

Space from Covid

FAQs



What is the Nurture your Normal campaign?

Everyone's normal is different, especially now after so much has changed during the pandemic. We want to play a part in helping people come to terms with the new normal we live in, and find a way forward that feels right for them.

Why is SilverCloud launching this campaign and why now?

As a provider of easily accessible mental health support, we wanted to go further and give everyone access to the tools they may need to cope with issues rising from the COVID-19 pandemic, at no added cost. Taking a position of participation in the recovery of the nation, and bridging the gap between how we consider physical and mental conditions.

What are the key messages?

- SilverCloud know everyone's idea of normal is different, especially now. But we want to play a part in helping return to what feels right for them with the Space from Covid programme.
- Space from Covid is a free digital programme to help you cope with issues arising specifically from the pandemic. These include: trouble sleeping, financial worries, mindfulness, stress & relaxation, loss & grief and a special module dedicated to coping with the pandemic.
- SilverCloud is a digital mental health platform, clinically-backed by 18 years of research and trusted by the NHS.
- SilverCloud gives the user digital access to mental wellbeing support anytime or anywhere via any device.
- Sign up for free at spacefromcovid.com

What is the value and benefit of getting involved?

Helping your clients, employees or members to get access to mental wellbeing support. Consequently, this takes pressure off the NHS, as well as showing those involved with your organisation that mental health isn't an issue you'll shy away from.

What materials can we use and how can we promote the Space from Covid programme?

We can provide communications materials to promote the Space from Covid programme, including branding assets, logos and other materials, key messages and statements to build communications around as well as facts, figures, quotes & case studies you can use [about SilverCloud and the Space from COVID programme]

Why does SilverCloud want to partner with organisations?

We know that awareness is one of the critical limiting factors for people getting the help they need. Partnering with a diverse range of organisations is essential to increasing the reach of our Space from Covid programme, put simply, allowing even more people to access the support they may need during the COVID-19 pandemic.

How much does it cost?

The Space from Covid programme is available for free for anyone over the age of 18 who signs up, and can be accessed online via any device. It will be available for as long as necessary to support people, and the nation, in getting back to normal.

How can we get involved?

We can help you drive an email campaign, embed a link, include the programme in your app, publish on your website, push it out in your newsletter or use our ready-made communications material templates.

Appendix: Content Descriptor for Space from Covid programme

Challenging times

This module is there to support you with helpful ways to cope or adjust to these extraordinary times.

Trouble sleeping

This module is there to help you get a more restful and restorative sleep by taking a closer look at what causes trouble sleeping.

Grief and loss

This module explores the experience of loss and aims to help you understand your own unique grieving process.

Financial worries

This module is there to help you reduce the impact that money issues have on your mental wellbeing.

Stress and relaxation

This module aims to teach you helpful relaxation techniques you can fit into your everyday life.

Mindfulness

This module will introduce you to the benefits of mindfulness and how they can be applied to your day-to-day life.

