**Patient emails and text message copy**

**Patient comms:**

* Generic all patient e-mail (young person)
* Generic all patient e-mail (parents/teachers/carers)
* Text message copy – 3 versions (young person, teacher/carer, parent)

**RECIPIENT: YOUNG PERSON**

**GENERIC YOUNG PERSON EMAIL WHERE THERE IS NO LANDING PAGE**

If you’re feeling anxious or low, each day can be hard. Perhaps you feel like you’re panicking or are worried all the time, or maybe you just don’t feel like doing much at all.

The good news is, there are things you can do that can support you to feel calmer.

SilverCloud® by Amwell® is a mental health platform with programmes that you can do on your phone or a computer. It uses Cognitive Behaviour Therapy, or CBT for short. CBT helps you to understand your feelings, and supports you to make changes, so you can begin to feel more positive and in control. It’s really good at helping people who feel anxious or low to think more clearly and cope with difficult feelings.

There are videos to watch and tools you can use, plus personal stories from other young people who have felt like you do. *[Optional copy where relevant / Remove if not]* You’ll also get messages from a supporter who can see how you’re getting on and will help you if you need it.

If you would like to try using the SilverCloud® platform, all you need to do is *[info on how to join here].*

**GENERIC YOUNG PERSON EMAIL WHERE THERE IS A LANDING PAGE**

Do you feel worried all the time? Or are you struggling to shake off a low mood? We’d like to offer you a new way to get help.

SilverCloud® by Amwell® is a mental health programme that you can access on your phone or a computer. It uses Cognitive Behaviour Therapy, or CBT for short. CBT is really good at helping people who feel anxious or low.

If you would like to try using a SilverCloud® programme, you can find out more here *[link to landing page].*

**SPECIFIC YOUNG PERSON EMAIL**

Dear [*Patient name*],

As part of your treatment with [*service name*], we think you might find the SilverCloud® *Anxiety/Low Mood* [delete as required] Programme for teens helpful.

SilverCloud® by Amwell® is a mental health programme that you can do on your phone or a computer. It uses Cognitive Behaviour Therapy, or CBT for short. CBT is really good at helping people who feel anxious or low.

To find out more just follow this link: [*Link to landing page*].

Or scan the QR code below to get started.

**YOUNG PERSON TEXT MESSAGE COPY**

**Option 1: Generic**

Are you feeling anxious or low? We can help.

Take a look at the SilverCloud® digital mental health programmes for teens here: [*LINK HERE*]

**Option 2 / Follow-up: Generic**

Struggling with your mental health is very common in your teens. Our new digital mental health programmes can help you to understand and manage how you’re feeling.

Find out more here: [*LINK HERE*]

**Option 3: Specific**

We’re sorry you’re having to wait for therapy. The SilverCloud® digital mental health programmes for teens can help you manage your feelings while you wait.

To get started follow this link: [*LINK HERE*]

**RECIPIENT:** **PARENT/TEACHER/CARER**

**GENERIC PARENT/TEACHER/CARER EMAIL WHERE THERE IS NO LANDING PAGE**

If your child, or a child in your care, is feeling anxious it can be hard to know how to support them. You may worry about them and want to protect them, or perhaps feel frustrated that they spend so much time focusing on things that don’t seem very important. Their behaviour can have an impact on the whole family, as well as affecting a child’s friendships, and how they get on at school. And the situation can end up making you feel anxious too.

The good news is, there are things you can do that will help you, and your child, to manage feelings better.

SilverCloud® by Amwell® is a mental health programme that you can do on your phone, tablet or computer. It uses Cognitive Behaviour Therapy, or CBT for short, which is widely used as a proven and effective treatment for anxiety. Over 1 million people have already used SilverCloud® programmes to improve their wellbeing.

CBT will allow you to understand your child’s feelings and show you how to help them learn the skills they need to cope and thrive. It will also help you manage your own emotions, providing tools and knowledge to respond positively to challenges, and move forwards together.

There are two programmes available:

* *Supporting An Anxious Child*
* *Supporting An Anxious Teen*

If you would like to try a SilverCloud programme, all you need to do is *[info on how to join here].*

**GENERIC PARENT/TEACHER/CARER EMAIL WHERE THERE IS A LANDING PAGE**

Anxiety is very common in children and young people. But if your child, or a child in your care, is feeling anxious it can be hard to know how to support them.

SilverCloud® by Amwell® is a mental health platform that you can access on your phone, tablet or computer. The programmes will help you to understand your child’s feelings and show you how to help them learn the skills they need to cope and thrive.

Over 1 million people have already used SilverCloud® programmes to improve their wellbeing.

If you would like to try using the SilverCloud platform, you can find out more here *[link to landing page].*

**SPECIFIC PARENT/TEACHER/CARER PERSON EMAIL**

Dear [*PARENT/TEACHER/CARER name*],

As part of your child’s treatment with [*service name*], we think you might find the SilverCloud® *Supporting an Anxious Child/Teen* [delete as required] Programme helpful.

SilverCloud® by Amwell® is a mental health programme that you can do on your phone or a computer. It will help you to understand your child’s feelings and show you how to help them learn the skills they need to cope and thrive.

To find out more just follow this link: [*Link to landing page*].

Or scan the QR code below to get started.

**PARENT/CARER TEXT MESSAGE COPY**

**Option 1: Generic**

If your child is worried all the time, SilverCloud® by Amwell®’s programmes for parents/carers will show you how you can help. Find out more here: [*LINK HERE*]

**Option 2 / Follow-up: Generic**

Caring for an anxious child can affect your mental health. SilverCloud® by Amwell®’s programmes for parents/carers will help you both move forwards together.

Learn more: [*LINK HERE*]

**Option 3: Specific**

We’re sorry your child is having to wait for therapy. SilverCloud® by Amwell®’s digital mental health programmes for parents/carers can help you to support your child while you wait.

To get started follow this link: [*LINK HERE*]

**TEACHER TEXT MESSAGE COPY**

**Option 1:**

Helping an anxious child can be hard. The SilverCloud® online mental health programmes can help you understand what they are experiencing and provide effective support. Learn more: [*LINK HERE*]

**Option 2:**

It’s very common for young people to struggle with their mental health.

Find out how you can help them learn the skills they need to thrive: [*LINK HERE*]

**Option 3:**

How you respond to a student’s anxiety can impact how they feel. The SilverCloud® online mental health programmes can show you how to make a difference. Find out more [LINK HERE}.