

## Hertfordshire Wellbeing Service: adapting and responding



### Mental health support for older people

Older people have been impacted by the pandemic and are reporting much higher than normal levels of mental distress. Older people who experience low mood or anxiety often view their symptoms as an unavoidable part of the ageing process. But this does not have to be the case. Our service can help improve how older people feel which can lead to improved emotional wellbeing, improved self-care including: management of physical health and health conditions, reduced isolation and increased levels of confidence and enhanced quality of life. Our service is supporting the national campaign to raise awareness and increase referrals to talking therapy services for people aged 65+. [Click here to view our website.](#)

### Follow us on social media

Social media is a form of digital marketing and communication that is direct, personal, instant and responsive. It provides our services with cost effective opportunities to communicate, reach out and interact with local residents sharing key information on how to access support via our free and online self-referral portal, as well as, raising awareness and sharing tips to improve wellbeing. We have made some exciting changes to our social media channels in line with our digital strategy and plan. We have combined our Hertfordshire and North Essex social media accounts and we now have a single HPFT IAPT Facebook page and Twitter account that mirror our website that was updated in February.

[Like us on Facebook](#) and [follow us on Twitter](#).



### Mental health support for older people

The World Health Organisation recognises World Mental Health Day (WMHD) on 10 October every year. This year's theme set by the World Federation for Mental Health is 'Mental Health in an Unequal World'. We have a variety of materials on our website that can support with a range of common mental health problems including free live webinars, self-help videos and NHS approved booklets. [Click here to access our library of self-help materials.](#) As part of our activities to celebrate WMHD we have also launched a \*NEW\* animation video that provides more information about how our IAPT can support with wellbeing. The short animation also highlights our service and Trust values; welcoming, kind, positive, respectful and professional. [Click here to watch our short animation video.](#)

### Dealing with depression webinar

Depression affects people in different ways and can cause a wide variety of symptoms. Depression is not a sign of weakness or something you can "snap out of" by "pulling yourself together". Managing depression can be as simple as improving your quality of sleep or taking a short walk; or it can include an exploration of thinking habits and their impact on our emotional life. Our therapists have created a new 'Dealing with Depression' webinar that explores the origins and experience of depression whilst suggesting tools and techniques to help people to better understand their own feelings and make positive changes. This webinar will launch in August and local residents can start registering today. [Click here for more information and to register.](#)

