

I'm **Talking really helps** not alright

Lifeline

0808 808 8000
www.lifelinehelpline.info

 HSC Public Health Agency

 DoH
www.health-ni.gov.uk

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 [briefing newsletter](#) 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 [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:

Facebook: [@PublicHealthAgency](#)

Instagram: [@PublicHealthNI](#)

[Talking really helps social media suggested words](#)

Video assets

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

[Lifeline service user quotes 1- 4:5](#)

[Lifeline service user quotes 1 - 9:16](#)

[Lifeline service user quotes 2 - 4:5](#)

[Lifeline service user quotes 2 - 9:16](#)

[Lifeline service users quotes 3 - 4:5](#)

[Lifeline service user quotes 3 - 9:16](#)

[Lifeline phone kiosk social edit - 4:5](#)

[Lifeline phone kiosk social edit - 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

[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](#)

[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](#)