

I'm **Talking really helps** not alright

Lifeline

0808 808 8000
www.lifelinehelpline.info

HSC Public Health
Agency

DoH
www.health-ni.gov.uk

The Public Health Agency's 'Talking really helps' mass media campaign is running again in February and March 2025. The campaign was developed in March 2022 and last ran January-March 2023.

The aim of the campaign is to encourage openness and talking in relation to feelings of anxiety, distress or crisis, increase help-seeking behaviour and reinforce the concept of recovery. The campaign promotes Lifeline, Northern Ireland's crisis response helpline.

See the [briefing newsletter](#) for further information. Please help promote the campaign by sharing the assets below via your own communication channels.

Television advertising (for viewing only)

['Talking really helps' 30-second TV advertisement](#)

Also available in [British Sign Language](#) and [Irish Sign Language](#).

Social media

Please support the campaign through your own social media channels by creating your own posts using the social media copy and assets below or by liking and sharing the social content posted from:

X: [@publichealthni](#)

Facebook: [@publichealthagency](#)

Instagram: [@publichealthni](#)

[Talking really helps social media suggested words](#)

[Talking really helps 30s video - 1x1](#)

[Talking really helps 30s video - 16x9](#)

[Talking really helps 30s video - 9x16](#)

[Talking really helps 15s male video - 1x1](#)

[Talking really helps 15s male video - 16x9](#)

[Talking really helps male video - 9x16](#)

[Talking really helps 15s female video - 1x1](#)

[Talking really helps 15s female video - 16x9](#)

[Talking really helps 15s female video - 9x16](#)

[Lifeline counsellor video \(calls\) - 1x1](#)

[Lifeline counsellor video \(calls\) - 9x16](#)

[Lifeline counsellor video \(not a burden\) – 1x1](#)

[Lifeline counsellor video \(not a burden\) – 9x16](#)

[Lifeline counsellor video \(things can get better\) – 1x1](#)

[Lifeline counsellor video \(things can get better\) – 9x16](#)

[Texting video - 9x16](#)

[Signs to call Lifeline video - 9x16](#)

[Signs you may need to call Lifeline animation - 1x1](#)

[Signs you may need to call Lifeline animation - 9x16](#)

[I can barely cope static - 1x1](#)

[I can barely cope static - 9x16](#)

[I'm not feeling okay static - 1x1](#)

[I'm not feeling okay static - 9x16](#)

[I'm not fine static - 1x1](#)

[I'm not fine static - 9x16](#)

Webpage banners and email signatures

[I'm not alright – 900x300](#)

[I'm not alright – 600x200](#)

[I'm not coping – 900x300](#)

[I'm not coping – 600x200](#)

[I can barely cope – 900x300](#)

[I can barely cope – 600x200](#)

Posters

[A3 poster – male 20s](#)

[A3 poster – male 40s](#)

[A3 poster – female](#)

[A4 poster – male 20s](#)

[A4 poster – male 40s](#)

[A4 poster – female](#)

Downloads

Attachment	Size
<u>Lifeline poster A3 female 01_25_0.pdf</u>	279.04 KB
<u>Lifeline poster A3 male 20s 01_25_0.pdf</u>	327.26 KB
<u>Lifeline poster A3 male 40s 01_25_0.pdf</u>	704.88 KB
<u>Lifeline poster A4 female 01_25_0.pdf</u>	190.51 KB
<u>Lifeline poster A4 male 20s 01_25_0.pdf</u>	220.62 KB

Attachment	Size
Lifeline poster A4 male 40s 01_25_0.pdf	264.41 KB
I can barely cope - 600X200 01_25_0.gif	16.56 KB
I can barely cope - 900X300 01_25_0.gif	20.51 KB
I'm not alright - 600X200 01_25_0.gif	22.91 KB
I'm not alright - 900X300 01_25_0.gif	22.03 KB
I'm not coping - 600X200 01_25_0.gif	16.98 KB
I'm not coping - 900X300 01_25_0.gif	22.25 KB
I can barely cope static 1x1.png	48.92 KB
I can barely cope static 9x16.png	52.67 KB
I'm not feeling okay static 1x1.png	46.19 KB
I'm not feeling okay static 9x16.png	50.39 KB
I'm not fine static 1x1.png	43.38 KB
I'm not fine static 9x16.png	47.15 KB
Talking really helps briefing newsletter 01_25.pdf	564.32 KB
Talking really helps social media suggested words 01_25_3.docx	1.96 MB

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