

# Really normal questions. In a really not normal year.

After a long period of living differently, lots of children are unsure how to get back to the things they used to do. If your child is worried, struggling or behaving differently and has a lot of questions about being back out in the world, Every Mind Matters is here to help you support your child's mental wellbeing.

**Better  
Health** every mind  
matters

For expert tips and advice  
search **Every Mind Matters**



Cabinet Office

Good afternoon,

Launching today, Public Health England (PHE)'s new Better Health – Every Mind Matters campaign provides NHS-endorsed tips and advice to look after children and young people's mental wellbeing.

Research reveals that the coronavirus outbreak has caused an increase in anxiety in young people, and over a third of children report being more worried, sad and stressed than before lockdown. New PHE survey data found that over half (52%) of parents said the mental wellbeing of their children topped the list of their biggest worries.

The advice available on the Better Health - Every Mind Matters website has been developed in partnership with leading children and young people's mental health charities. It is designed to help parents and carers spot the signs that children may be struggling with their mental health and show the actions they can take to support them. In addition to the advice for parents and carers, the site also provides tools to help young people build resilience and equips them to look after their mental wellbeing.

We have created a tracked link to the website and would appreciate it if you could support the campaign using <http://bit.ly/emm-ldnse> and tagging [@HMGLondonSE](https://twitter.com/HMGLondonSE) into your social posts.

[Please find the communication toolkit here.](#)

[Creative assets can be found here.](#)

**Suggested posts are below, and please do amplify our most recent tweet by [clicking here](#).**

- The past few months have been hard on everyone, including children and young people. But there are lots of things we can do to support their wellbeing at this time. #EveryMindMatters will help you find what's right for the children in your life, visit <http://bit.ly/emm-ldnse> for tips and advice
- After a tough year, lots of kids are feeling unsettled. #EveryMindMatters has created tips and advice to help you look after the mental wellbeing of the children and young people in your life. Learn more: <http://bit.ly/emm-ldnse>
- New NHS-approved guidance from #EveryMindMatters offers tips and advice for parents and carers on how to support children's mental wellbeing. Visit: <http://bit.ly/emm-ldnse>

If you have any questions or comments on how you can help to support this important campaign, please do not hesitate to contact me.

Kind regards,

**Michael Leafe**

Regional Campaign Manager

Prime Minister's Office and Cabinet Office Communications

[michael.leaf@cabinetoffice.gov.uk](mailto:michael.leaf@cabinetoffice.gov.uk)



**CORONAVIRUS**  
**GOT SYMPTOMS?**  
**GET TESTED NOW**

nhs/coronavirus or call 119

**NHS**  
Test and Trace

**STAY ALERT**  
**CONTROL**  
**THE VIRUS**  
**SAVE LIVES**

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**Our mailing address is:**

Cabinet Office  
70 Whitehall  
London, London SW1A 7AS