PARTNER TOOLKIT · 2026/27

Mental health support is one message away

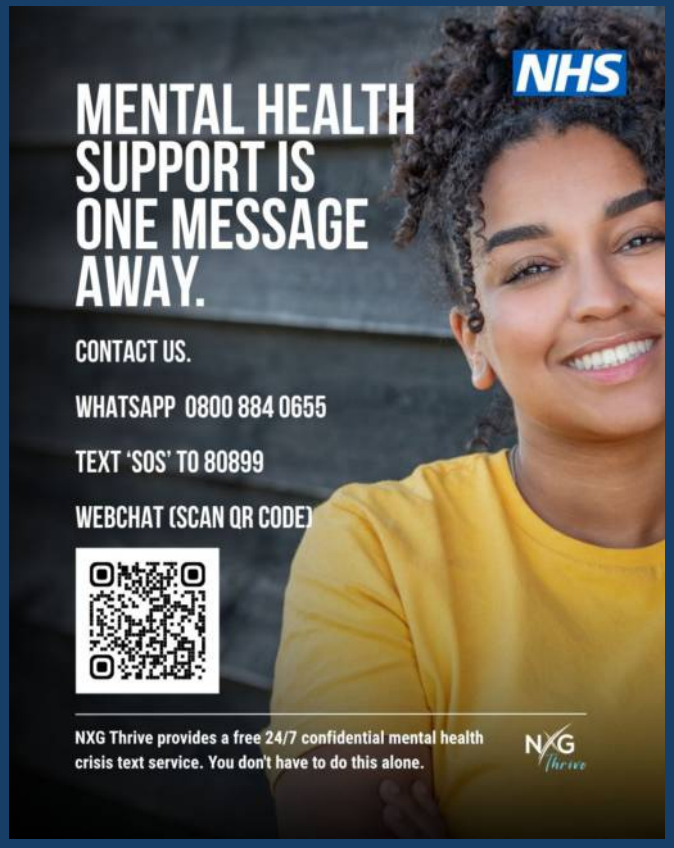
East of England Mental Health Crisis Text Service

Campaign support for local partners and communities

Live from Wednesday 28 October 2026

Text SOS to 80899 · WhatsApp 0800 884 0655 · nxgthrive.co.uk/crisis-text-service

Commissioned by NHS Central East, NHS Norfolk and Suffolk and NHS Essex ICBs. Delivered by NXG Thrive.



CONTENTS

What’s in this toolkit

Click any section to go straight to that page. Use “Back to contents” at the bottom of each page to return here.

WELCOME	How to use this toolkit	3
ABOUT THE SERVICE	About the service: mental health support is one message away	4
AT A GLANCE	The service at a glance	5
GET IN TOUCH	How people get in touch	6
GET INVOLVED	How you can support the service	7
READY-TO-USE CONTENT	Social media copy for partners	8
READY-TO-USE CONTENT	Newsletter copy: launch	10
READY-TO-USE CONTENT	Newsletter copy: once the service is live	11
READY-TO-USE CONTENT	Website, bulletin and email copy (including email signature)	12
CAMPAIGN ASSETS	Download and use the campaign assets	13
REACHING PEOPLE	What may stop people reaching out	15
GET INVOLVED	Ideas by sector	16
CONTACT	Any questions? Who to contact	16

WELCOME

How to use this communications toolkit

This toolkit has been developed to help organisations and partners share consistent messages through their own communications channels and reach as many people as possible.

We've made it easy for you to get involved. You can support the campaign in two ways:

1. Use our ready-made content

The toolkit includes suggested social media posts and graphics that you can download and share through your organisation's own channels, including social media, websites, newsletters and staff communications.

You are welcome to adapt the wording to suit your audience, while keeping the key messages and information accurate.

2. Share our social media posts

Alternatively, you can simply share or repost campaign content directly from your local NHS integrated care board (ICB) social media channels.

Help us spread the word

Whether you use the ready-made materials or share our posts, your support will help us reach more people with important information. Please share the campaign through your networks and encourage colleagues and partner organisations to do the same.

ABOUT THE SERVICE

Mental health support is one message away

The East of England Mental Health Crisis Text Service is a free, confidential, text-based service for anyone experiencing emotional distress: anxiety, low mood, loneliness, overwhelming thoughts, or simply needing someone to listen.

