

Dear headteachers and educational leaders,

NHS Shropshire, Telford and Wrekin is launching a new campaign aimed at addressing the issue of loneliness among children in the region.

The 'Open Up' campaign, launching during Loneliness Awareness Week (10-16 June 2024), highlights the growing concern of loneliness in children and young people, and that signs can be hard to spot. The campaign seeks to empower parents and carers (of children aged 7- 13), and children (aged 11-13) with practical tools and support to prevent loneliness, encouraging children to open up to a trusted adult about how they are feeling.

This integrated campaign has been developed in partnership with local NHS organisations and both local authorities in Shropshire, Telford and Wrekin, and will run across a range of channels including out-of-home advertising, social media, radio, and media.

For further information about the Open Up campaign, visit: www.open-up.co.uk.

The campaign launches on Monday, 10 June and to enable schools to support this work, we have developed a communications toolkit which includes the following resources:

- Press release
- Newsletter copy
- Social media copy
- Social media assets
- Website banner
- Posters
- TV screen display

Please click [here](#) to download the 'Open Up' communications toolkit.

There are a number of ways you can help support the campaign:

- Print and display the poster.
- Share on social media the suggested posts/graphic or retweet our 'Open Up' posts on your channels.
- Include the suggested newsletter copy in your newsletter to parents.

If you have any questions, please do not hesitate to get in touch at stw.communications@nhs.net.

We hope you find the resources useful.

Yours sincerely,

The Communications and Engagement Team
NHS Shropshire, Telford and Wrekin