**EMAILS TO STAFF AND REFERRERS**

**EMAIL 1: LAUNCH**

**Subject Line:** New evidence-based digital mental wellbeing programmes for staff and students!

Stress and worry are common and inevitable in our modern society and university life. But if they become chronic, they can lead to negative physical and mental health outcomes such as obesity, heart disease and high blood pressure, as well as depression and anxiety (Carlson, 2004).

Fortunately, building resilience, the capacity to face, overcome and even be strengthened by tough experiences, is something people **can learn and develop** to support them when times feel challenging.

We’re excited to launch online mental health programmes. Backed by 20 years of research, the SilverCloud® by Amwell® platform is a global leader in online cognitive behaviour therapy (CBT). Over 1 million people have already benefitted from working through the SilverCloud programmes.

We have included [NO OF PROGRAMMES HERE] evidence-based mental wellbeing programmes from SilverCloud® available to anyone for free at [INSERT UNIVERISTY].

The programmes can be accessed 24/7 from a desktop, tablet or mobile device. They can be provided to help students and staff cope with feelings of overwhelm, stress, worry and financial issues.

Programmes available include:

* *Stress Programme*
* *Resilience Programme*
* *Money worries Programme*
* *Depression Programme*
* *Anxiety Programme*
* *Body Image Programme*

For more information about each programme, and to find out how to sign students up, follow this link <LINK HERE> or contact <Dept name/Service lead name>.

Kind regards

<Name>

*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: REMINDER**

**Subject Line:** Are you using the our digital mental health and wellbeing platform yet?

Hi team,

Reminder that leading evidence-based mental health and wellbeing programmes, and available to you and your students via the SilverCloud® platform.

If you notice a student who is struggling or if a student speaks to you about difficult feelings they are experiencing, let them know about these wellbeing supports.

Backed by 20 years of research, SilverCloud® by Amwell® is a leading provider of clinically proven digital cognitive behaviour therapy (iCBT).

With more students in need of mental health support these programmes provide fast and clinically proven access to mental wellness. The programmes can be used as part of the therapy process or can be used as a self-gui tool to manage your mental wellbeing.

To find out more follow this link <link> or get in touch with <Dept name/Service lead name> with any questions.

We’re here to help.

<Name>

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