

HEAR 85258: A new text helpline to support individuals struggling to cope in Cambridgeshire and Peterborough.

Dear Colleagues

NHS Cambridgeshire and Peterborough have commissioned a new all age service to help support individuals who are struggling to cope with their mental wellbeing. HEAR is a confidential, free, 24/7 text message support service for anyone in Cambridgeshire and Peterborough.

Mental Health Innovations provides this service and have approximately 2,500 trained volunteers who are overseen by clinical supervisors. The volunteers are skilled in helping people who feel that they can't cope reach a place of calm by talking (text conversation) through whatever is on their mind and empowering them to take positive steps in their own lives.

HEAR 85258 offers immediate support to those that feel life is overwhelming and can help with urgent issues such as suicidal thoughts, abuse or assault, anxiety, loneliness, panic attacks, self-harm, bullying and relationship challenges. HEAR 85258 does not replace the other emergency services that we have, such as 111 option 2 for mental health crisis, or 999 if the person is in imminent danger/risk of harm.

In addition to providing text support, this service will signpost users to two local sources – First Response Service and Keep Your Head website.

There's no charge to use HEAR 85258 and the service is discreet and easily accessible. It won't appear on a mobile bill and requires no app, data, password or registration. The service is silent, free, confidential and anonymous – the person can send a text message any time of day or night, wherever they happen to be. The benefit of this service is not only to the individuals that use it but the anonymised service data we will receive will give Cambridgeshire and Peterborough NHS Integrated Care Board unique insights into local mental health patterns to help us improve people's lives.

#### **Launch Date and impact on services**

The service will be launched on 1<sup>st</sup> September 2022 and our initial focus is to promote the service to those under 25 years old. There is extensive marketing underway to promote the service which includes sending posters and flyers to all secondary schools, colleges and universities. There will also be a social media campaign.

If you have any questions, please contact [emma.welsh2@nhs.net](mailto:emma.welsh2@nhs.net)

The Children and Young People's Mental Health Commissioning Team  
Cambridgeshire and Peterborough Integrated Care System (ICS)