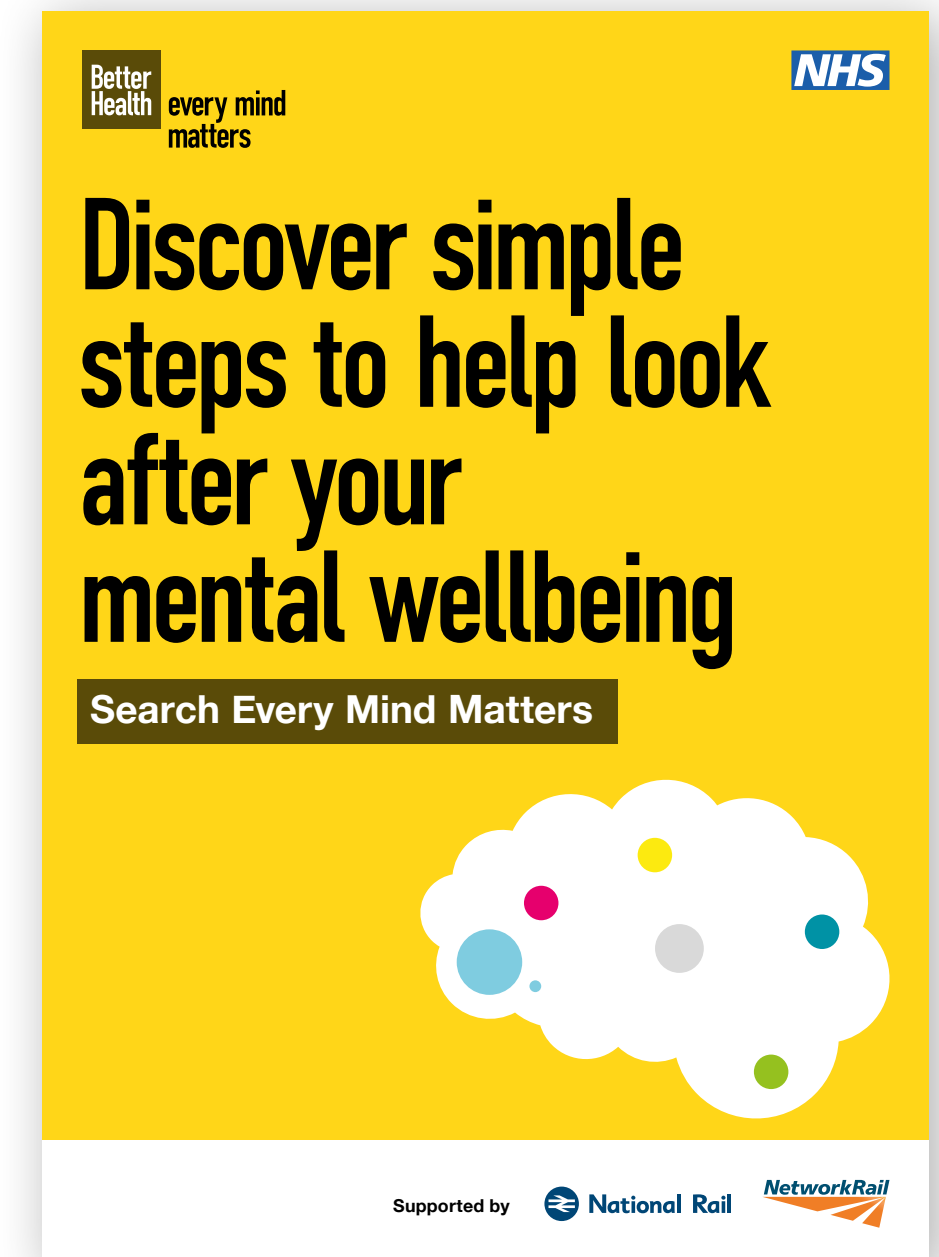