It runs 24 hours a day, 365 days a year, and is open to people of all ages, with no referral needed.

The service is commissioned by NHS Central East, NHS Norfolk and Suffolk and NHS Essex Integrated Care Boards, and delivered by NXG Thrive. It works alongside existing NHS and community mental health support. It does not replace any local crisis line or service.

The campaign idea

People struggling with their mental health can look fine to everyone around them, at work, at school or out with friends, while finding it hard inside. Some people find it easier to type than to talk out loud, especially late at night or when they can't speak privately.

3am and can't stop thinking? Message us.



AT A GLANCE

The service at a glance

24/7

365 days a year

Including evenings, weekends and bank holidays

Free

No referral needed

Free and confidential, and no name needed to start

All ages

Everyone

Children, young people and adults

3 ways

To message

SMS, WhatsApp and webchat

1 in 4

people who used the previous text service in the region were under 18 (26.6%).

Many people who need mental health support never ask for it out loud. Text-based support removes some of the barriers of phone and face-to-face services, but only if people know it exists.

- Young people, men, neurodivergent people, LGBTQ+ communities and people in rural areas are less likely to ask for help by phone.
- People are more likely to notice and trust information from a school, GP practice, charity, council service or community group they already know.

GET IN TOUCH

How people get in touch from 28 October 2026

Wherever space allows, include all three routes: text, WhatsApp and webchat.

TEXT (SMS)

Text SOS to

80899

WHATSAPP

Message

0800 884 0655

WEBCHAT

Visit

nxgthrive.co.uk/crisis-text-service

Standard safety line: include on all materials where space allows

If you or someone else is in immediate danger, call 999. For urgent mental health support by phone, call NHS 111 and choose option 2.

Key facts about the service

- Anyone living in, or currently in, the commissioned area can message. No referral and no minimum threshold.
- People don't need to give their name or any details to start a conversation.
- Every responder is a registered health or care professional with at least three years' experience of complex and high-risk mental health cases.
- A Shift Supervisor is on every shift, with senior clinical support available.
- Each conversation is a complete session. Depending on what the person needs, this can include listening, coping strategies, a risk assessment, a safety plan and links to local support.
- It works alongside NHS 111 option 2, Crisis Resolution and Home Treatment Teams, CAMHS and local community support. It does not replace them.
- Conversations are confidential. We would only share information if we were worried about someone's safety.
- **It is not an emergency service.** If someone's life is at immediate risk, call 999.

If a text doesn't go through

SMS Shortcode not delivering? Check your device settings or try us on WhatsApp!

GET INVOLVED

How you can support the service

There is no single ask. Use the campaign in the ways that fit your organisation. If it works for you, you could:

Share

- Post the suggested copy and graphics on your social channels
- Add the service to your email signature

Publish

- Include the newsletter copy in internal and external newsletters
- Add the service to your website, intranet and signposting directories

Display

- Put up posters and flyers in waiting areas, receptions, toilets, staff rooms and community venues
- Use digital screens in public buildings

Brief

- Make sure frontline staff and volunteers know about the service
- Tell us what questions you're hearing so we can keep our information up to date (contact details on page 16)



READY-TO-USE CONTENT

Social media copy for partners

Copy, adapt and post from 28 October 2026. Keep the contact details unchanged, pair each post with a graphic from the asset links in this pack, and always add alt text (suggested alt text for every graphic is in the social media graphics folder). Emoji are optional; remove them if they don't suit your organisation's tone.

