

# CAMPAIGN KIT FOR BC POST-SECONDARY STUDENT GROUPS AND INSTITUTIONS

Ministry of Advanced Education and Skills Training

## “Here2Talk” A Mental Health Campaign

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## Overview

The Here2Talk campaign is committed to raising students' awareness about the availability, and their accessibility, to mental health support through the Here2Talk service. In November 2021, campaign advertisements were updated to reflect the diversity in B.C.'s student population and to promote mental health in more cultural spaces.

Here2Talk is a free and confidential mental health counselling and referral service that provides immediate, 24/7 support to students in various languages and on multiple platforms. All registered post-secondary students across B.C. and abroad can speak with a trained counsellor about absolutely anything! The service is a single-session model, which means that on-going appointments are not available; however, students can reach out as often as needed (again, at no cost). Here2Talk services can be accessed via phone, by downloading the Here2Talk app, or through online chat sessions at [Here2talk.ca](https://www.here2talk.ca). Through its referral services, the program also connects students to similar helpful supports on campus and in their communities.

The Here2Talk campaign promotes the Here2Talk service and encourages students to seek help when they're in need of support. There's a growing number of students seeking mental health support, and this campaign emphasizes available options. Investments were placed in campaign materials including digital ads, online content and posters for on-campus circulation. Post-secondary institutions and organizations such as yours make a continuous effort to foster safe, open and accessible spaces for students to grow and succeed on their academic journey – **This is why we're asking for your support to promote this campaign.**

Your support would include:

- sharing links and digital content on your organization's social media platforms
- displaying posters on campus, in your offices and/or throughout the community
- posting notices in campus and community newsletters
- encouraging students to use Here2Talk, especially when existing supports experience limitations

This social media kit provides direct access to our campaign's creative content including pictures, videos, posters, and suggested social media posts to assist your marketing and communication teams.

You know the best way to communicate with your students, which is why your support is meaningful. We appreciate your help getting the message out as we remind students that someone is always available to help and to talk.

## Background

The Here2Talk service was launched in April 2020 after comprehensive research was completed to assess students' needs. The campaign is one of Government's steps toward fostering healthy learning environments and reducing stigma surrounding mental health.

To date, the Here2Talk program has been accessed more than 17,200 times. Students have used the phone feature 27% of the time, and have consistently favoured the chat feature, using it 73% of the time.

The program is a part of a comprehensive approach to mental health support through *A Pathway to Hope*, B.C.'s road map for making mental health and addictions care more accessible for people in British Columbia.

## Key Messages

- COVID-19 has made the return to campus challenging for everyone. Students may be feeling upset, confused and uncertain about their safety or the future.
- It's important that students are supported, whether they are away from home for the first time, local, part-time, mature or international students.
- To support students with mental health challenges, the Province has made Here2Talk available to all students registered in a B.C. post-secondary institution – whether they are taking face-to-face instruction, engaged in work-integrated learning or learning online.
- If students need support, there is someone waiting to help 24 hours a day, seven days a week – and we encourage them to reach out.

## Social Media Toolkit

We have provided a variety of pictures and videos for your discretionary use on social media. Feel free to use any of the below considerations in your efforts to raise awareness about this program.


### Suggested Social Mentions & Hashtags

**@mentions to consider:** @students\_bc, @TheBCFS, @students\_bc , @FNESC, @CMHABC

**Hashtags:** #Here2Talk, #bcpsc, #MentalHealth, #StudentsAreNotAlone

## Campaign Creative Examples


### Posters





**Here2Talk**

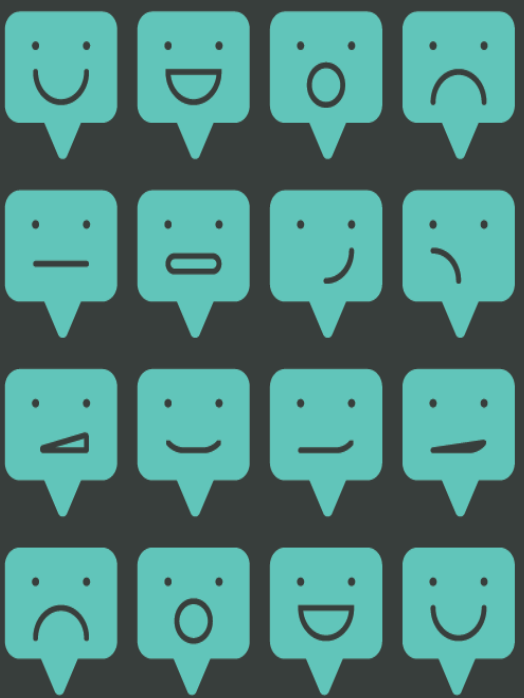
However you're feeling, we're here to talk through it.

