

Updated communications toolkit

Urgent Mental Health Crisis Support Services Campaign

January 2024

Background

Joined Up Care Derbyshire (JUCD) are expanding mental health services for people with immediate mental health needs. The expansion includes:

- **Three Crisis Cafes** (named **Mental Health Crisis Support Drop-In Services**) - have been launched in Buxton, Ripley and Swadlincote. No bookings required, just drop in.
 - The **Buxton drop-in service** (run by Derbyshire Mind and Zink) is available at High Peak Crisis Support Service, Zink HQ, Clough Street, Buxton, SK17 6LJ and is open Fridays and Saturdays 6pm to 11pm, and Sundays 2.30pm to 5.30pm.
 - The **Ripley drop-in service** (run by Derbyshire Mind in partnership with local organisations from the two areas) is at The Croft, Slack Lane (just off Ripley Market Place), DE5 3HF and is open Fridays and Saturdays 6pm to 11pm, and Sundays 2.30pm to 5.30pm.
 - The **Swadlincote drop-in service** (run by Derbyshire Mind in partnership with local organisations from the two areas) is at 12-14 West Street (opposite the Empire Cinema), DE11 9DE and is open Fridays and Saturdays 6pm to 11pm, and Sundays 2.30pm to 5.30pm.
- **Two Safe Havens** in Derby and Chesterfield
 - Open every day between 4.30pm to 12.30am
 - Accessible by professionals for referrals as well as the public such as self-referrals
- **Two Crisis Houses** in Derby and Chesterfield
 - Crisis houses are overseen by Crisis Teams
 - Do not operate on a self-referral basis.

Other services already launched/in place for support:

- **24/7 Helpline** – will direct people to the above services
- **Stepdown** services – aimed at reducing length of stay in acute mental health inpatient units
- **Hub of Hope** – a directory of mental health support services available in the community which is built into different pages on the DHCFT website for quick searches (alternative is to go to Hub of Hope website)
- **Voluntary Action** – small grants have been issued to support the urgent crisis care work in Erewash.

Key areas of focus/messages

- To raise awareness (to public and professionals) around urgent care/crisis care options available
- Explaining the different types of services available, so people choose the most appropriate service.

Wider objectives

- To reduce the length of stay at mental health services and those presenting at emergency departments (ED)
- These services aim to support people with immediate mental health needs in the community to prevent avoidable presentations to A&E Emergency Departments to achieve better outcomes.

Target audience

There are several audiences that the campaign covers:

- People struggling with their mental health
- Carers, parents or peers of those struggling with mental health
- Health professionals and practitioners who support those with a mental health issue.

Delivery method

The campaign will be promoted primarily through Derbyshire Healthcare's internal and external channels and to be cascaded to local Trusts, partners and stakeholders, including local media, to help generate awareness around the campaign. The toolkit is also aimed at signposting available mental health services to the available services.

Campaign support

This toolkit has been developed to support the campaign and includes key messages, long and short copy examples to be used for newsletters, website copy and social media posts, as well as downloadable social media assets. The toolkit also includes important dates for the diary to promote the services at key points throughout in the year.

Long and story copy for website

Below are some examples of short and long copy that can be used when communicating with audiences about the campaign. Please use the copy for any newsletters, emails or other materials.

Example long copy for website

If you, or someone you care for, needs urgent mental health crisis support, there are a range of options available in Derby and Derbyshire.

A mental health crisis often means that you no longer feel able to cope or be in control of your situation.

You may feel emotional distress or anxiety about your ability to cope with day-to-day life or work. You may think about harming yourself, or taking your own life, or experience hallucinations and/or hear voices.

The range of local support services for people with immediate mental health needs has been expanded in Derby and Derbyshire.

Services include:

