

AGENCY
Golley Slater

CLIENT
Welsh Government

CAMPAIGN
Help Us, Help You

BUDGET
£33,142 fee & £34,536.20 costs



BRIEF & OBJECTIVES

The Welsh Government's 'Help Us, Help You' campaign raises awareness of choices people can make to take better care of their health and wellness and help reduce pressures on NHS Wales. The Welsh Government invests over £700m annually on mental health support including free services like CALL, the confidential support line, and SilverCloud, a free online therapy service.

We were tasked to raise awareness of the support services available to people struggling with their mental health and encourage open and honest discussions on the topic.

Campaign goals:

- Promote NHS mental health support services by delivering a campaign that reaches 1million people.
- Generate 20,000 engagements to encourage people struggling with their mental health to open up.
- Increase awareness of the Help Us Help You campaign by 10%.

RESEARCH & PLANNING

YouGov data revealed over a fifth (21%) of people in Wales rated their mental health as 'bad', demonstrating the need to reach a mass audience through this campaign. However, there was clear evidence some demographics were more likely to suffer from mental health issues, so we prioritised these audiences:

- **C2DE:** 20% of Welsh adults living in the most deprived areas reported being treated for a mental health condition, compared to 8% living in the least deprived areas.
- **Men:** There is a gender disparity between those dying by suicide, with men three times more likely to take their own lives than women on average.
- **Ethnic minority communities:** Mental health issues affect British Muslims more than other faith communities; higher levels and longer-term depression have been found among Bangladeshi and Pakistani communities in Britain.
- **Young people:** Almost 1 in 4 (23%) 16-24-year-olds rated their mental health as "bad", the highest amongst age demographics.

For those struggling with their mental health, talking to friends and family can have a significant positive impact. Yet in Wales, one in five people felt uncomfortable doing so. It was crucial our campaign tackled this barrier first and foremost to encourage people to talk about their mental health and utilise the support services available.

STRATEGY, IDEA & CREATIVITY

Beaufort research found institutional trust increases when organisations partner with each other. We recognised that given the sensitivity of the subject, Welsh Government was not (always) the best vehicle to deliver our campaign messages. Our strategy was to use partnerships to shine a light on a multitude of real-life, inspiring, yet relatable, stories of those who had struggled with their mental health and taken steps to improve it.

With open conversations at the heart of our content, we leveraged "social proofing" psychology by demonstrating the importance and acceptance of people talking about their mental health and encourage those who may be struggling to do the same.

We co-created and leveraged authentic content from credible partners and influencers, which we amplified through different channels to raise awareness of the self-care preventative measures that can protect people's mental health and NHS support services available. This emotive content had significant cut-through amongst our audience, while using trusted voices from our key target audiences meant our campaign messaging had greater relevancy, reach and authenticity.



IMPLEMENTATION

Campaign activity was split amongst our target audiences, and we adopted a 'COPE' approach (create once, publish everywhere) for maximum value. Our hero content was supported by a media relations programme, aligned influencer marketing programme and stakeholder engagement to optimise impact and reach.

MEN

Collaborated with Welsh celebrities, Sean Fletcher and Matt Johnson, to feature in a video about their personal mental health journeys. Matt discussed his road to recovery from depression, and Sean talked about the impact being a parent of a teenager struggling with OCD had on his own mental health. These formed part of a bilingual video series, each one exploring a different mental health angle. Sean and Matt posted their content to their large and engaged Welsh audiences (combined 318k followers). We secured quality digital PR coverage of Matt's personal story that linked directly to support services. Ambassador content was boosted to increase reach amongst target audiences.

C2DE

Partnered with seven influencers whose audiences were weighted towards a C2DE demographic including Shaun Nyland and Sage Todz, to co-create and drip feed content exploring different mental health topics in a creative and authentic style that suited their audiences – e.g. discussing the impact financial pressures has on mental health and raising awareness of support services in light of the cost-of-living crisis.

ETHNIC MINORITY COMMUNITIES

For World Mental Health Day, we partnered with Muslim charity, Now in a Minute (NIAM), to film a roundtable-style discussion, featuring Dr Sajaad Ahmed and three people from the community – Bablu, Aleena and Sara, to challenge the mental health stigmas in the Welsh Muslim community. As trusted voices, NIAM posted the video to their engaged audience. Three influencers from different minority ethnic groups also shared mental health-related content to further signpost to support.

We also delivered a workshop for 35 young people from minority communities in Newport about the importance of talking about your mental health and support services available, in partnership with Ethnic Minority and Youth Support Team (EYST). Attendees took translated flyers home for their families, and we produced videos from this session which were shared on EYST, Welsh Government and stakeholder social channels to educate viewers on the support available.

YOUNG PEOPLE

Collaborated with bilingual model and podcaster, Jessica Davies, for our video series, discussing the negative impact social media has on her mental health. Jess has a strong 16-24 audience and posted the video to TikTok, YouTube and Instagram, including tips on how to protect mental wellbeing when online and linking to the CALL Helpline. Jess' content alone accumulated almost 1 million impressions.

We partnered with three other influencers (e.g. Elis Lloyd-Jones) who had trust and influence amongst a youth audience to co-create authentic content promoting support services that had been optimised for their channel.

MEASUREMENT

OUTPUTS

Total campaign reach of 2,877,481 (188% over target)

- Celebrity ambassador videos: 952,689
- C2DE and youth influencer content: 1,084,358
- Ethnic minority partnership content : 550,446
- Online PR secured 289,988 opportunities to see

OUTTAKES

Total campaign engagements: 106,200 (431% over target), including 99% positive sentiment.

- Celebrity ambassador videos: 25,884
- C2DE and youth influencer content: 52,959
- Ethnic minority partnership content: 27,357

OUTCOMES

Awareness of "Help Us Help You" campaign amongst Welsh adults at 36% - an increase of 64% (540% above target). This is the highest awareness level since we started tracking in 2021*.

**This activity was part of wider campaign activity.*