Free 24/7 mental health support for BC college and university students.  
Get confidential counselling and community referral services. No appointment necessary.

 BRITISH COLUMBIA


[here2talk.ca](http://here2talk.ca)  



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However you're feeling, we're here to talk through it.

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 BRITISH COLUMBIA

**Here2Talk**  

App Store and the Apple logo are trademarks of Apple Inc., Google Play and the Google Play logo are trademarks of Google LLC.

**When all you  
need is  
somebody  
to talk to,**



**we're here  
to talk.**



## Samples of Social Media Posts and Links to Campaign Creative

Twitter

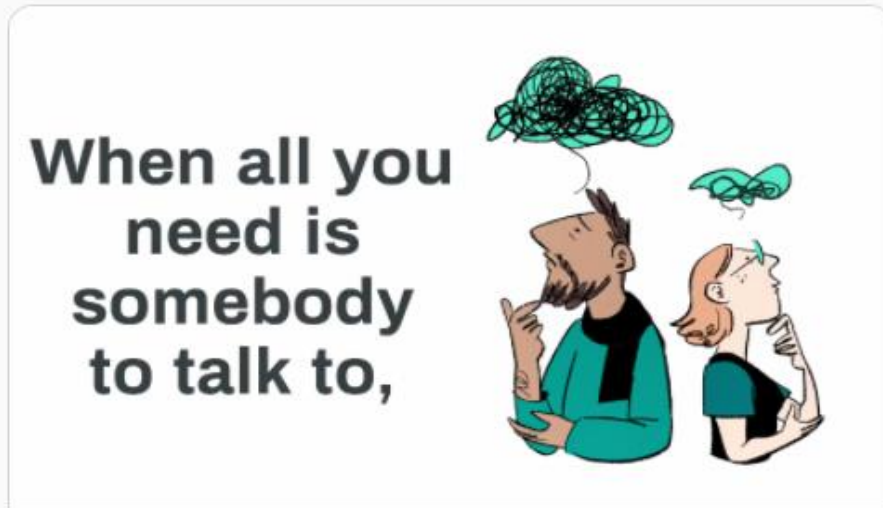
### Sample Tweets:

- #Here2Talk free counselling and referral services connect post-secondary students with confidential #MentalHealth support that's available 24-7. Call, download the app, or chat online at [Here2Talk.ca](https://www.here2talk.ca). #MentalHealth #bcpsc #StudentsAreNotAlone  
[244 characters]
- Student-life can be a struggle sometimes, but someone is #Here2Talk anywhere, anytime about anything. Connect with a counsellor for free at [Here2Talk.ca](https://www.here2talk.ca). #bcpsc #StudentsAreNotAlone #MentalHealth  
[197 characters]
- #Hear2Talk offers free and confidential services to students in English, French, Spanish, Mandarin, Punjabi, & other languages, subject to the availability of call centre providers. No appointments necessary [Here2Talk.ca](https://www.here2talk.ca). #StudentsAreNotAlone #MentalHealth #bcpsc  
[265 characters]
- Feeling overwhelmed, anxious, uncertain or depressed? You have support! #Here2Talk provides students with free, confidential counselling services to talk things out. We all need a listening ear, and you have one 24/7 at [Here2Talk.ca](https://www.here2talk.ca) #StudentsAreNotAlone #bcpsc  
[261 characters]
- However you're feeling, whatever you're dealing with, someone's waiting and wanting to help you talk through it. Free counselling is available to post-secondary students 24/7 at #Here2Talk. Connect via phone, app or web [Here2Talk.ca](https://www.here2talk.ca). #MentalHealth #bcpsc  
[256 characters]

## Tweet Example:

**Government of BC** @BCGOVNEWS · 6h

#Here2Talk free counselling and referral services connect post-secondary students with confidential #MentalHealth supports that are available 24/7. Call, download the app, or chat online at Here2Talk.ca. #MentalHealth #bcpsc #StudentsAreNotAlone




## Facebook & Instagram

### Sample Posts:

- Mental health is essential to the post-secondary journey, and access to confidential supports can be a serious concern for post-secondary students. #Here2Talk eliminates the barriers to quality mental health care. Students can connect with counsellors at any time, 24/7, for free! No appointment necessary. There's someone available to listen and help you talk things through. Connect via app, phone or web at [Here2talk.ca](https://www.here2talk.ca).
- #Here2Talk is there to listen. Post-secondary students face unique challenges that affect persons in different ways. Your physical, mental and emotional health matters, which is why support is available 24/7 at [Here2talk.ca](https://www.here2talk.ca). Receive free and confidential help when you need it, and if you prefer to chat in a specific language, English, Spanish, Punjabi, Mandarin, and others can be selected upon availability.


