
MENTAL HEALTH COMMUNICATIONS

for a COVID-19 emergency

Communicating about mental health supports
and resources for your community

Emergency communications saves lives.



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This package provides resources on mental wellness to share with your community members during, or after, a COVID-19 outbreak.

In this package

- [Posters and brochures](#)
- [Social media graphics](#)
- [Videos](#)
- [Radio scripts](#)

Mental wellness resources

During an outbreak, individuals in your community may struggle to maintain mental wellness. The resources in this section include information about available supports as well as practical tips to help community members practice self-care during this time.

Posters and brochures

What it is: Posters and brochures to communicate mental health supports to community members

How to use: Print and distribute to households, post around your community, or share online.

Products:

- [List of mental health resources](#)
- NAN Hope poster



- [Social isolation and young children – a guide for families](#) (from Sioux Lookout First Nations Health Authority)

Social media posts

What it is: Social media text templates and graphics to promote mental health supports for community members

How to use: Use or repurpose the text templates on your community social media channels. Use the graphics to accompany the text or share them on their own.

POSTS AND GRAPHICS:

Social media 1:

COVID-19 can affect our mental health. It's important to talk.

Call the Hope for Wellness Help Line 1-855-242-3310 or chat online at [hopeforwellness.ca](https://www.hopeforwellness.ca).

You can also call
(INSERT CONTACT INFORMATION FOR LOCAL MENTAL HEALTH LINES, IF APPLICABLE).

<https://www.sac-isc.gc.ca/eng/1576089519527/1576089566478>

Social media 2:

COVID-19 isn't the only thing to worry about during a COVID outbreak. Are you feeling low or distressed? Need someone to talk to? Call the Hope for Wellness Help Line 1-855-242-3310 or chat online at hopeforwellness.ca. You can also call (INSERT CONTACT INFORMATION FOR LOCAL MENTAL HEALTH LINES, IF APPLICABLE).

Social media 3:

If you're feeling down or need to talk, call the Hope for Wellness Help Line at 1-855-242-3310 or chat online at hopeforwellness.ca anytime. You can also call (INSERT CONTACT INFORMATION FOR LOCAL MENTAL HEALTH LINES, IF APPLICABLE).

<https://www.sac-isc.gc.ca/eng/1576089519527/1576089566478>

Social media graphics

- [Series of unbranded graphics](#) that can be used by any First Nation. They outline how to access the following supports:
 - Hope for Wellness Help Line and Chat
 - National Indian Residential School Crisis Line
 - Missing and Murdered Indigenous Women and Girls Support Line
 - Wellness Together Portal
 - Kids Help Phone
 - Canada Suicide Prevention Service
- From Sioux Lookout First Nations Health Authority:
 - [Live well with COVID-19 – go for a drive](#)
 - [Live well with COVID-19 – spend time on the land](#)
 - [Live well with COVID-19 – spend time in the backyard](#)
- From Nishnawbe Aski Nation:
 - [How to access NAN Hope](#)

Videos to share with Social media

- [Mental health and self-care](#) (from Sioux Lookout First Nations Health Authority)
- [Mental health and self-care](#) (from Independent First Nations Alliance)

RADIO SCRIPTS

What it is: Radio scripts promoting mental health supports for a variety of COVID-19 wellness topics.

How to use: use as spoken public service announcements on local and community radio stations. The scripts range from 20 to 60 seconds. Shorten or lengthen according to allowed broadcasting time and contract.

25 second Hope for Wellness Help Line Public Service Announcement:

“COVID-19 isn’t the only thing to worry about during a COVID outbreak. It can hurt our spirit too. Are you feeling low or distressed? Need someone to talk to? Call the Hope for Wellness Help Line 1-855-242-3310 or chat online at hopeforwellness.ca. You can also call (INSERT CONTACT INFORMATION FOR LOCAL MENTAL HEALTH LINES, IF APPLICABLE).”

20 Second Youth Mental Wellness PSAs:

1. “If you have youth in your life or know of someone who may be struggling with isolation, reach out to them. It can make a difference by just having someone willing to listen. Or if you are feeling alone, try reaching out to your peers, to an Elder or a professional. It’s ok to reach out for help. You can call (INSERT CONTACT INFORMATION FOR LOCAL MENTAL HEALTH LINES, IF APPLICABLE).”
2. “When I am feeling down and isolated, I find it helpful to do something kind for others. It helps me feel connected to our community and lifts my spirit. If you have youth in your life or know of someone who may be struggling with isolation, reach out to them. It can make a difference by just having someone willing to listen.”

Mental Wellness 60 Second PSAs

3. **Mental Wellness from an Indigenous Perspective:** “Hello, I’m (name) and I am/the (Elder, Chief, doctor, nurse). I am here to talk about mental health during COVID-19. Reconnecting with Indigenous culture can be one of the first steps to improving an individual’s mental, emotional, spiritual and physical health. This journey, for some people, can be difficult because it may mean making significant changes to the people they see, the places they live and work, and having difficult conversations. Please know, you are not alone; there are places you can go to for support. Elders in your community, health, mental and emotional wellness professionals can help you on your mental wellness journey.”

4. **Grief and Loss:** "Hello, I'm (name) and I am/the (Elder, Chief, doctor, nurse). I am here to talk about grief and loss. If you are dealing with grief or loss and your mental or physical health is struggling, please remember to focus on the strength you possess rather than limitations or barriers. Please know that re-discovering traditions, talking to Elders and finding strength in spirituality are ways to deal with grief and loss. Please express your feelings and seek help when you are ready to do so."
5. **Self-Care:** "Hello, I'm (name) and I am/the (Elder, Chief, doctor, nurse). I am here to talk about self-care during COVID-19. Many people in this pandemic spend all day caring for others. That's why, at the end of the day we need to refocus on caring for ourselves, setting aside worries and doing things that bring us joy. If you need immediate mental health support, you can call Hope for Wellness a free, 24 hour, Indigenous Wellness hotline at 1-855-242-3310. Thank you, take care."
6. **Substance Use:** Hello, I'm (name) and I am/the (Elder, Chief, doctor, nurse). I am here to talk about mental health and substance use in our community. If you want to help a loved one, friend or acquaintance who is struggling with substance use, my advice is to listen. Take the time to listen and support them where they are at in their journey without judgement or expectations. Let them know that you care and that they are valued. It is important to support those in our lives who want to change their unhealthy habits. If you are the one struggling, reach out to a friend, family member or an Elder who will listen. Nourish your connection with your beliefs and your culture and look into what supports are available in your community. Take care, thank you."
7. **Racism in Health Care:** "Hello, I'm (name) and I am/the (Elder, Chief, doctor, nurse). I am here to discuss racism within the healthcare system. There is no quick solution to the systemic racism Indigenous people face, but I do encourage those working in healthcare or providing services to Indigenous people, to educate themselves, to be kind and treat the person in-front of them without any preconceived ideas. But I don't want to discourage people from seeking medical attention out of fear. Please continue to seek help and call upon an ally if needed. And we will continue to have these important conversations. Take care."