

## CMHA BounceBack Tips Related to COVID-19 Digital Package for social media

### PURPOSE:

This digital package was created for branches and partners to share things people can do to reduce anxiety, stress and worry during COVID-19.

At this time of public uncertainty, the Canadian Mental Health Association's BounceBack program remains an effective option to support Ontarians who may be dealing with mild-to-moderate anxiety or depression, or may be feeling low, stressed, worried, irritable or angry. The following tips were created to help reduce anxiety, stress and worry during the pandemic.

Please use the following resources on your social media channels.

### DIGITAL MATERIALS IN THIS PACKAGE:

- Sample web story
- Social media posts
- Social media graphics

### SUGGESTED TIMELINE OF ACTIVITIES:

Timeline	Channel	Activities
<b>ASAP</b>	Website	<ul style="list-style-type: none"> <li>• Post web story and link to web story</li> </ul>
	Twitter	<ul style="list-style-type: none"> <li>• Share social media posts</li> </ul>
	Facebook	<ul style="list-style-type: none"> <li>• Share social media posts</li> </ul>
	LinkedIn	<ul style="list-style-type: none"> <li>• Share social media posts</li> </ul>
	Instagram	<ul style="list-style-type: none"> <li>• Share social media posts</li> </ul>

### SAMPLE WEB STORY:

#### **BounceBack offers quick tips to support your mental health during COVID-19**

Canadian Mental Health Association, Ontario Division's [BounceBack](#) program has developed a mental health tip sheet to support those who may be experiencing heightened mental health challenges as a result of the COVID-19 pandemic.

The tip sheet, titled [10 things you can do right now to reduce anxiety, stress, worry related to COVID-19](#), offers 10 quick and easy things anyone can do to alleviate mild-to-moderate symptoms of anxiety or depression at a time when these difficulties may be exacerbated. Tips include managing news consumption, challenging unhelpful thoughts, staying socially connected, helping others, spending time outdoors and more.

BounceBack is a free, guided self-help program that's effective in helping people aged 15 and up who are experiencing mild-to-moderate anxiety or depression, or may be feeling low, stressed, worried, irritable or angry. Participants receive telephone coaching, skill-building workbooks and online videos to help them overcome these symptoms and gain new skills to regain positive mental health.

The Ontario government [recently announced](#) an expansion of online and virtual mental health supports, including BounceBack, to help Ontarians navigating the difficult realities in the wake of COVID-19.

Further, CMHA Ontario has compiled a list of [services available by branch](#) during the pandemic, as well as a list of other [provincial mental health supports](#).

## **SAMPLE SOCIAL MEDIA POSTS:**

### **Twitter / Facebook / LinkedIn**

- Manage your news consumption. Turn off push notifications on your phone and set aside only an hour per day to stay informed from credible, balanced sources. Visit our website for additional tips: [<insert link to web story>](#) [<insert shareable graphic>](#)
- Keep things in perspective. Try not to avoid, ignore or suppress anxious thoughts. Instead, be aware of your anxiety and challenge your thoughts that may be extreme or unhelpful. Visit our website for additional tips: [<insert link to web story>](#) [<insert shareable graphic>](#)
- Stay socially connected. While you can't be together physically, connect with friends and family by phone, text and video applications like FaceTime, Skype or Zoom. Visit our website for additional tips: [<insert link to web story>](#) [<insert shareable graphic>](#)
- Do something good or helpful. Research shows that doing things for others strengthens our #mentalhealth. Check on your neighbours, elderly parents and friends to see if they need any help. Visit our website for additional tips: [<insert link to web story>](#) [<insert shareable graphic>](#)
- Stay connected with the outdoors. If you're not required to self-isolate for 14 days, consider going outside for a walk, run or bike ride to enjoy the scenery and fresh air. Visit our website for additional tips: [<insert link to web story>](#) [<insert shareable graphic>](#)
- Keep your routines. Routines can help reduce mental fatigue. Getting up at your usual time, showering and getting dressed as you normally would for work can be helpful. Visit our website for additional tips: [<insert link to web story>](#) [<insert shareable graphic>](#)
- Be physically active. Instead of going to the gym, check out some exercise videos online. Housework, walking up and down stairs, and outdoor activities like raking leaves are also sources of physical activity. Visit our website for additional tips: [<insert link to web story>](#) [<insert shareable graphic>](#)
- Practice mindfulness, meditation or yoga to help you stay grounded and focused when you begin to feel stress and worry in your body, like shortness of breath and tightening in the chest. Visit our website for additional tips: [<insert link to web story>](#) [<insert shareable graphic>](#)
- Take time to organize your home or do something you've been putting off for a while like sorting through your basement or garage for unwanted or recyclable items.

