

# HEADSUP

## Campaign Guide



# **Welcome to the HeadsUp Campaign Guide**

HeadsUp is a campaign to help men stay happy. The campaign targets men aged 30-59, living in low-income households in Aylesbury and High Wycombe, Buckinghamshire. These men are less likely to seek help on mental health issues and tend to 'suffer in silence'. The campaign is designed to offer men a source of information and guidance about any mental health issues they may be facing, communicated in a style to which they can relate.

This guide provides all of the information you need to know about the campaign and the resources available. It also offers you, the stakeholder, a chance to get involved and support the 2015/2016 campaign. HeadsUp can support any man suffering the effects of a mental health problem, as well as providing tips and guidance to the people who are helping them to deal with their concerns.

# Background

Studies have suggested that men in the UK are not as likely to seek professional help for a mental health problem as women. This, coupled with the rates of suicide in men being three times higher than in women, suggests that there is an urgent need to help men who may be feeling low or suicidal. We also need to help men stay happy to prevent matters becoming worse. This needs to be done in a way that helps support men and in a language and tone that men can relate to.

HeadsUp was created following local research in Buckinghamshire. Local men told us the best methods to target and communicate with men and HeadsUp is a product of this research. We found out that men preferred to talk to friends or someone with a similar experience about their issues, rather than a doctor. Very few men reach out to a helpline. It is also ingrained in a man's DNA to not express vulnerability which often leads to many men 'suffering in silence'.

We also found that men want to explore their issues alone and would seek out answers online. The preferred language that men like to talk in is a very jokey manner, which many termed as 'banter'. We discovered that men do not like labels or clinical terms for how they might be feeling and words such as 'mental health' led to a stigma that men were not keen to associate with.

These insights led the creation of a brand new website, [thisisheadsup.org](http://thisisheadsup.org), which is designed to signpost men to the resources available but written in a more informal language. It also offers a wide range of tips and an online check - up tool to allow men to self-assess their symptoms without the involvement of other people.

Other resources that have been designed to specifically target the audience are the HeadsUp scratch cards, which act much like the online check-up, encouraging men to use the advice underneath the scratched off problem they might be worried about. There are also beer mats and posters, signposting men to the website, as well as mirror stickers for display in male toilets, in pubs and other social settings.



# Key Messages

- You are not alone
- You are not weak
- Have courage to seek support
- A brave face may not be a happy one  
(recognising symptoms in another man)