Post type	Facebook / LinkedIn	Instagram	X	WhatsApp / text
Launch	A new mental health support service has launched across the East of England. The Mental Health Crisis Text Service offers free, confidential support from trained mental health professionals, 24 hours a day, 7 days a week. Text SOS to 80899, WhatsApp 0800 884 0655 or visit nxgthrive.co.uk/crisis-text-service	Mental health support is one message away. 💬 The new Mental Health Crisis Text Service is now live across the East of England. It's free, confidential and 24/7. Text SOS to 80899, WhatsApp 0800 884 0655 or visit nxgthrive.co.uk/crisis-text-service. #MentalHealth #CrisisSupport #EastOfEngland	NEW: free, confidential mental health support by message, 24/7, across the East of England. Text SOS to 80899, WhatsApp 0800 884 0655 or visit nxgthrive.co.uk/crisis-text-service #MentalHealth	Mental health support is now one message away. Text SOS to 80899, WhatsApp 0800 884 0655 or visit nxgthrive.co.uk/crisis-text-service. Free, confidential and 24/7.
Direct to people who may use the service	Need help right now with your mental health? If you're feeling anxious, overwhelmed, stressed or low, you can message a trained mental health professional any time, day or night. No referral, and no name needed to start. Text SOS to 80899, WhatsApp 0800 884 0655 or visit nxgthrive.co.uk/crisis-text-service	Feeling anxious, overwhelmed or low? You don't have to be at breaking point to reach out. Message a trained mental health professional any time. Text SOS to 80899 or WhatsApp 0800 884 0655. #MentalHealthSupport #YouAreNotAlone	Feeling overwhelmed? Message a trained mental health professional, free and 24/7. Text SOS to 80899 or WhatsApp 0800 884 0655. #MentalHealth	Feeling anxious, overwhelmed or low? Message a trained mental health professional, free and 24/7. Text SOS to 80899 or WhatsApp 0800 884 0655.
3am and out of hours	3am and can't stop thinking? Mental health support doesn't close at night. Message the Mental Health Crisis Text Service any time: text SOS to 80899, WhatsApp 0800 884 0655 or visit nxgthrive.co.uk/crisis-text-service	3am and can't stop thinking? 🌙 Mental health support is open all night, every night. Text SOS to 80899 or WhatsApp 0800 884 0655. #MentalHealth #NightTime #CrisisSupport	3am and can't stop thinking? Mental health support is open all night. Text SOS to 80899 or WhatsApp 0800 884 0655.	3am and can't stop thinking? Message any time: text SOS to 80899 or WhatsApp 0800 884 0655.

Post type	Facebook / LinkedIn	Instagram	X	WhatsApp / text
Young people	Finding things hard? You can message a trained mental health professional about anything that's on your mind: school, friends, family, how you're feeling. It's free, confidential and open 24/7. Text SOS to 80899, WhatsApp 0800 884 0655 or visit nxgthrive.co.uk/crisis-text-service	Not ready to talk out loud? Type it instead. 📱 Free, confidential mental health support for all ages, 24/7. Text SOS to 80899 or WhatsApp 0800 884 0655. #YoungPeopleMentalHealth #MentalHealth	Not ready to say it out loud? Type it instead. Free mental health support, 24/7. Text SOS to 80899.	Not ready to say it out loud? Type it instead. Text SOS to 80899 or WhatsApp 0800 884 0655. Free and 24/7.
Encourage sharing	You never know who might need this. Please share: the Mental Health Crisis Text Service offers free, confidential mental health support by text, WhatsApp and webchat, 24/7, across the East of England. Text SOS to 80899, WhatsApp 0800 884 0655 or visit nxgthrive.co.uk/crisis-text-service	Someone you know might be struggling, even if they seem fine. Share this so they know support is one message away. Text SOS to 80899 or WhatsApp 0800 884 0655. #ShareToSupport #MentalHealth	Please share 🔁 Someone you know may need this. Free 24/7 mental health support by message: text SOS to 80899 or WhatsApp 0800 884 0655.	Please pass this on. Someone you know might need it. Free 24/7 mental health support by message: text SOS to 80899 or WhatsApp 0800 884 0655.

READY-TO-USE CONTENT

Newsletter copy: launch

Use these around launch on Wednesday 28 October 2026.

EXTERNAL NEWSLETTER: RESIDENTS, FAMILIES, SERVICE USERS

Mental health support is now one message away

If you're feeling anxious, overwhelmed, stressed or low, a new service can help. The East of England Mental Health Crisis Text Service offers free, confidential support from trained mental health professionals, 24 hours a day, 7 days a week.

You can message about anything that's on your mind. You don't need a referral, and you don't need to give your name to start. The service is open to people of all ages across Bedfordshire, Luton, Milton Keynes, Cambridgeshire, Peterborough, Hertfordshire, Norfolk, Suffolk and Essex.

