

Pitching Example

Email: April 1st 2020

Good morning,

Can you help?

Jon Manning, CEO at Arthur Ellis: Mental Health Support has news after he recently spoke with NHS frontline workers this week. Jon is asking everyone to join the conversation #SupportOurFrontline.

Jon is looking for interviews so he can reach frontline workers immediately and offer fast and regular mental health support via online platforms like Zoom.

The Background: relating to the nursing population.

Statistics from the Independent Nursing Magazine stated that female Nurses are 23% more likely to take their own lives than other females across the UK. Putting this together, amid the urgent campaigning for vital PPE for the NHS, a call for immediate emotional support at this time is extremely urgent and important.

In a statement, Arthur Ellis Mental Health Support are anticipating the mental health issues to the frontline population to be quite dramatic and are calling for the nurses, doctors and support staff to get in touch and for organisations to support this effort.

Jon Manning, CEO from Arthur Ellis Mental Health said:

“We have seen a huge increase in organisations asking us to help their communities and with the current support being mainly information websites, people need the face to face interaction now, more than ever. The amount of trauma frontline workers are currently going through is unprecedented. Running on adrenaline, there is a concern that this will crash and we want to prevent those numbers we saw at the end of last year from going up. Our NHS workers need our help.

We are opening up our group sessions for NHS workers to act as post-shift debriefs. Allowing the workers to offload to our Mentors about what they have gone through, what they are experiencing so they aren't taking those experiences to bed with them or it having a longer term impact on them or their families, thus managing their trauma immediately so it doesn't have a knock on affect later on down the line.”

Arthur Ellis have set up the following face to face digital online services and are actively encouraging people to reach out for online, face to face sessions.

Let me know if this is a NHS support story you could cover soon. I have a detailed press release should you like a bit more info.

Thanks.

(personal data and links removed)