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| **New mental health campaign to support children and young people launches today** |

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| Today Public Health England has launched a new NHS approved campaign directly targeting young people aged 13-18 and parents/carers of children and young people from 5-18, with additional engagement provided via school resources. The campaign aims to:* Equip parents/carers and young people to take action to protect and improve children and young people’s mental wellbeing
* Build mental resilience to navigate the Covid-19 outbreak and evolving mental health challenges
* Provide support for those children at greater risk of worsening mental health.
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| **Assets available now**You can now access marketing and communications materials to help support and promote the campaign, including:* [Social media resources](https://campaignresources.phe.gov.uk/resources/campaigns/111/resources/5343)
* [Communications toolkit](https://campaignresources.phe.gov.uk/resources/campaigns/111/resources/5344)
* [A3 and A4 posters](https://campaignresources.phe.gov.uk/resources/campaigns/111/resources/5351)
* [PR Film](https://campaignresources.phe.gov.uk/resources/campaigns/111/resources/5350)
* [Radio advert](https://campaignresources.phe.gov.uk/resources/campaigns/111/resources/5348)
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