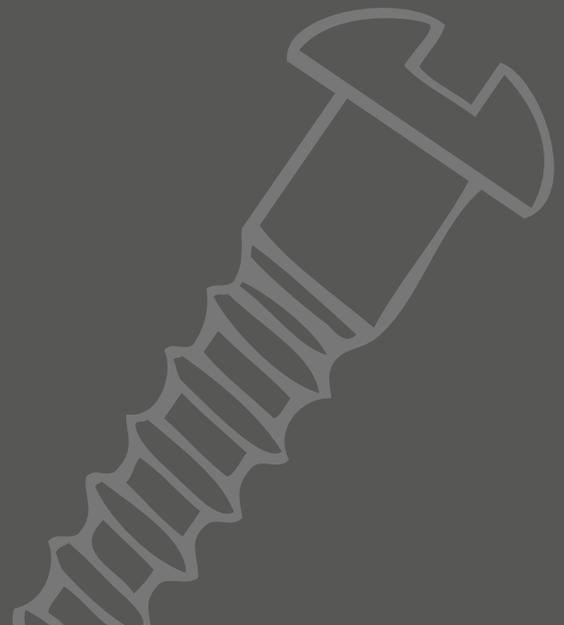


## Targeting Strategy

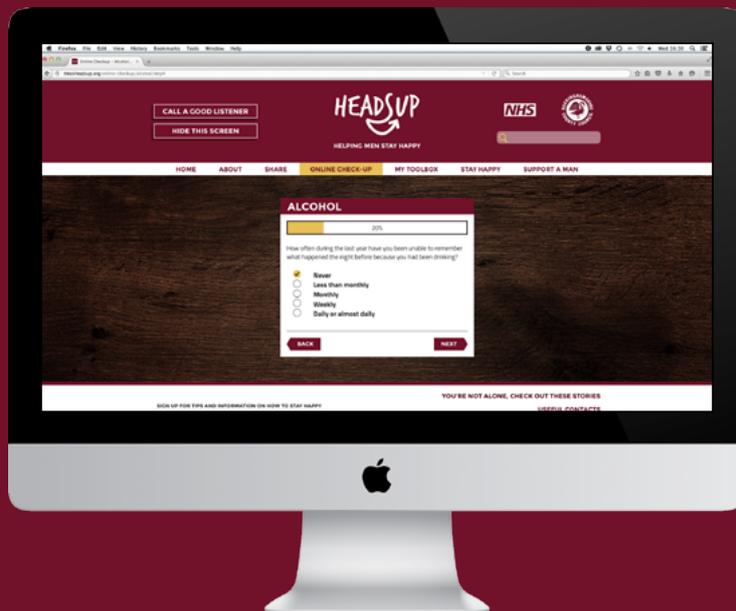
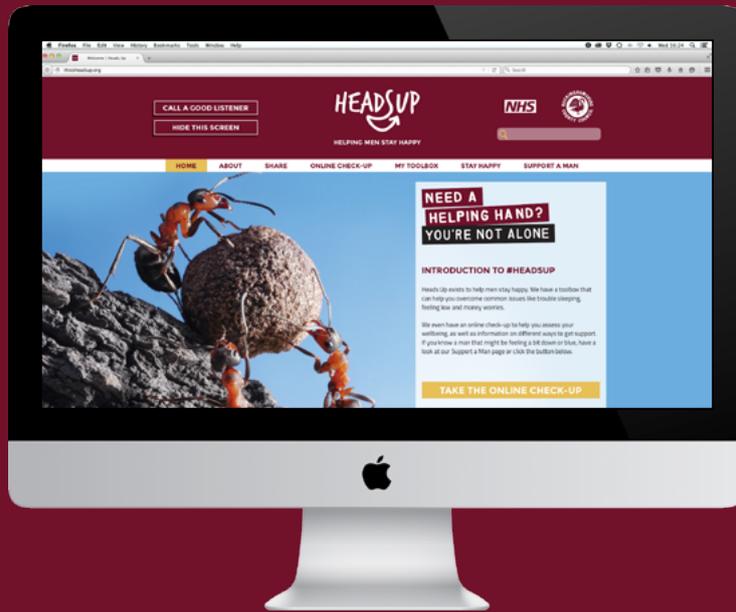
This campaign uses Facebook advertising to target specific parts of Buckinghamshire, predominantly men in Aylesbury and High Wycombe aged 30-59. From December 2015 until January 2016 there will be a number of different advertisements running online, including over the festive season and into the new year when prevalence of men 'feeling low' reaches its peak.

Stakeholders and local businesses have also been encouraged to get involved in the campaign, by displaying posters and distributing the campaign resources (beermats, scratch cards, mirror concept) and displaying information about the campaign in key locations for men in the local area.

Our aim is to get as many men as possible to the website, or to make them aware that this resource is available. We are encouraging men who suspect that they may have a problem with their mental well-being to seek help or try out some of the tips available to them in order for them to 'stay happy'. We are also helping men to stay happy thus preventing problems in the future.



# Campaign Resources | HeadsUp Online



The HeadsUp website was designed using feedback from local men. The online resource is fully responsive for both desktop and mobile so that the experience will still be the same. The website features quick links to an online check-up, a toolbox with useful hints and tips on how to cope with symptoms, as well as useful videos and a list of contacts for support and guidance. There is also a section on how to support a man who is feeling low, including tell-tale signs and how to speak to a man who is struggling.

## Campaign Resources | HeadsUp Scratch Cards



From research, it became apparent that men were not likely to pick up leaflets, particularly those that had reference to mental health printed on the front. They also revealed that they would not pick up materials related to health in the presence of others – including family and friends.

This led the design of our 'discreet' but informative scratch cards, which feature a number of issues that a man may be struggling with. By scratching away the relevant problem, an answer is revealed, with tips to help or places to seek support. They feature a QR code, which will direct men to an online check-up.

# Campaign Resources | HeadsUp Posters

**TIRED OF PUTTING ON AN ACT? YOU'RE NOT ALONE**

**FEELING LOW?  
MONEY WORRIES?  
SLEEPING PROBLEMS?  
RELATIONSHIP WORRIES?**

**WE HAVE SOME ANSWERS**  
VISIT [WWW.BUCKSCC.GOV.UK/HEADSUP](http://WWW.BUCKSCC.GOV.UK/HEADSUP)

SCAN ME AND GET A HEADSUP

HELPING MEN STAY HAPPY. HEADSUP NHS

The posters for the campaign are designed to raise awareness for the campaign, and will be displayed in key locations that men are likely to visit, such as supermarkets, health centres, pubs and cafés. The posters are available in six different designs with the main theme being that 'you are not alone'.