## Facebook Newsfeed Post Example:

 **Government of British Columbia**  
Published by [Stephanie Field](#) · 5m · 🌐

#Here2Talk eliminates the barriers to quality care. Students can now connect with counsellors at any time, 24/7 for free! No appointment necessary, and no issue is too big or too small. There's someone available to listen and help you talk through what you're facing. Connect via app, phone or web at [Here2talk.ca](#).


**we're here to talk.**

**Anywhere. Anytime.**




Like Comment Share

## Instagram Newsfeed Post Example:

 **governmentofbc**

**When all you need is somebody to talk to,**

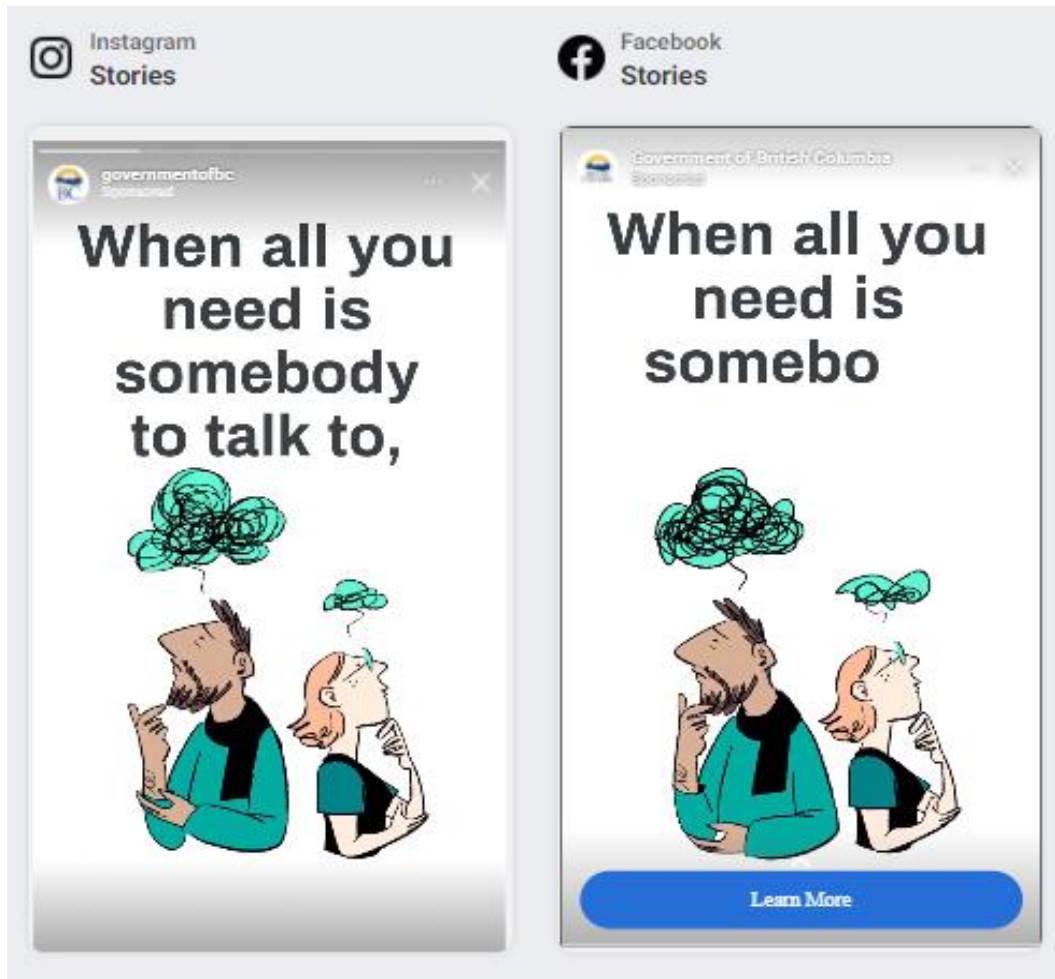


0:03 / 0:15

**governmentofbc #Here2Talk** eliminates the barriers to quality care. Students can now connect with counsellors at any time, 24/7 for free! No appointment necessary, and no issue is too big or too small. There's someone available to listen and help you talk through what you're facing. Connect via app, phone or web at [Here2talk.ca](#).

Today

## Facebook/Instagram Story Example:



## Creative Files

If you wish to access any of the creative files, please use the links provided:

For video and graphics for Facebook, Instagram and Twitter newsfeed posts and Instagram stories:

- 1:1, 16:9 and 9:16 aspect ratios available.

