**PERINATAL TOOLKIT: EMAILS AND TEXT MESSAGES**

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

SUBJECT LINE: **If you’re struggling, we’re here to help**

Pregnancy and the first year of parenthood (known as the perinatal period) can be a wonderful experience, but it can also be a challenging time.

It’s normal for mum and dad to feel a range of emotions, but if you’re regularly finding it difficult to sleep, carry out daily tasks or even feel good about being a parent then it might be time to ask for help.

**[H2] Our online *Perinatal Wellbeing* programme can help**

*Perinatal Wellbeing* is a digital programme created by SilverCloud® by Amwell®. It uses Cognitive Behaviour Therapy (CBT) to help you understand, manage, and recover from a mental health condition you might be experiencing.

It’s free, available at any time of day and from any device, including a tablet or your mobile phone. The programme can be personalised to your individual needs and, most importantly, it’s completely confidential.

SilverCloud® mental health programmes have already helped over 1 million people to feel better. In fact, most patients showed improvements in just three months.

*[Optional copy where relevant / Remove if not]* You can work through the content on your own, or in some cases, we can assign a supporter. That’s a real person, experienced in mental health support, to provide help and answer your questions.

Ask *[insert relevant person here]* for more information.

Don’t be afraid to ask for support. The sooner you talk about how you are feeling, the sooner we can help.

Talk to your healthcare professional about getting a referral to the SilverCloud *Perinatal Wellbeing programme*. *[info on how to join here].*

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

It’s normal to feel a range of emotions during pregnancy and as a new parent, but if you’re regularly finding it difficult to sleep, carry out daily tasks or even feel good about being a mum or dad then it might be time to get some help.

*Perinatal Wellbeing* is an online programme created by SilverCloud® by Amwell®. It uses Cognitive Behaviour Therapy (CBT) to help you understand, manage and recover from a mental health condition you might be experiencing during pregnancy and the first year of being a parent.

It’s free, confidential and available at any time of day and from any device, including a tablet or your mobile phone.

Just ask your [*APPROPRIATE PERSON HERE*] for access, or sign up using the QR code below.

Don’t be afraid to ask for support. Get in touch [*CONTACT DETAILS*] or visit our website for more information *[LINK TO LANDING PAGE HERE].*

**SPECIFIC PATIENT EMAIL**

Dear [*patient name here*],

We know how frustrating it can feel when you’re waiting for support. So, as part of your mental health treatment, we’d like to refer you to use our new SilverCloud® by Amwell® programme: *Perinatal Wellbeing*.

*Perinatal Wellbeing* is an online programme created specifically for during pregnancy and the first year of parenthood. It uses Cognitive Behaviour Therapy (CBT), the same treatment that therapists use, to help you think and feel better.

SilverCloud® mental health programmes have already helped over 1 million people to feel better. In fact, most patients showed improvements in just three months.

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

Don’t worry, signing up to try SilverCloud 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 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: Generic**

If you’re pregnant or in the first year of parenthood with a new baby and you’re feeling anxious, stressed or overwhelmed, we’d like to help.

Take a look at our free SilverCloud® *Perinatal Wellbeing* programme here: [*LINK HERE*]

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

Our new online *Perinatal Wellbeing* programme is free to access. It uses Cognitive Behaviour Therapy to help you feel better during pregnancy and into parenthood.

Find out more here: [*LINK HERE*]

**Option 3: Specific**

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® *Perinatal Wellbeing* programme.

It is free to access. To get started follow this link: [*LINK HERE*]