



Clear Your Head Campaign: Phase 3 Factsheet

There continues to be a variety of different emotions during the pandemic. Recently there are more mixed emotions, feeling both excitement and anxiety at lockdown lifting and more freedoms being available. Many are feeling worried about the future from personal money worries to broader anxiety about the economy and employment opportunities, and fear of a second wave.

The campaign continues to focus on the wellbeing of the population, to support with simple ideas to help elevate the mixed emotions

The key campaign messages continue to cover:

- **Look after yourself** – even though we’re staying apart, smiling and saying hello when out of your home could give you, and people around you, a lift
- **Support each other** – connect with friends, family and neighbours to share how you’re feeling acts of kindness are known to have positive effects on our mental well-being
- **Create a routine** - keep a good routine with healthy meals and get plenty of sleep. Limiting alcohol and caffeine can also help reduce stress and anxiety
- **Keep active** - #DoOneThing to clear away the cobwebs, maybe walk a little more each day
- **Feel calmer** - if you’re feeling overwhelmed take a number of slow deep breaths, and focus on something static

Along with a range of tips on how to stay positive, the campaign website www.clearyourhead.scot signposts to sources of help and advice.

Local resources

To support the information promoted through www.clearyourhead.scot Fife Health Promotion Service have a number of additional resources available to assist you.

Resources on <http://hpac.fife.scot.nhs.uk>

- **Clear Your Head phase 1 Resource Pack** – containing a list of self-management resources and websites, links to the NES “Ask, Tell...” animations and a 3 step guide on what to do if a conversation escalates and you are concerned for an individual
- **10 Positive Steps to Mental Wellbeing** – useful leaflet to support people think about increasing their wellbeing
- **Mental health foundation booklets**
- **Keeping Connected directory** - providing a list of services offering help and support on a range of issues.