Text SOS to 80899, WhatsApp 0800 884 0655 or visit nxgthrive.co.uk/crisis-text-service.

The service is commissioned by the NHS and delivered by NXG Thrive. If you or someone else is in immediate danger, call 999.

INTERNAL NEWSLETTER: STAFF AND VOLUNTEERS

New 24/7 mental health text service: please help spread the word

A new Mental Health Crisis Text Service launches across the East of England on 28 October 2026. It offers free, confidential support by text, WhatsApp and webchat, 24 hours a day, for people of all ages.

There's no referral process; people contact the service directly. If you work with someone who is struggling, you can encourage them to text SOS to 80899, WhatsApp 0800 884 0655 or visit nxgthrive.co.uk/crisis-text-service.

The service is also there for you. If you're finding things hard, you can message too.

The service complements, rather than replaces, existing crisis support such as NHS 111 option 2, Crisis Resolution and Home Treatment Teams and CAMHS. If someone is in immediate danger, call 999.

READY-TO-USE CONTENT

Newsletter copy: once the service is live

Use these at any time once the service is up and running. They don't mention the launch, so they won't date.

EXTERNAL NEWSLETTER: RESIDENTS, FAMILIES, SERVICE USERS

Mental health support is one message away

If you're feeling anxious, overwhelmed, stressed or low, you don't have to wait until things reach breaking point. The East of England Mental Health Crisis Text Service offers free, confidential support from trained mental health professionals, 24 hours a day, 7 days a week.

You can message about anything that's on your mind. You don't need a referral, and you don't need to give your name to start. The service is open to people of all ages across Bedfordshire, Luton, Milton Keynes, Cambridgeshire, Peterborough, Hertfordshire, Norfolk, Suffolk and Essex.

Text SOS to 80899, WhatsApp 0800 884 0655 or visit nxgthrive.co.uk/crisis-text-service.

The service is commissioned by the NHS and delivered by NXG Thrive. If you or someone else is in immediate danger, call 999.

INTERNAL NEWSLETTER: STAFF AND VOLUNTEERS

24/7 mental health support by message: a reminder

The Mental Health Crisis Text Service offers free, confidential support by text, WhatsApp and webchat, 24 hours a day, for people of all ages across the East of England.

There's no referral process; people contact the service directly. If you work with someone who is struggling, you can encourage them to text SOS to 80899, WhatsApp 0800 884 0655 or visit nxgthrive.co.uk/crisis-text-service.

The service is also there for you. If you're finding things hard, you can message too.

The service complements, rather than replaces, existing crisis support such as NHS 111 option 2, Crisis Resolution and Home Treatment Teams and CAMHS. If someone is in immediate danger, call 999.

READY-TO-USE CONTENT

Website, bulletin and email copy

WEBSITE OR SIGNPOSTING DIRECTORY LISTING

East of England Mental Health Crisis Text Service

Free, confidential, 24/7 mental health support by text, WhatsApp and webchat for anyone in Bedfordshire, Luton, Milton Keynes, Cambridgeshire, Peterborough, Hertfordshire, Norfolk, Suffolk or Essex. For people of all ages experiencing anxiety, low mood, stress, loneliness, self-harm urges or suicidal thoughts. Messages are answered by registered mental health professionals. No referral needed.

Conversations are confidential. We would only share information if we were worried about someone's safety.

- Text: SOS to 80899
- WhatsApp: 0800 884 0655
- Webchat: nxgthrive.co.uk/crisis-text-service

SMS Shortcode not delivering? Check your device settings or try us on WhatsApp!

Commissioned by NHS Central East, NHS Norfolk and Suffolk and NHS Essex ICBs. Delivered by NXG Thrive.

If you or someone else is in immediate danger, call 999.

SHORT VERSION: BULLETINS, INTRANET BANNERS, SCREENS

Need help right now with your mental health? Message a trained mental health professional, free and 24/7. Text SOS to 80899, WhatsApp 0800 884 0655 or visit nxgthrive.co.uk/crisis-text-service.

EMAIL SIGNATURE

Need mental health support? Text SOS to 80899 or WhatsApp 0800 884 0655. Free, confidential and 24/7.



