**Self-Management Programme: Patient emails and text message copy**

**GENERIC ALL-PATIENT EMAIL WHERE THERE IS NO LANDING PAGE**

**[Subject Line] Try this while you wait for your therapy appointment**

**[Body]** We all struggle with our mental health from time to time, looking after our minds is a daily thing. You’ve done the right thing in asking for help.

It’s important to us that you continue to receive support while you wait for your therapy appointment, so we’d like you to give our free online *Self-Management* Programme for mental health a try.

The *Self-Management* programme has been created to put you back in control and on the road to recovery. Developed by SilverCloud® by Amwell®, it includes tools, activities, information and support that can help you begin to understand, manage and improve your mental health while you wait.

You’ll learn how to:

* Start to manage your mental health
* Understand and cope with your symptoms while waiting for additional support
* Educate yourself in preparation for starting treatment

Backed by 20 years of research, the SilverCloud® platform has already supported over 1 million people to feel better.

The *Self-Management* programme is confidential and available any time of day and from any device, including a tablet or your mobile phone. It can even be personalised to ensure it meets your individual needs.

*[OPTIONAL COPY WHERE RELEVANT/ REMOVE IF NOT: In some cases we may assign you a supporter. That’s a real person to provide help and answer your questions.]* Ask your [*APPROPRIATE PERSON HERE*] for more information.

Your mental health is our priority. Get in touch with [*INSERT RELEVANT PERSON OR CONTACT DETAILS HERE*] to get started today.

**GENERIC ALL-PATIENT EMAIL WHERE THERE IS A LANDING PAGE**

**[Subject Line] Try this while you wait for your therapy appointment**

Mental health issues can affect us all. But they don’t have to become your new normal.

If you’re on the waiting list for therapeutic treatment then you’re eligible to use our online *Self-Management Toolkit* for mental health.

Developed by SilverCloud® by Amwell®, the toolkit includes tools, activities, information and support that can help you begin to understand, manage and improve your mental health while you wait. It can even be personalised to ensure it meets your individual needs.

The *Self-Management Toolkit* is confidential and available any time of day and from any device, including a tablet or your mobile phone. It’s a great way to introduce yourself to the therapeutic process, on your terms and in your own time.

Find out more and discover how to access the *Self-Management* programme here: [*LINK TO LANDING PAGE HERE*]

**SPECIFIC PATIENT EMAIL**

**[Subject Line]** You’re eligible for our online *Self-Management* programme

Dear [*Pronouns and patient name here*],

As part of your mental health treatment, we’d like to refer you to use our online *Self-Management* programme

Developed by SilverCloud® by Amwell®, it includes a variety of tools, activities, information and support that can help you understand, manage and even improve your mental health while you wait to be seen by a member of our team. It can even be personalised to ensure it meets your individual needs.

To find out more or to get started just follow this link: [*Link here*].

Don’t worry, signing up to try the *Self-Management* Progamme doesn’t mean that you’ll lose your place on the waiting list for in-person therapy. But we think this will help in the meantime.

Once you’re set up your SilverCloud *Self-Management* programme can be accessed 24/7 from any device that’s connected to the internet.

Click this link [*Link here*] or scan the QR code below to get started.

**TEXT MESSAGE COPY**

**Option 1**

Our *Self-Management* programme for mental health can provide support while you wait for your therapy appointments to start.

Find out more and start your journey to recovery here: [*LINK HERE*]

**Option 2**

Our new *Self-Management* programmefor mental health is free to access. It includes all the information, tools and activities you need to help you prepare for therapeutic treatment.

Find out more here: [*LINK HERE*]

**Option 3**

You’re on the list for in-person therapy. To support you while you wait, we’d like to offer you access to our SilverCloud® online *Self-Management* programme

It’s free to access and won’t delay your therapy. To get started follow this link: [*LINK HERE*]