- **Mental Health Crisis Support Drop-In Services** – for immediate out-of-hours support for those with mental health concerns or experiencing emotional distress.
 - The **Buxton drop-in service** is available at High Peak Crisis Support Service, Zink HQ, Clough Street, Buxton, SK17 6LJ and is open Fridays and Saturdays 6pm to 11pm, and Sundays 2.30pm to 5.30pm. [Learn more about the Buxton crisis support drop-in service on the Derbyshire Mind website.](#)
 - The **Ripley drop-in service** is at The Croft, Slack Lane (just off Ripley Market Place), DE5 3HF and is open Fridays and Saturdays 6pm to 11pm, and Sundays 2.30pm to 5.30pm. [Learn more about the Ripley crisis support drop-in service on the Derbyshire Mind website.](#)
 - The **Swadlincote drop-in service** is at 12-14 West Street (opposite the Empire Cinema), DE11 9DE and is open Fridays and Saturdays 6pm to 11pm, and Sundays 2.30pm to 5.30pm. [Learn more about the Swadlincote crisis support drop-in service on the Derbyshire Mind website.](#)
- **Safe Havens** – for adults with immediate mental health needs – are running in Derby and Chesterfield every evening from 4.30pm to 12.30am. Derby's Safe Haven is at 309 Burton Road, Derby DE23 6AG and can be contacted on 03300083722; Chesterfield's Safe Haven is at 188 North Wingfield Road, Grassmoor, Chesterfield, S42 5EJ and can be on 01246 949410 or self-refer [make a booking online](#).
- **Crisis houses** – for adults with mental health issues who will be offered short-term residential accommodation to support with their mental health needs to promote better stability and wellbeing. The facilities aim to reduce the need for inpatient care.

The mental health helpline and support service is available 24 hours a day, seven days a week for residents of Derby and Derbyshire. Call 0800 028 0077. Learn more on our [helpline page](#).

In a medical emergency or life-threatening situation, attend your nearest Accident & Emergency (A&E) or call 999.

For more information on available services please visit the [Derbyshire Healthcare website](#).

Example short copy for website

If you need urgent mental health support, help is available in Derby and Derbyshire:

- Visit one of the **crisis drop-in services** open Fridays and Saturdays 6pm to 11pm, and Sundays 2.30pm to 5.30pm:

- [Buxton Mental Health Crisis Support Drop-In service](#) (Zink HQ, Clough Street, Buxton SK17 6LJ)
- [Ripley Mental Health Crisis Support Drop-In service](#) (The Croft, Slack Lane, Ripley DE5 3HF)
- [Swadlincote Mental Health Crisis Support Drop-In service](#) (12-14 West Street, Swadlincote DE11 9DE)
- Go to one of the **safe havens** open every evening from 4.30pm to 12.30am:
 - **Derby** Safe Haven (309 Burton Road, Derby DE23 6AG): 0330 0083722
 - **Chesterfield** Safe Haven (188 North Wingfield Road, Grassmoor, Chesterfield S42 5EJ): 01246 949410 or [make a booking online](#).
- Call the **mental health helpline and support service** – available 24/7: 0800 028 0077. You can also contact the service via SignVideo if you are Deaf or hearing impaired: www.derbyshirehelpline.com

In an emergency or life-threatening situation, please go to your nearest Accident & Emergency (A&E) or call 999.

For more information on urgent mental health support and help in a crisis, please visit the [Derbyshire Healthcare NHS Foundation Trust website](#).

Webpages to signpost

- [Derbyshire Healthcare website – urgent mental health crisis care alternatives page](#)
- [Help in a mental health crisis](#)
- Derbyshire Healthcare press releases
 - [New drop-in services open in Ripley and Swadlincote to help those in crisis](#)
 - [Improved support available through mental health helpline for Deaf people in distress](#)
 - [Look after your wellbeing this winter: local support is available if you're struggling](#)
 - [Urgent Mental Health Crisis Support Services are available near you](#)
 - [New crisis house and safe haven open in Chesterfield](#)
 - [New crisis support drop-in service launches in Derbyshire](#)
 - [Three out-of-hours mental health community drop-in services to be launched across Derbyshire this year](#)
- [Derby and Derbyshire Emotional Health and Wellbeing website](#)
- [Hub of Hope website](#)