**Click** – <https://spaces.hightail.com/space/2QfroDlkZW>

To access and use Here2Talk logos, design files and guidelines for use:

**Click** – <https://spaces.hightail.com/space/pw1nqp309F>

For BC Government Logo Files and Visual Identity Guidelines:

**Click** – <https://www2.gov.bc.ca/gov/content/governments/services-for-government/policies-procedures/bc-visual-identity>



Print Files

**Here2Talk Posters for On-Campus Distribution:**

To print and post in your centre, around campus, or on your organization's property, please click the link provided below:

**Hightail Link:** <https://spaces.hightail.com/space/2QfroDlkZW>

*The creative files are to be used for the purposes supplied only, and are not for redistribution or re-use without prior written authorization from the Province of BC. Please contact BC Government Communication and Public Engagement to request permissions, or with questions regarding the use of the creative files.*

## Moderation Policy

Many thanks to your organization and the work you do to enhance safe learning spaces and reduce the stigma and judgements surrounding mental health! This moderation policy does not intend to replace your institution's guidelines or policies as we encourage you to refer to them when responding to online comments. The following pages offer some considerations and suggested posts to support your responses to content/comments that may be inflammatory or untruthful in their characterization of mental health and/or its related issues.

### When to respond versus not respond

Please use discretion when considering a reply to social media comments – not all comments will fall into one of the below categories and not all comments will require responses.

#### Respond to social media comments when:

- Users explicitly reach out for support or assistance.
  - ➔ If a comment directly requests assistance, respond by encouraging the user to contact Here2Talk resources or an appropriate crisis line:

Example:

*Hi [INSERT NAME]. Thank you for reaching out. There is a strong network of people ready to support you. For immediate assistance, call 1.877.857.3397 (toll free), or 1.604.642.5212 (direct – international calling charges may apply). Counsellors are also available to chat online at [here2talk.ca](http://here2talk.ca) or by downloading the Here2Talk app on either the Apple App Store or Google Play.*

*If there is an emergency, please call 9-1-1 or your local crisis line.*

#### Refrain from responding to social media comments when:

- There is an ongoing dialogue – a comment stream – between two or more users.

#### Consider responding to social media comments when:

- Users share personal stories or messages of support for the content's message.
- Comments present false information – “common myths” – around mental health, Here2Talk or the government's response to mental health supports on campus that can be quickly refuted. IE: “*Mental illness is not a real illness.*”

### Common Myths and Probable Questions; Possible Responses

Commonly held beliefs and misconceptions surrounding Here2Talk and mental health supports may be referenced in negative or inflammatory comments on campaign content. These common myths include (but are not limited to) the idea that:

- Mental illness is not a real illness.
- Persons who experience mental illness(es) are weak and can't tolerate stress.
- People don't recover from mental illness(es).

- Mental health problems don't affect everyone.

Below are some suggested statements that can be used to respond fully or in part to negative, inflammatory or untruthful social media comments regarding Here2Talk and mental health:

**Comment/Question:** "Mental illness is not a real illness."

**Possible Response:** Mental health challenges are real and there are effective treatments that can help. Mental health challenges can cause distress, occur without warning, and like other health problems, recovery takes time.

**Comment/Question:** "Persons who experience mental illness(es) are weak and can't tolerate stress."

**Possible Response:** Stress affects everyone's well-being in different ways and asking for help demonstrates strength. In fact, many persons who experience mental health challenges learn how to identify triggers and manage stress effectively to prevent and/or decrease negative impacts on their daily lives. Thereby, fighting mental health challenges take a great deal of strength.

**Comment/Question:** "People don't recover from mental illness(es)."

**Possible Response:**

People who experience mental health challenges can recover with the help of targeted support services. Some mental health challenges may be longstanding but with help, symptoms can be managed, and persons can lead productive and fulfilling lives at work and in the community.

**Comment/Question:** "Mental health problems don't affect everyone."

**Possible Response:**

The Canadian Mental Health Association estimates that one in five Canadians may experience a mental health concern in any given year. It is possible that you may not experience mental health challenges, but you most likely know someone who either has or will.

**Comment/Question:** "Will my school know if I have accessed counselling services?"

**Possible Response:**

No. Your personal information is completely confidential within the limits of the law.

### Violations of Moderation Policy

#### ***Posts that use profanity, hate-speech and offensive language –***

**Possible Response:**

- delete comment and send a private message –

Example:

*Hello, we welcome your comments on our post. However, we expect conversations to follow the conventions of polite discourse. Our moderation policy prohibits the use of hateful remarks or offensive language on our page. Read the full policy here: <https://news.gov.bc.ca/23589>.*

*Please feel free to post or comment dialogue that fits within these terms.*