Add the graphic below your sign-off and link it to nxgthrive.co.uk/crisis-text-service.
Download: Open folder

CAMPAIGN ASSETS

Download and use the campaign assets

All assets carry the standard NHS logo (top right) and can be downloaded from the campaign folders linked on this page and the next.

CLICK HERE TO DOWNLOAD THE FULL CAMPAIGN Open folder



Posters

10 posters for waiting areas, receptions, staff rooms, toilets, schools and community venues. Each leads with the mental health message and shows all three ways to get in touch, with a QR code.

Download: Open folder



Flyers and business cards

Pocket cards and A5 flyers for frontline staff to hand to people directly. Mental health purpose and contact details at the top, with a QR code.

Download: Open folder



Social media graphics

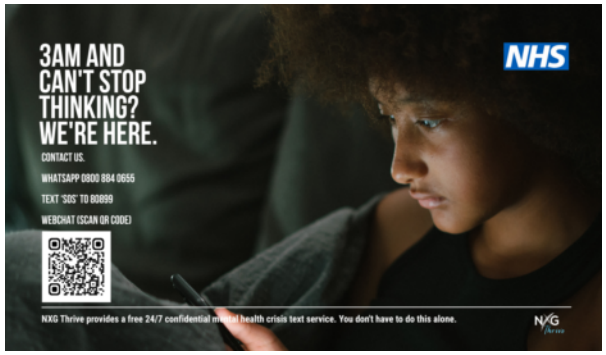
Square (1:1), portrait (4:5) and story (9:16) graphics to pair with the suggested posts: launch, direct to users, 3am, young people and encourage sharing.

Download: Open folder

Digital screens

Portrait and landscape screens for GP practices, hospitals, libraries, leisure centres, colleges and other public buildings.

Download: Open folder



Web banners

Banners in three sizes for partner websites and intranets, each linking to nxgthrive.co.uk/crisis-text-service.

Download: Open folder



Video and accessible versions

Service video, approved for partner use. Easy read, large print and translated versions, if produced.

Download: Open folder



REACHING PEOPLE

What may stop people reaching out

Barrier	What people may be thinking	How partners can help
Not feeling "bad enough"	"Other people need it more than me."	Say clearly that you don't need to be at crisis point to message.
Finding phone calls hard	"I can't say this out loud."	Highlight that it's all by message: SMS, WhatsApp or webchat.
Privacy	"Someone might overhear me."	Explain that people can message quietly, from anywhere, at any time.
Worry about being identified	"I don't want to give my name."	Explain that no name or details are needed to start.
Time of day	"It's 3am. Nothing's open."	Stress that it's 24/7, including nights, weekends and bank holidays.
Not knowing who they'll talk to	"Is it a bot?"	Explain that every responder is a trained, registered mental health professional.

Suggested partner prompt

"If you work with people who might be struggling, please help us share the new Mental Health Crisis Text Service. A simple post, poster or newsletter item could help someone find support at the moment they need it."

GET INVOLVED

Ideas by sector

Sector	How you could use the toolkit
Schools, colleges and universities	Parent and student newsletters, pastoral and wellbeing pages, student apps, posters in toilets and common rooms, staff briefings for safeguarding and pastoral leads
GP practices, pharmacies and NHS services	Waiting room screens, posters, practice websites, text messages to patients, briefings for reception and clinical teams
Councils	Libraries, family hubs, leisure centres, resident emails, housing and benefits teams, digital screens
Voluntary, community and faith groups	Support groups, food banks, advice services, community WhatsApp groups and noticeboards
Youth services and sports clubs	Social channels, posters in changing rooms, briefings for coaches and youth workers
Employers	Intranet, staff wellbeing pages, Employee Assistance Programme materials, staff room posters
Emergency services	Briefings for call handlers and frontline officers so they recognise the service and its staff

Any questions?

For any questions about this toolkit or the campaign, please contact:

Sian Murphy, Contract Manager, NXG Thrive
sian@nxgthrive.co.uk

FROM WEDNESDAY 28 OCTOBER 2026

Need help right now with your mental health?

Text SOS to 80899

WhatsApp 0800 884 0655

nxgthrive.co.uk/crisis-text-service

Free · Confidential · 24/7 · All ages

If you or someone else is in immediate danger, call 999. For urgent mental health support by phone, call NHS 111 and choose option 2.