Assets for social media including copy

Message

Image

Alt text description

<p>Help is just a short phone call away.</p> <p>Please call our mental health helpline and support service if you need to speak to someone.</p>	 <p>Mental Health Helpline</p>  <p>If you or a loved one are experiencing distress or anxiety, or feeling that you cannot cope, please contact the Derbyshire Mental Health Helpline and Support Service. The helpline is open 24/7 and available for all ages.</p> <p>0800 028 0077</p>	<p>Information on mental health helpline</p>
<p>Safe Havens in Derby and Chesterfield are open at night to help you if you need support.</p> <p>Drop by or call the number below to speak to a professional.</p>	 <p>Derby and Chesterfield Safe Havens</p>   <p>If you or a loved one are experiencing distress or anxiety, or feeling that you cannot cope, please contact your local safe haven in Derby or Chesterfield. Both safe havens are open from 4.30pm to 12.30am, every day. Self-referrals are welcome, just drop by.</p> <p><small>Trevayler 309 Burton Road Derby, DE23 6AG Call: 03300 083722 or email: derby.safehaven@nhs.net</small></p> <p><small>188 North Wingfield Road Grassmoor, Chesterfield, S49 5EJ Call: 01246 949410 or visit: https://bit.ly/derbyshiresafehaven</small></p>	<p>Information on Derby and Chesterfield Safe Havens</p>
<p>Need to talk about your mental health but don't know who to turn to?</p> <p>The mental health crisis support drop-in services are open for you.</p> <p>Please reach out if you need support with your mental health.</p>	 <p>Derbyshire Mental Health Crisis Support Drop-In Service</p>   <p>If you or a loved one are experiencing distress or anxiety, or feeling that you cannot cope, please drop into one of the Mental Health Crisis Support Drop-In Services in Buxton, Ripley or Swadlincote. Open Fridays and Saturdays 6pm to 11pm, and Sundays 2.30pm to 5.30pm - no bookings required, just drop by.</p> <p><small>High Peak Crisis Support Service Zink HQ, Clough Street, Buxton, SK18 6LJ</small></p> <p><small>Ripley Crisis Support Service The Croft, Slack Lane, DE5 3HF</small></p> <p><small>Swadlincote Crisis Support Service 12-14 West Street, DE11 9DE</small></p>	<p>Information on Derbyshire Mental Health Crisis Support Drop-in Services</p>

<p>There are lots of support services available if you are struggling with your mental health and need urgent help:</p> <ul style="list-style-type: none"> • Mental health crisis support drop-in services • Safe Havens • Crisis houses • 24/7 mental health helpline <p>Find out more: https://bit.ly/help-mental-health-crisis</p>	<p>Helpline and Support Service The Derbyshire Mental Health Helpline and Support Service is open 24-hours, 7 days a week. • Open to all ages • Call: 0300 025 5077 • You can also contact the service via SignVideo if you are deaf or hearing impaired www.derbyshiremhp.co.uk *Referrals are not needed - individuals can call at any time</p> <p>Mental Health Crisis Support Drop-In Services All services are open from 9am-11pm on Fridays and Saturdays, and 2.30pm to 5.30pm on Sundays. • The High Peak Crisis Support Service, D111 HD, Church Street, Sutton, S23 6LJ • The Derby Crisis Support Service, located at The Cross, Black Lane, S2 4JP • The North Eastern Crisis Support, located at 17-14 West Street, D11 8DF *Referrals are not needed - individuals can drop-in within operating hours</p> <p>Safe Havens Derby - open from 4.30pm - 12.30am, every day. • Freewheel, 309 Burton Road, Derby, S1 2J 6AG • Direct safe haven number: 03300 063792 or email: derby.safehaven@nhs.uk Chesterfield - open from 4.30pm - 12.30am, every day. • 188 North Windfield Road, Grassmoor, Chesterfield, S43 5EJ • Direct safe haven number: 01464 84941 or visit: https://bit.ly/stopsoberingatsafes *Referrals can be self-referrals or from emergency services or GPs</p>	<p>Information on mental health helpline, Derbyshire Mental Health Crisis Support Drop-in Services and Derby and Chesterfield Safe Havens.</p>
<p>If you are struggling with your mental health and need urgent care, support is available for you.</p> <ul style="list-style-type: none"> • Mental health crisis support drop-in services • Safe Havens • Crisis houses • 24/7 mental health helpline <p>Find out more: https://bit.ly/help-mental-health-crisis</p>	<p>Find out what urgent crisis care services are available near you on the Derbyshire Healthcare website</p>	<p>QR code takes you to help in a mental health crisis page on the Derbyshire Healthcare website.</p>

Key dates for posting

Utilising important times within the year is a great way to target people and push messaging, e.g. Christmas can often be a lonely time of year so it is key we use this time to target those who need support to help spread word of our services.

