

# Press Release

## **The mystery behind the pop up posters around Redditch has been solved**

Over the past week posters displaying uplifting messages have been appearing on phone boxes, benches and lampposts in the town centre as part of a local mental wellbeing campaign.

With 1 in 4 people experiencing a mental health problem each year, Worcestershire Health and Care NHS Trust's joined forces with Community First to promote the importance of looking after your own health and wellbeing by sharing optimistic, positive messages.

Worcestershire Wellbeing Hub, which is a partnership between the Trust and Community First, provides information and signposting for people over the age of 16 who are struggling with things like anxiety, stress, low mood, worry or depression. It aims to connect people who are looking to boost their emotional and mental wellbeing with a range of courses and groups available across the county run by local community providers, such as voluntary organisations or charities.

Anyone needing help can contact the hub which is open 9-5 Monday to Friday, you don't need to have seen a GP. However the hub is not there to support people who are experiencing more serious mental health problems or who are in crisis.

The messages used on the posters include:

- Happiness is a form of courage, so smile
- Make today special
- You can make a difference
- Keep it up, you are doing great

Amanda Wright, manager of the Worcestershire Wellbeing Hub said: "We wanted people who saw the posters to smile and to make their day a little brighter. We hope that we have started something where people will talk about and share what makes them feel well. We know that low level mental health problems are very common and often difficult to talk about. We see a lot of negative messages in our every-day lives so we wanted to turn that around and make sure people realised there are people there to listen and to help them think in a more positive way."

For more information on the Wellbeing Hub services, visit: [www.hacw.nhs.uk/wellbeinghub](http://www.hacw.nhs.uk/wellbeinghub)

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