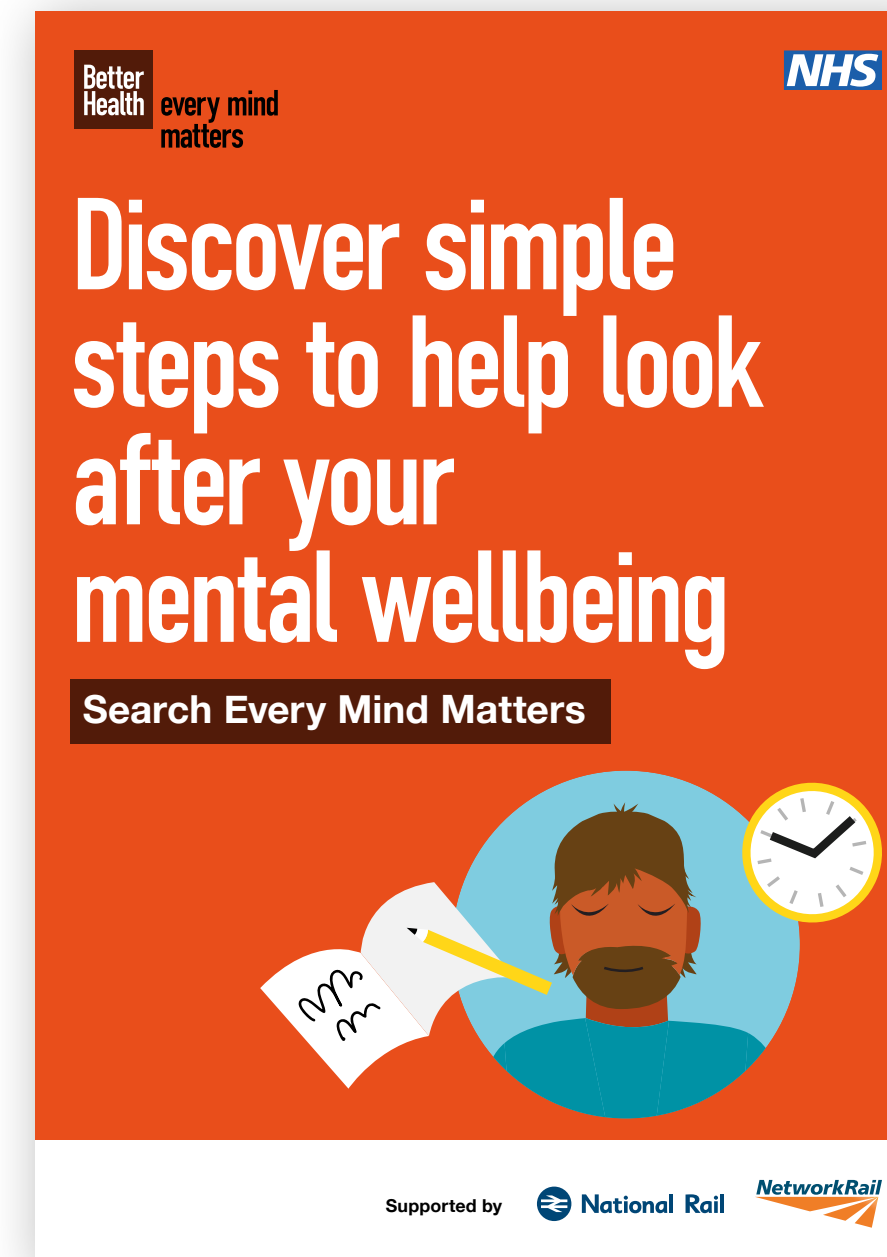