Important day in the year, month, etc.	Date
Time to Talk Day	1 February 2024
Children's Mental Health Week	5 to 11 February 2024
Mental Health Nurses Day	21 February 2024
Eating Disorder Awareness Week	26 February to 3 March 2024
Good Friday	29 March 2024
Stress Awareness Month	All April 2024
Easter Monday	1 April 2024
Good Friday	6 May 2024
Mental Health Awareness Week	15 to 21 May 2024
Spring Bank Holiday	27 May August 2024
Men's Health Week	12 to 18 June 2024

Armed Forces Day	14 June 2024
Summer Bank Holiday	26 August 2024
World Suicide Prevention Day	10 September 2024
World Mental Health Day	10 October 2024
International Stress Awareness Week	30 October to 3 November 2024
Anti-bullying Week	14 to 18 November 2024
International Men's Day	19 November 2024
International Day of Persons with Disabilities	3 December 2024
Christmas Eve	24 December 2024
Christmas Day	25 December 2024
Boxing Day	26 December 2024

Website copy for 'Time to Talk Day'

Time To Talk: new mental health crisis care services

1 February is Time To Talk Day, when people nationwide are encouraged to have a conversation about mental health. We want to encourage local residents to speak up if they are feeling down.

There are a range of local support services for people with immediate mental health needs in Derby and Derbyshire. These are good alternatives to emergency services.

The services include:

- The [Buxton Mental Health Crisis Support Drop-In service](#) (High Peak Crisis Support Service, Zink HQ, Clough Street, Buxton, SK17 6LJ) open Fridays and Saturdays 6pm to 11pm, and Sundays 2.30pm to 5.30pm
- The [Ripley Mental Health Crisis Support Drop-In service](#) (The Croft, Slack Lane, DE5 3HF) open Fridays and Saturdays 6pm to 11pm, and Sundays 2.30pm to 5.30pm
- The [Swadlincote Mental Health Crisis Support Drop-In service](#) (12-14 West Street, DE11 9DE) open Fridays and Saturdays 6pm to 11pm, and Sundays 2.30pm to 5.30pm
- The Derby Safe Haven (309 Burton Road, Derby DE23 6AG) open every evening from 4.30pm to 12.30am: 0330 0083722
- The Chesterfield Safe Haven (188 North Wingfield Road, Grassmoor, Chesterfield, S42 5EJ) open every evening from 4.30pm to 12.30am: [01246 949410](tel:01246949410) or [make a booking online](#).
- The [mental health helpline and support service](#) – available 24/7: 0800 028 0077
- Go to your nearest Accident & Emergency (A&E) or call 999 in an emergency or life-threatening situation.

For more information on available services please visit the [Derbyshire Healthcare website](#).

Assets for social media including copy

Message

Image

Alt text description

1 February is Time To Talk Day when people nationwide are encouraged to have a conversation about mental health.

We want to encourage residents to speak up if they are feeling down.

Support is available near you:

- Mental health crisis support drop-in services
- Safe Havens
- Crisis houses
- 24/7 mental health helpline

Find out more: <https://bit.ly/help-mental-health-crisis>

Helpline and Support Service
The Derbyshire Mental Health Helpline and support service is open 24-hours, 7 days a week.
• Open to all ages
• Call: 0800 025 5077
• You can also contact the service via SignVideo if you are deaf or hearing impaired: www.dhcyonantspitta.com
*Referrals are not needed - individuals can call at any time

Mental Health Crisis Support Drop-In Services
All services are open from 6pm-11pm on Fridays and Saturdays, and 2.30pm to 5.30pm on Sundays.
• The High Peak Crisis Support Service, DH1 HQ, Church Street, Sutton, SK13 6LJ
• The Derby Crisis Support Service, located at The Cross, Black Lane, S2 3 9P
• The North Leicesters Crisis Support, located at 17-14 West Street, DE11 8DF
*Referrals are not needed - individuals can drop-in within operating hours

Safe Havens
Derby - open from 4.30pm - 12.30am, every day.
• Freewheel, 309 Burton Road, Derby, S1 2J 6AG
• Direct safe haven number: 03300 063722 or email: derby.safehaven@nhs.net
Chesterfield - open from 4.30pm - 12.30am, every day.
• 188 North Windfield Road, Grassmoor, Chesterfield, S43 5EJ
• Direct safe haven number: 01466 84941 or visit: <https://bit.ly/cheestersafehavens>
*Referrals can be self-referrals or from emergency services or GPs

Find out what urgent crisis care services are available near you on the Derbyshire Healthcare website

Information on mental health helpline, Derbyshire Mental Health Crisis Support Drop-in Services and Derby and Chesterfield Safe Havens.

QR code takes you to help in a mental health crisis page on the Derbyshire Healthcare website.

For further campaign support

If you would like more information around this campaign, please contact:

Amber Ghei, Communications Officer

T: 01332 623700 ext 31218

M: 07769241192

E: amber.ghei@nhs.net or dhcft.communications@nhs.net