**EMAILS FOR REFERRERS**

**PACKAGE 1: CYP PROGRAMMES**

**EMAIL 1 (CYP): LAUNCH**

**Subject Line:** Our new digital mental health service for children and young people is ready to launch

Hi team,

As you know, many children and young people are struggling to get the mental health support they need. So, to help children and teenagers access support faster, we’ve invested in the evidence based SilverCloud® by Amwell® platform.

Backed by 20 years of research, the SilverCloud® platform is the global leader in clinically proven digital CBT. Over 1 million people have already used the SilverCloud programmes for adults. The outcomes are impressive. Up to 80% of users showed improvement in depression and anxiety symptoms (1) and 56% of users with a clinical diagnosis of depression or anxiety were diagnosis-free after three months (2).

The SilverCloud guided self-help programmes for children and young people are recommended by NICE (3). They contain age-appropriate content and include relatable personal stories from peers. They are easy to access from a mobile phone, computer or tablet, and have the extra benefit of being available 24/7.

SilverCloud programmes can provide children and young people with immediate support:

* as an alternative to face-to-face therapy
* while they are waiting for care
* between clinician visits
* post-treatment to maintain recovery

There are three programmes available:

* *Anxiety Programme for Teens*
* *Low Mood Programme for Teens*
* *Low Mood & Anxiety Programme for Teens*

For more information about the programmes, and to find out how to refer patients, follow this link <LINK HERE> or contact <Dept name/Service lead name>.

Kind regards

<Name>

References

1. Data from the SilverCloud platform dashboard.

2. [Richards et al. 2020](https://www.silvercloudhealth.com/hubfs/Our%20Research/Research%20papers/A%20pragmatic%20randomized%20waitlist-controlled%20effectiveness%20and%20cost-effectiveness%20trial%20of%20digital%20interventions%20for%20depression%20and%20anxiety.pdf?utm_campaign=US_11_2021_Alcohol_Program_Launch&utm_medium=email&_hsmi=2&_hsenc=p2ANqtz-8wVWxCmw65B8sGWhtITU-vpLb2OlnAOrxtZtE3UBPld4wBlFnEwgtVDAz0xJkL3zPjmHvEVxzxFFai-9aQrhUyElb76Lt04zLO3J2_plkxUyQiI0s&utm_content=2&utm_source=hs_email)

3. https://www.nice.org.uk/guidance/hte3/chapter/1-Recommendations

*SilverCloud*® *by Amwell****®*** *(NYSE: AMWL) is a leading digital mental health platform, enabling providers, health plans and employers to deliver clinically validated digital health/therapeutic care that improves outcomes and increases access and scale while reducing costs. Developed in Ireland in 2012, the multi-award-winning digital mental health platform is a result of 20 years of clinical research with leading academic institutions. Today, SilverCloud****®*** *is being used by more than 500 organisations globally to meet their populations’ mental health needs. Global experts have clinically proven the platform through fully randomised control trials and anonymised, real-world data from over one million SilverCloud users. The platform is a leader in the industry with its effectiveness, engagement and range of clinical programs that encompasses the spectrum of mental health needs.*

**EMAIL 2 (CYP): REMINDER**

**Subject Line:** Are you using the SilverCloud® platform yet?

Hi team,

Have you started referring children and young people to our SilverCloud programmes yet? If so, we’d love to hear your feedback. If not, what’s holding you back?

Backed by 20 years of research, SilverCloud® by Amwell® is the UK’s leading provider of clinically proven digital CBT.

With demand remaining high for our services, children and young people are waiting longer for support than we would like them to. Referring them to the SilverCloud platform will give them access to self-management tools and support, today.

There are three programmes available, all of which have been recommended by NICE (1):

* *Anxiety Programme for Teens*
* *Low Mood Programme for Teens*
* *Low Mood & Anxiety for Teens*

Referring a patient is quick and easy. Follow this link <link> to find out more, or get in touch with <Dept name/Service lead name> if you have any questions.

We’re here to help.

<Name>

1. https://www.nice.org.uk/guidance/hte3/chapter/1-Recommendations

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**PACKAGE 2: CAREGIVER PROGRAMMES**

**EMAIL 1 (CAREGIVER): LAUNCH**

**Subject Line:** Our new digital mental health service for caregivers is ready to launch

Hi team,

As we work to support as many children and young people as we can, we know that offering information and training about mental health issues to the adults who care for them, can have significant benefits. To help us provide this training we’ve invested in the evidence based SilverCloud® by Amwell® platform.

Backed by 20 years of research, the SilverCloud® platform is the global leader in clinically proven digital CBT. Over 1 million people have already used the SilverCloud programmes for adults. The outcomes are impressive. Up to 80% of users showed improvement in depression and anxiety symptoms (1) and 56% of users with a clinical diagnosis of depression or anxiety were diagnosis-free after three months (2).

The SilverClouddigital programmes can be used by parents, carers and teachers. They can learn about the symptoms of anxiety that a child or teen is experiencing and how to respond effectively. The programmes are available 24/7 and are easy to access from a mobile phone, computer or tablet.

SilverCloud programmes can help caregivers support a child or teen:

* while they are having face-to-face therapy
* while they are waiting for therapy
* if they need support but do not meet the threshold for therapy

There are two programmes available:

* *Supporting an Anxious Child*
* *Supporting an Anxious Teen*

For more information about the programmes, and to find out how to refer caregivers, follow this link <LINK HERE> or contact <Dept name/Service lead name>.

Kind regards

<Name>

References

1. Data from the SilverCloud platform dashboard.

2. [Richards et al. 2020](https://www.silvercloudhealth.com/hubfs/Our%20Research/Research%20papers/A%20pragmatic%20randomized%20waitlist-controlled%20effectiveness%20and%20cost-effectiveness%20trial%20of%20digital%20interventions%20for%20depression%20and%20anxiety.pdf?utm_campaign=US_11_2021_Alcohol_Program_Launch&utm_medium=email&_hsmi=2&_hsenc=p2ANqtz-8wVWxCmw65B8sGWhtITU-vpLb2OlnAOrxtZtE3UBPld4wBlFnEwgtVDAz0xJkL3zPjmHvEVxzxFFai-9aQrhUyElb76Lt04zLO3J2_plkxUyQiI0s&utm_content=2&utm_source=hs_email)

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**EMAIL 2 (CAREGIVER): REMINDER**

**Subject Line:** Are you using the SilverCloud® platform yet?

Hi team,

Have you started referring parents and carers of anxious children and teens to the SilverCloud® programmes yet? If so, we’d love to hear your feedback. If not, what’s holding you back?

Backed by 20 years of research, SilverCloud® by Amwell® is the UK’s leading provider of clinically proven digital CBT.

With demand remaining high for our services, children and young people are waiting longer for support than we would like them to. The SilverCloud digital programmes can help the adults who care for them to understand what they are experiencing and support them more effectively.

There are two programmes available:

* *Supporting an Anxious Child*
* *Supporting an Anxious Teen*

Referring a parent or carer is quick and easy. Follow this link <link> to find out more, or get in touch with <Dept name/Service lead name> with any questions.

We’re here to help.

<Name>

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