**Community mental health transformation: social media plan**

This social media plan outlines what community mental health transformation (CMHT) is, why we’re doing this at place and our work to date. It includes links to the CMHT page on the Bradford District and Craven Health and Care Partnership website (<https://bdcpartnership.co.uk/strategic-initiatives/healthy-minds-community-mental-health-transformation/>) and videos that have been developed locally for the transformation programme.

**Two options when sharing the posts on social media:**

* Take the text (including link) for the post from box one in the table below

Or,

* Take the text (including link) for the post from box one in the table below and you can download the videos in box two and then upload to a chosen social media platform. These are shortened versions of the full video’s that are in box one.

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| **Text for the post including link (box one)** | **Videos to download (box two)** |
| Over next few years some important changes will be made to the way community mental health services are delivered across Bradford District and Craven. Find out how these changes will improve the way people w/ severe mental illness access services within their community #CMHTBDC <https://bdcpartnership.co.uk/strategic-initiatives/healthy-minds-community-mental-health-transformation/> | N/A |
| Find out what is community mental health transformation and why we’re doing this across Bradford District and Craven. People will see changes over the next few years in the way community mental health services are going to be delivered #CMHTBDC <https://bdcpartnership.co.uk/strategic-initiatives/healthy-minds-community-mental-health-transformation/> | N/A |
| Watch this short video from Lisa and Eva, clinical managers for community mental health, explaining what community mental health transformation is and the need for change across Bradford District and Craven #CMHTBDC  For the full video, visit [www.youtube.com/watch?v=MMIBFZ1lJuY](http://www.youtube.com/watch?v=MMIBFZ1lJuY) | <https://vimeo.com/847982646> |
| Over next few years there will be some important changes to the way we deliver community mental health services across Bradford District and Craven. We’ve kept the voice of the patient at the centre of all of our work #CMHTBDC  For the full video, visit [www.youtube.com/watch?v=D6UREmpSYmI](http://www.youtube.com/watch?v=D6UREmpSYmI) | <https://vimeo.com/848420726> |
| Our community mental health transformation programme is at an early stage. We’ve introduced primary care mental health practitioners. Find out what their role is and how they will support local GP practices #CMHTBDC  For the full video, visit [www.youtube.com/watch?v=Di1j9lAvxXc](http://www.youtube.com/watch?v=Di1j9lAvxXc) | <https://vimeo.com/847989491> |
| The way community mental health services are going to be delivered over the next few years is going to change. It includes the trauma informed personality pathway, find out more by watching the short clip #CMHTBDC  For the full video, visit [www.youtube.com/watch?v=ASqgEVs48G8](http://www.youtube.com/watch?v=ASqgEVs48G8) | <https://vimeo.com/848427488> |
| The way community mental health services are delivered across Bradford District and Craven is going to change over the coming years. Find out why these changes are being made and the progress we’re making #CMHTBDC <https://bdcpartnership.co.uk/strategic-initiatives/healthy-minds-community-mental-health-transformation/> | N/A |