

# BRIEFING FOR ROLE MODELS: 'JUST TALK' CAMPAIGN



## Thank you for agreeing to help us promote mental health in young people.

You have been identified as a role model for young people. Your input will help us to engage people on this important topic that affects us all.

1. Please hold up the 'Just Talk' card as you are being filmed if possible



2. Please film in landscape

3. Imagine you are talking to young people across Hertfordshire

4. Introduce yourself – your name and what your job is (or if you don't work, the area in which you live).

5. Explain that we all have mental health and we should be able to talk about it in the same way we can talk about physical health

6. Give an example of a healthy way in which you have coped with a difficult situation e.g. you were worried/anxious about an interview or big game. You may have made yourself feel better by going for a walk or run, by speaking to or spending time with someone you trust, or by reading, writing or doing something creative.

7. End by saying you support the 'Just Talk' campaign - we all struggle sometimes, and talking shows strength

Other key points you may want to include:

- Life can sometimes be difficult for everyone. It shows strength to talk about mental health and to seek help when struggling to cope
- Seeking help early means you are less likely to become unwell
- If you or a friend are having problems or struggling to cope with something, a simple step can help to make things better - 'Just Talk' to someone.

We can come and film you if helpful, or if you are filming remotely, please contact [publichealth@hertfordshire.gov.uk](mailto:publichealth@hertfordshire.gov.uk) to arrange where to send the film to.

# HERTFORDSHIRE COUNTY COUNCIL

## IMAGE CONSENT FORM

If you are aged 18 or over, please complete this form yourself.

If you are under 18, please ask a parent or guardian to complete this form for you.

The data on this form is being gathered for the publicity for the 'Just Talk' mental health campaign.

This information is being gathered and will be processed on the basis that you are giving consent for us to do so. If you wish to withdraw consent at any time please email [corporate.communications@hertfordshire.gov.uk](mailto:corporate.communications@hertfordshire.gov.uk)

The information you give us will be held by the corporate communications department of Hertfordshire County Council and will be used to promote the 'Just Talk' campaign by Hertfordshire County Council and local and national mental health and wellbeing services that are involved in the campaign.

Any reference in this form to 'image' includes still images and films.

What we will do with your image:

- The image will be kept on file for four years;
- We will use the image on websites (including YouTube, Hertfordshire County Council's website and the websites of partner organisations), on the social media pages of HCC and partner organisations (e.g. Facebook, Twitter, Instagram) and promoted through newsletters (electronic and printed);
- We may also send the image to the news media, if you approve us to do so, who may use them in printed publications and on their website, and store them in their archive;
- Please note that our websites and social media can be viewed throughout the world, not just in the United Kingdom where UK law applies. In giving your consent, you understand that the images may be used in both printed and electronic form.

We will take all reasonable measures to ensure the images are used solely for the purposes for which they are intended. However we cannot guarantee this and take no responsibility for the way images are used by other websites or publishers, or for any consequences arising from publication.

**1. May we use your/your child's\* image in our own publicity material, including printed publications, video recordings and on our website?**

Yes / No\*

**2. May we share your/your child's\* image with our partner organisations? This includes the NHS, district councils and relevant charities supporting our work.**

Yes / No\*

**3. May we send your/your child's\* image to the news media?**

Yes / No\*

\* Please delete as appropriate

4. Print your name and if applicable your relationship to the child(ren):.....

.....

If applicable, please print your child(ren)'s name(s)

and age(s):

.....

.....

Contact telephone number: .....

Email:.....

Signature:.....

Date: DD / MM / YYYY.

# WHAT ARE YOUR RIGHTS?

Hertfordshire County Council will be the Data Controller for this information.

You have the following rights in relation to this data:

- **You have the right to be informed about what information we hold about you and how we use it.**
- **You have the right to request copies of any information the Council holds about you by making a subject access request.**
- **If information we hold about you is factually inaccurate you have the right to have it corrected.**
- **You have the right to object to the way we are using your data.**
- **You have the right to request that your data is deleted. However we may be unable to delete your data if there is a need for us to keep it. In this case you will receive an explanation of why we need to keep the data.**
- **You can also request that we stop using your data while we consider a request to have it corrected or deleted. There may be some circumstances in which we are unable to do this however we will provide an explanation if this is the case.**
- **In certain circumstances you may also request data we hold about you in a format that allows it to be transferred to another organisation.**
- **In the event that decisions are taken using automated processes you have the right to request that these decisions are reviewed by a member of staff and to challenge these decisions.**

If you would like to request copies of your data, request that your data is deleted, or have any other queries in relation to data which the Council holds about you, please contact the Data Protection Team.

Data Protection Team  
Hertfordshire County Council  
County Hall  
Pegs Lane  
Hertford  
SG13 8DQ  
Tel: 01992 588099

Email: [data.protection@hertfordshire.co.uk](mailto:data.protection@hertfordshire.co.uk)

You can also contact our Data Protection Officer at [dataprotection.officer@hertfordshire.gov.uk](mailto:dataprotection.officer@hertfordshire.gov.uk) or in writing to the address above.

If you are unhappy with the way that Hertfordshire County Council has used your data or with the way we have responded to a request you also have the right to contact the Information Commissioner's Office: [www.ico.org.uk](http://www.ico.org.uk)

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FOR INTERNAL USE

Event and location:

Photographer's name:

Contact details for person photographed (if needed):