**TIRED OF PUTTING ON AN ACT? YOU'RE NOT ALONE**

**FEELING LOW?  
MONEY WORRIES?  
SLEEPING PROBLEMS?  
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SCAN ME AND GET A HEADSUP

HELPING MEN STAY HAPPY. HEADSUP NHS

**REACHING THE END OF YOUR TETHER? YOU'RE NOT ALONE**

**FEELING LOW?  
MONEY WORRIES?  
STRESSED?  
RELATIONSHIP WORRIES?**

**WE HAVE SOME ANSWERS**  
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SCAN ME AND GET A HEADSUP

HELPING MEN STAY HAPPY. HEADSUP NHS

**LIFE FEELING LIKE A CONSTANT BATTLE? YOU'RE NOT ALONE**

**FEELING LOW?  
FEELING ANGRY?  
SLEEPING PROBLEMS?  
DRINKING A LOT?**

**WE HAVE SOME ANSWERS**  
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SCAN ME AND GET A HEADSUP

HELPING MEN STAY HAPPY. HEADSUP NHS

**NEED A HELPING HAND? YOU'RE NOT ALONE**

**FEELING LOW?  
STRESSED?  
SLEEPING PROBLEMS?  
FEELING ANGRY?**

**WE HAVE SOME ANSWERS**  
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SCAN ME AND GET A HEADSUP

HELPING MEN STAY HAPPY. HEADSUP NHS

**STRUGGLING TO FIND A SOLUTION? YOU'RE NOT ALONE**

**FEELING LOW?  
SLEEPING PROBLEMS?  
DRINKING TOO MUCH?  
MONEY WORRIES?**

**WE HAVE SOME ANSWERS**  
VISIT [WWW.BUCKSCC.GOV.UK/HEADSUP](http://WWW.BUCKSCC.GOV.UK/HEADSUP)

SCAN ME AND GET A HEADSUP

HELPING MEN STAY HAPPY. HEADSUP NHS

# Campaign Resources | Mirror Concepts



HELPING MEN STAY HAPPY.  
VISIT [WWW.BUCKSCC.GOV.UK/HEADSUP](http://WWW.BUCKSCC.GOV.UK/HEADSUP)



We have created a mirror concept to feature in male public toilets, which is a place that men have described as a place to 'gather their thoughts' for one or two minutes. Men could also recall previous campaigns and posters from spotting them featured in the toilets, which suggests the location for the mirror concepts will get the attention of the target audience.

The mirror concept works by sticking the outline of the clown's face, which is featured throughout the campaign materials, onto a mirror, so that the man's face will appear in the middle. The tagline reads 'tired of putting on an act?' which refers to the fact that men may be putting on a brave face to cover how they are really feeling – much like a clown.

**TIRED OF PUTTING ON AN ACT? YOU'RE NOT ALONE**

FEELING LOW?  
MONEY WORRIES?  
SLEEPING PROBLEMS?  
RELATIONSHIP WORRIES?

WE HAVE SOME ANSWERS.

SCAN ME AND GET A HEADSUP

[WWW.BUCKSCC.GOV.UK/HEADSUP](http://WWW.BUCKSCC.GOV.UK/HEADSUP)

HEADSUP NHS BUCKINGHAMSHIRE COUNTY COUNCIL

**STRUGGLING TO FIND A SOLUTION?**

SCAN ME AND GET A HEADSUP

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HEADSUP NHS BUCKINGHAMSHIRE COUNTY COUNCIL

**UNFORTUNATELY LIFE DOESN'T COME WITH INSTRUCTIONS**

SCAN ME AND GET A HEADSUP

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HEADSUP NHS BUCKINGHAMSHIRE COUNTY COUNCIL

**UNFORTUNATELY LIFE DOESN'T COME WITH INSTRUCTIONS**

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SCAN ME AND GET A HEADSUP

[WWW.BUCKSCC.GOV.UK/HEADSUP](http://WWW.BUCKSCC.GOV.UK/HEADSUP)

HEADSUP NHS BUCKINGHAMSHIRE COUNTY COUNCIL

**6 STEPS TO STAY HAPPY**

- 1. Keep in touch.** Spend time with people. Maybe join a sports or social club?
- 2. Move more. Stay active.** You don't have to run a marathon or join a gym. Walking more regularly will do the trick.
- 3. Open your eyes.** Take a moment and look at life around you. And then reflect. Don't let life pass you by.
- 4. Learn something new.** Your brain craves attention. Challenge yourself. Anything is possible if you try.
- 5. Give a little.** It might be cheesy but even saying hello to a neighbour, smiling at someone in the street can make a difference. Could you volunteer?
- 6. Drink less.** We love a pint but try and have at least two days off alcohol a week to let your liver repair itself.

**FOR MORE TIPS & ADVICE WHEN LIFE GETS TOUGH VISIT [WWW.BUCKSCC.GOV.UK/HEADSUP](http://WWW.BUCKSCC.GOV.UK/HEADSUP)**

There are four different designs for the beer mats, which will be located in pubs, bars and cafés across Aylesbury and High Wycombe. We felt that this would be a good way to spread awareness of the campaign, by targeting places that men are likely to visit. The beer mats feature a QR code to take the men straight to the HeadsUp website.

## Campaign Resources | **Contact**

If you would like to request any campaign materials for the HeadsUp campaign, you can do so by getting in touch:

 **[hello@thisisheadsup.org](mailto:hello@thisisheadsup.org)**

 **01522 775 061**

 **[www.thisisheadsup.org](http://www.thisisheadsup.org)**