Accomplishing such a task may reduce stress and anxiousness. Visit our website for additional tips: [<insert link to web story>](#) [<insert shareable graphic>](#)

- If you're noticing that your symptoms of anxiety are causing you significant distress or are interfering with your ability to function normally, consider participating in CMHA's #BounceBackON program. Visit our website for additional tips: [<insert link to web story>](#) [<insert shareable graphic>](#)

## Instagram:

- Manage your news consumption. Turn off push notifications on your phone and set aside only an hour per day to stay informed from credible, balanced sources. Visit our website for additional tips. [<insert shareable graphic>](#)
- Keep things in perspective. Try not to avoid, ignore or suppress anxious thoughts. Instead, be aware of your anxiety and challenge your thoughts that may be extreme or unhelpful. Visit our website for additional tips. [<insert shareable graphic>](#)
- Stay socially connected. While you can't be together physically, connect with friends and family by phone, text and video applications like FaceTime, Skype or Zoom. Visit our website for additional tips. [<insert shareable graphic>](#)
- Do something good or helpful. Research shows that doing things for others strengthens our #mentalhealth. Check on your neighbours, elderly parents and friends to see if they need any help. Visit our website for additional tips. [<insert shareable graphic>](#)
- Stay connected with the outdoors. If you're not required to self-isolate for 14 days, consider going outside for a walk, run or bike ride to enjoy the scenery and fresh air. Visit our website for additional tips. [<insert shareable graphic>](#)
- Keep your routines. Routines can help reduce mental fatigue. Getting up at your usual time, showering and getting dressed as you normally would for work can be helpful. Visit our website for additional tips. [<insert shareable graphic>](#)
- Be physically active. Instead of going to the gym, check out some exercise videos online. Housework, walking up and down stairs, and outdoor activities like raking leaves are also sources of physical activity. Visit our website for additional tips. [<insert shareable graphic>](#)
- Practice mindfulness, meditation or yoga to help you stay grounded and focused when you begin to feel stress and worry in your body, like shortness of breath and tightening in the chest. Visit our website for additional tips. [<insert shareable graphic>](#)
- Take time to organize your home or do something you've been putting off for a while like sorting through your basement or garage for unwanted or recyclable items. Accomplishing such a task may reduce stress and anxiousness. Visit our website for additional tips. [<insert shareable graphic>](#)
- If you're noticing that your symptoms of anxiety are causing you significant distress or are interfering with your ability to function normally, consider participating in CMHA's

#BounceBackON program. Visit our website for additional tips. <insert shareable graphic>


## GRAPHICS:

Social Media graphic (click on the image to download)

Shareable image for Twitter / Facebook / LinkedIn

Tip to reduce anxiety, stress and worry during COVID-19:


**Manage your news consumption.**



**BounceBack®**  
reclaim your health

Tip to reduce anxiety, stress and worry during COVID-19:

**Keep things in perspective.**



**BounceBack®**  
reclaim your health

Tip to reduce anxiety, stress and worry during COVID-19:

**Stay socially connected.**



**BounceBack®**  
reclaim your health

Tip to reduce anxiety, stress and worry during COVID-19:


**Do something good or helpful.**



**BounceBack®**  
reclaim your health

Tip to reduce anxiety, stress and worry during COVID-19:


**Stay connected with the outdoors.**



**BounceBack®**  
reclaim your health

Tip to reduce anxiety, stress and worry during COVID-19:


**Keep your routines.**



**BounceBack®**  
reclaim your health

Tip to reduce anxiety, stress and worry during COVID-19:


**Be physically active.**



**BounceBack®**  
reclaim your health

Tip to reduce anxiety, stress and worry during COVID-19:

**Practice mindfulness, meditation or yoga.**



**BounceBack®**  
reclaim your health

Tip to reduce anxiety, stress and worry during COVID-19:

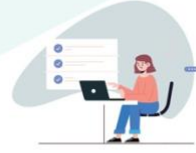
**Organize your home.**



**BounceBack**<sup>®</sup>  
reclaim your health

Tip to reduce anxiety, stress and worry during COVID-19:

**Participate in  
CMHA's BounceBack  
program.**



**BounceBack**<sup>®</sup>  
reclaim your health

Sharable image for Instagram

Tip to reduce anxiety, stress  
and worry during COVID-19:



**Manage your news  
consumption.**

**BounceBack**<sup>®</sup>  
reclaim your health

Tip to reduce anxiety, stress  
and worry during COVID-19:



**Keep things in perspective.**

**BounceBack**<sup>®</sup>  
reclaim your health

Tip to reduce anxiety, stress  
and worry during COVID-19:



**Stay socially connected.**

**BounceBack**<sup>®</sup>  
reclaim your health

Tip to reduce anxiety, stress  
and worry during COVID-19:



**Do something  
good or helpful.**

**BounceBack**<sup>®</sup>  
reclaim your health

Tip to reduce anxiety, stress  
and worry during COVID-19:



**Stay connected with  
the outdoors.**

**BounceBack**<sup>®</sup>  
reclaim your health

Tip to reduce anxiety, stress  
and worry during COVID-19:



**Keep your routines.**

**BounceBack**<sup>®</sup>  
reclaim your health

Tip to reduce anxiety, stress  
and worry during COVID-19:



**Be physically active.**

**BounceBack**<sup>®</sup>  
reclaim your health

Tip to reduce anxiety, stress  
and worry during COVID-19:



**Practice mindfulness,  
meditation or yoga.**

**BounceBack**<sup>®</sup>  
reclaim your health

Tip to reduce anxiety, stress  
and worry during COVID-19:



**Organize your home.**

**BounceBack**<sup>®</sup>  
reclaim your health

Tip to reduce anxiety, stress  
and worry during COVID-19:



**Participate in CMHA's  
BounceBack program.**

**BounceBack**<sup>®</sup>  
reclaim your health