**HIGHER ED TOOLKIT – EMAIL AND TEXT MESSAGES COPY TO STUDENTS**

**STUDENT EMAIL**

**[Subject Line] Fast access to evidence based, digital mental health and wellbeing programmes, that work**.

**[Copy]** Your mental health is just as important as your physical health. If you’re feeling stressed, worried, or overwhelmed, we want to help.

We all experience life’s challenges and university life can bring many stresses. Whether you’re under pressure at work, struggling with financial issues or dealing with family troubles, stress and worry can quickly become overwhelming. And the more stressed you feel, the less able you will be to solve the problems you’re facing.

The good news is that learning how to manage your wellbeing can make it easier to cope with stressful and tough situations. This is sometimes called resilience. By building your resilience you can regain a feeling of balance in your life and start to take back control.

When you’re ready to take action the last thing you want to do is wait.

You can get access to SilverCloud® by Amwell® mental health and wellbeing programmes immediately. Speak to [INSERT DEPARTMENT OR NAME] or go to [INSERT LINK] to get access today.

The SilverCloud® programmes are based on Cognitive Behaviour Therapy (CBT) and are free, easy to use and nd have already helped over 1 million people to feel better. In fact, most people who use the SilverCloud® platform show improvements in just three months.

You can access the programmes privately, 24/7 from your mobile, tablet or laptop .

You can choose from these programmes:

*[Space for list of available programmes here]*

Don’t suffer in silence. Get in touch and we’ll get you started with the SilverCloud platform as soon as possible. *[info on how to join here].*

**SPECIFIC PATIENT EMAIL**

Dear [*Pronouns and patient name here*],

As part of your mental health treatment, we’d like to refer you to use SilverCloud® by Amwell®.

SilverCloud® is our new evidence based online mental health platform. It features a variety of Cognitive Behaviour Therapy (CBT) programmes that are designed to help you feel better, faster.

The programme we recommend for you is: [*Programme name here*]

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

Signing up to try a SilverCloud programme, doesn’t mean that you’ll lose your place on the waiting list for in-person therapy. But we think this will help you 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**

Are you feeling anxious, stressed or worried? We’d like to help.

Take a look at the free SilverCloud® online mental health and wellbeing programmes here: [*LINK HERE*]

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

Our new online mental health and wellbeing programmes are free to access. They use cognitive behavioural therapy (CBT) to help you feel better, sooner.

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® online mental wellbeing programmes.

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