







The Public Health Agency's 'Talking really helps' mass media campaign is running from November 2025 to March 2026. The campaign aims to encourage anyone with feelings of anxiety or distress, or who is in crisis, to start the conversation about their real feelings. The campaign also promotes Lifeline, Northern Ireland's crisis response helpline.

See the <u>briefing newsletter</u> for further information. Please help promote the campaign by sharing the assets below via your own communication channels.

Video advertisement (for viewing only)

'Talking really helps' 30-second video advertisement

Remote video URL

Also available in <u>British Sign Language</u> and <u>Irish Sign Language</u>.

Please help promote the campaign by sharing the assets below via your own communication channels.

Social media assets

Please support the campaign through your own social media channels by creating your own posts using the social media copy and assets below or by liking and sharing the social content posted from:

X: @PublicHealthNI

Facebook: @PublicHealthAgency

Instagram: @PublicHealthNI

Talking really helps social media suggested words

Video assets

For Facebook and X, use 1:1. For Reels and Stories on Facebook and Instagram, use 9:16.

Talking really helps 30s video - 1:1

Talking really helps 30s video - 9:16

Talking really helps 15s male video - 1:1

Talking really helps 15s male video - 9:16

Talking really helps 15s female video - 1:1

Talking really helps 15s female video - 9:16

 $\underline{\text{Lifeline counsellor video (calls) - 1:1}}$

Lifeline counsellor video (calls) - 9:16

<u>Lifeline counsellor video (not a burden) - 1:1</u>

Lifeline counsellor video (not a burden) - 9:16

<u>Lifeline counsellor video (things can get better) - 1:1</u>

<u>Lifeline counsellor video (things can get better) - 9:16</u>

Texting video - 9:16

Signs to call Lifeline video - 1:1

Signs to call Lifeline video - 9:16

Signs you may need to call Lifeline animation - 1:1

Signs you may need to call Lifeline animation - 9:16

Image assets

I can barely cope static image - 4:5

I'm not feeling okay static image - 4:5

I'm not fine static image - 4:5

Web page and email signature banners

Please find below web page and email signature banners in various dimensions to help promote the campaign.

I'm not alright - 900x300

<u>I'm not alright - 600x200</u>

I'm not coping - 900x300

I'm not coping - 600x200

I can barely cope - 900x300

I can barely cope - 600x200

Posters

Please find below A3 and A4 posters to promote the campaign.

A3 poster - male 20s

A3 poster - male 40s

A3 poster - female

A4 poster - male 20s

A4 poster - male 40s

A4 poster - female

Downloads

Attachment

Size

<u>Talking really helps campaign newsletter 11_25.pdf</u> 399.88 KB Print