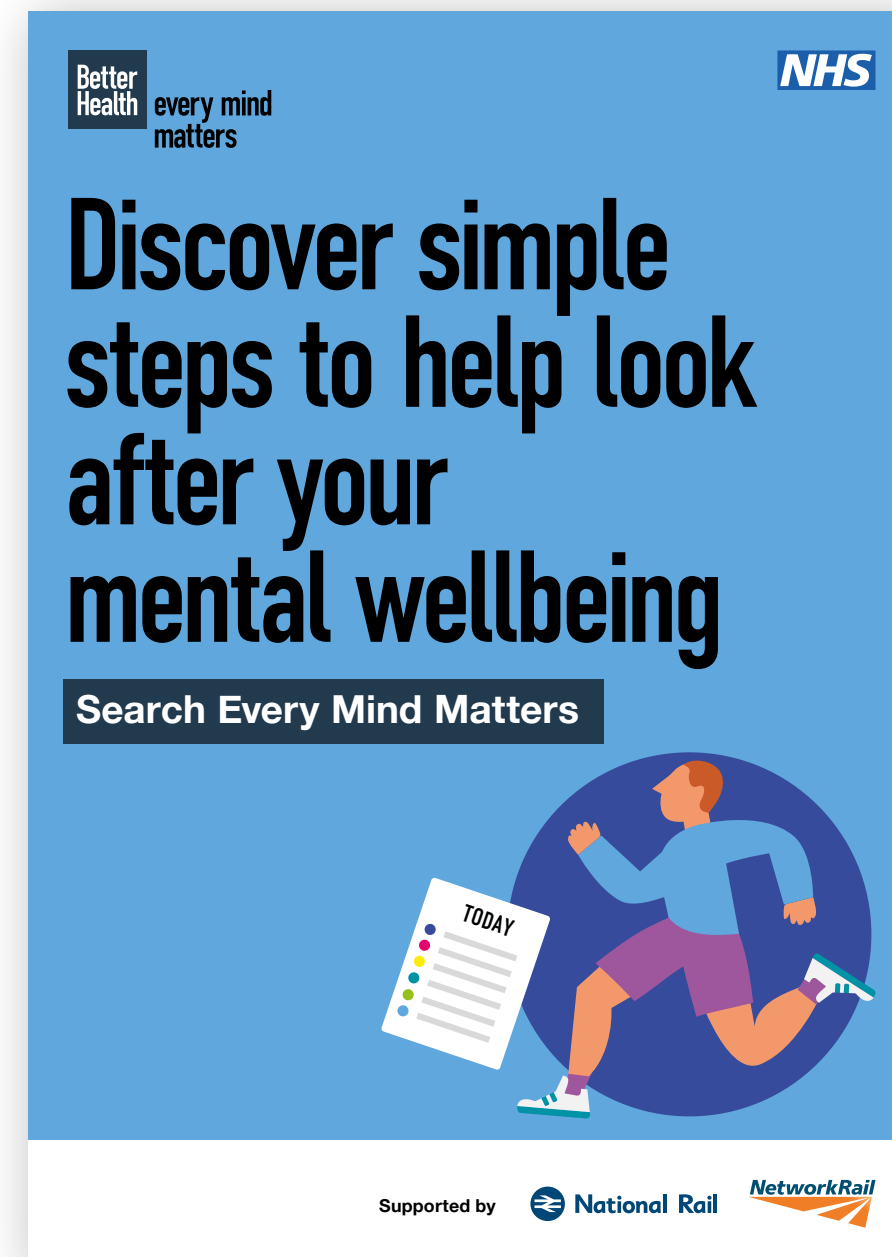


