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21st April 2020

## Our Frontline - Message to Our Partner Organisations

### Introduction

Leading mental health charities are uniting for the first time to provide round the clock support to those working against the Coronavirus. Mind, Samaritans, Shout and Hospice UK, with the support of The Royal Foundation of the Duke and Duchess of Cambridge, are launching *Our Frontline*, a combination of 1-2-1 support and online resources for frontline carers, the Blue Light emergency services and key workers who are putting their mental health under pressure, while many of us do our bit by staying at home.

### Timeline

We will publically announce the service on Wednesday 22nd April, but will continue to develop the offering and communications over the coming weeks and months. We know that this is going to be an enduring campaign that will need to be available to provide support on an ongoing basis, especially when we enter the post-event, recovery phase.

We will be working with employers, charities and representative groups to support key workers now and during the months ahead to make sure we look after and then rebuild the mental health of our frontline workers, alongside our economy and society.

### Website

The information relating to this campaign, and the directory of services and resources will be available via [www.ourfrontline.org](http://www.ourfrontline.org) which leads to a new section of the Mental Health at Work website.

### Social Media

From Wednesday 0600 @OurFrontlineUK will become active on [Twitter](#), [Instagram](#), and [Facebook](#) and partners and supporters will be sharing content from 0700 point onwards using a toolkit that can be shared by [Nicolle.Millian@mhiuk.org](mailto:Nicolle.Millian@mhiuk.org)



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### Messages from our CEOs

Paul Farmer, CEO of Mind said: “Mind is delighted to be involved in *Our Frontline* - providing support for our hardworking key workers. Every day, those working in health and social care, 999 services and other vital roles – staff working in supermarkets, pharmacies, transport, catering and cleaning to name a few – face huge challenges to their physical and mental health. That’s why it’s so important they can easily access information and contact trained advisors to help promote good mental health, any time of day or night.”

CEO of Samaritans, Ruth Sutherland said: “As a former NHS nurse myself, I am so proud that we are able to work with some of the UK’s leading organisations to support our key workers and their mental health. Our trained volunteers are a listening ear for anyone, especially those who are putting their mental health under immense short and long-term pressure to provide Our Frontline against Coronavirus.”

Victoria Hornby, CEO of Mental Health Innovations, which runs Shout, said: "Millions of people across the UK are pulling together to form our frontline and we've joined together as charities to support the mental health of all of these essential workers. By combining our services, we can provide a single place for Our Frontline to go for support if they are feeling overwhelmed, stressed or struggling to manage their mental health for another reason, such as the loss of a colleague or loved one. Shout Crisis Volunteers are incredibly proud to be able to listen to and talk to key workers through a confidential text conversation, whenever and wherever they need our support."

CEO of Hospice UK, Tracey Bleakley said: “Hospice UK is committed to doing all it can to help those who are keeping us all safe and well. Our Dying Matters campaign has many resources to help people deal with grief and death, and we’re putting all we know into Our Frontline so that nobody doing an essential job feels that they have to go through this alone.

### Call to Action

We are collectively asking all of our partner organisations to help us raise awareness of the partnership, and the services and resources that are available. Especially within the target audiences. We are asking you to use your social media profiles and reach to help us achieve this aim. Please contact [Nicolle.Millian@mhiuk.org](mailto:Nicolle.Millian@mhiuk.org) who will share social media assets and example posts, as well as keep your organisation informed of future moments and content.