



The Public Health Agency's 'Talking really helps' mass media campaign is running again in February and March 2025. The campaign was developed in March 2022 and last ran January-March 2023.

The aim of the campaign is to encourage openness and talking in relation to feelings of anxiety, distress or crisis, increase help-seeking behaviour and reinforce the concept of recovery. The campaign promotes Lifeline, Northern Ireland's crisis response helpline.

See the [briefing newsletter](#) for further information. Please help promote the campaign by sharing the assets below via your own communication channels.

Television advertising (for viewing only)

['Talking really helps' 30-second TV advertisement](#)

Remote video URL

Also available in [British Sign Language](#) and [Irish Sign Language](#).

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](#)

[Lifeline counsellor video \(calls\) - 1:1](#)

[Lifeline counsellor video \(calls\) - 9:16](#)

[Lifeline counsellor video \(not a burden\) - 1:1](#)

[Lifeline counsellor video \(not a burden\) - 9:16](#)

[Lifeline counsellor video \(things can get better\) - 1:1](#)

[Lifeline counsellor video \(things can get better\) - 9:16](#)

[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

For Facebook and X, use 1:1. For Instagram grid posts, use 4:5. For Reels and Stories on Facebook and Instagram, use 9:16.

[I can barely cope static image - 1:1](#)

[I can barely cope static image - 4:5](#)

[I can barely cope static image - 9:16](#)

[I'm not feeling okay static image - 1:1](#)

[I'm not feeling okay static image - 4:5](#)

[I'm not feeling okay static image - 9:16](#)

[I'm not fine static image - 1:1](#)

[I'm not fine static image - 4:5](#)

[I'm not fine static image - 9:16](#)

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](#)

[I'm not alright - 600x200](#)

[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](#)

[Print](#)