In station assets continued...

Print the static poster to be displayed in stations or on platforms and offices.
Assets in Welsh available on request. Please email: charlie.oven@networkrail.co.uk

Sizes available:

-  A1 [here](#) – 594mm x 841mm
-  A2 [here](#) – 420mm x 594mm
-  A3 [here](#) – 297mm x 420mm
-  A4 [here](#) – 210mm x 297mm




In station assets continued...

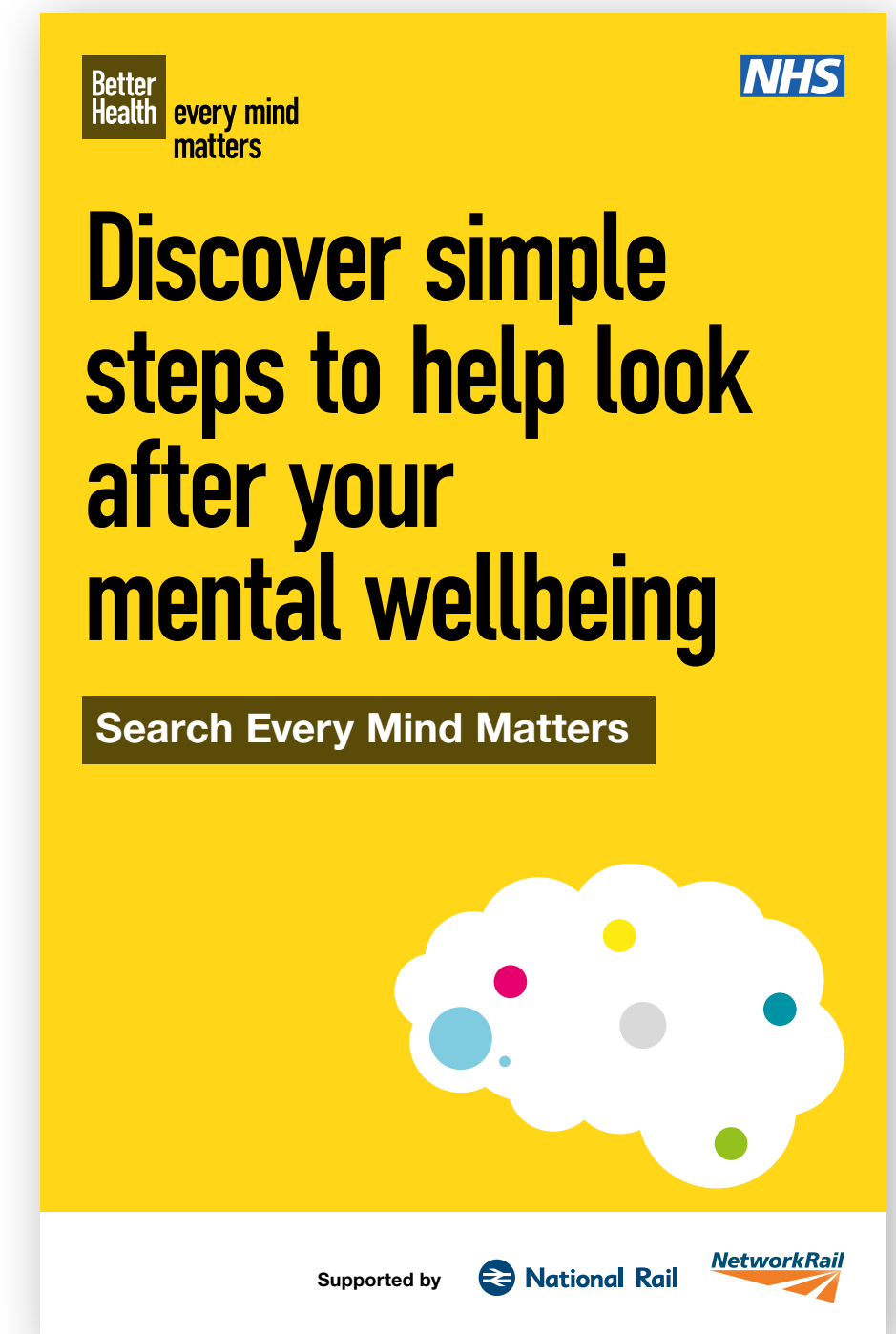
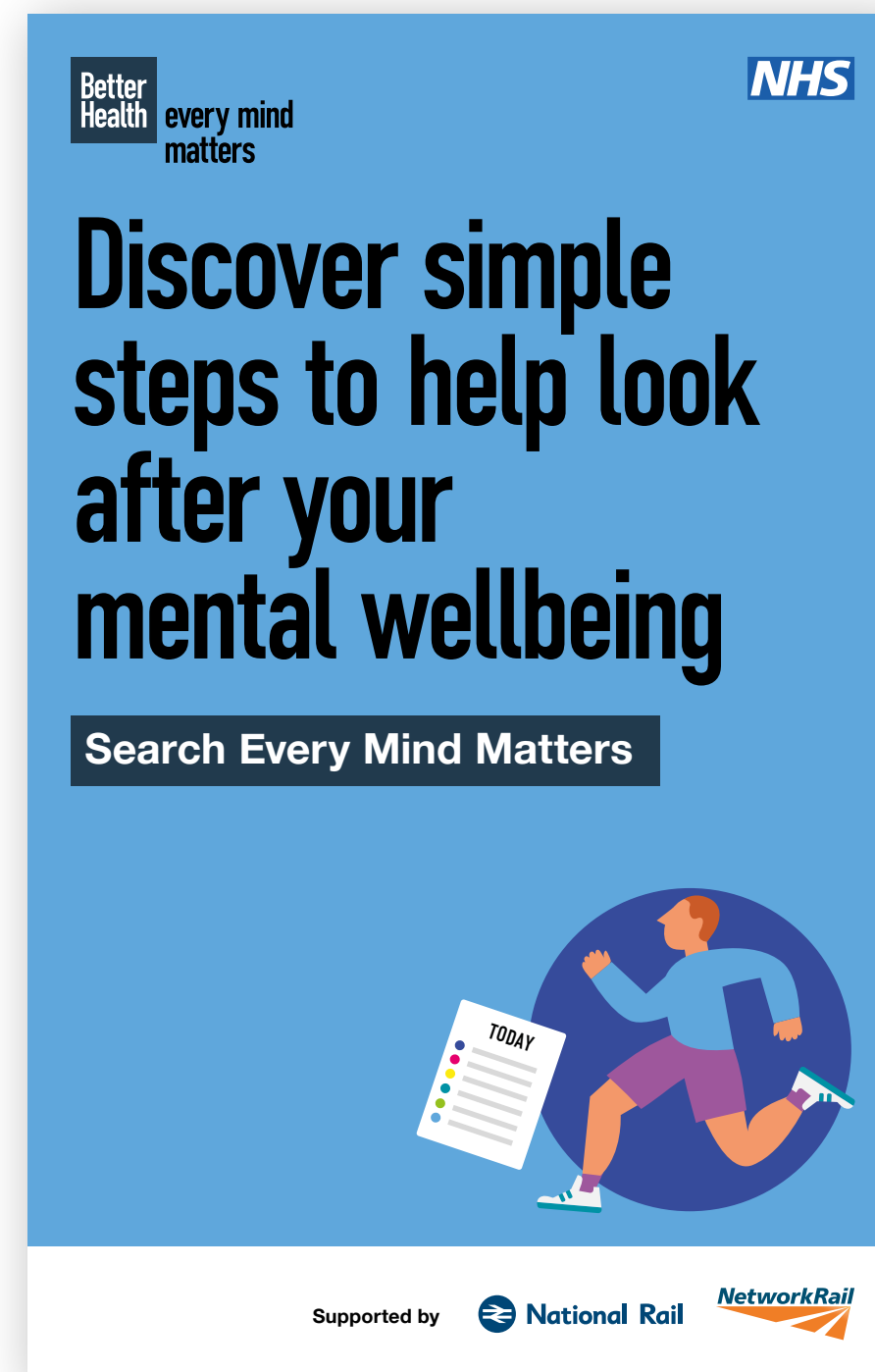
Print the static poster to be displayed in stations or on platforms.

Assets in Welsh available on request. Please email: charlie.oven@networkrail.co.uk

Sizes available:

 Double Royal [here](#) – 635mm x 1000mm

 D6 [here](#) – 1080px x 1920px



On board assets

To support the campaign you can:

Print the static poster to be displayed in train carriages:

Sizes available:

 1500mm x 440mm [here](#)

 420mm x 297mm [here](#)

 240mm x 594mm [here](#)



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Thank you