

# Make a connection

Phase 2 Communication Toolkit



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National Rail

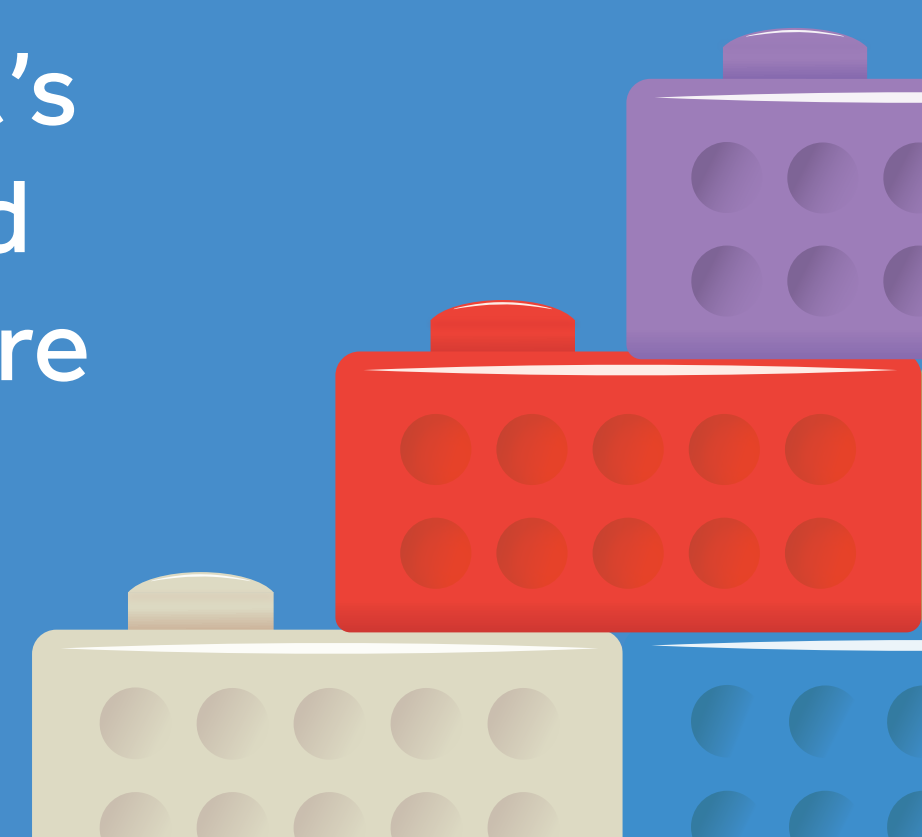




# Vulnerable Presentations in Young People on the Railway

More young people than ever are showing signs of distress on the railway. For some, the railway feels like a quiet place to escape overwhelming emotions; for others, it's a moment of pause in a world that feels too loud. Mental health challenges among 18–24-year-olds have risen sharply in recent years, with one in six now experiencing probable mental illness. While not all are suicidal, many are struggling - and the railway is increasingly where that struggle becomes visible.

In 2024/25, there were over 2,600 trespass incidents linked to mental health, and more than 2,200 life-saving interventions made by rail staff and partners. These moments remind us that the railway is not just a place of transit - it's a place where lives can be changed. By recognising vulnerability early and encouraging help-seeking behaviours, we can support young people before crisis takes hold.






# About the Campaign

Make a Connection is back for 2025 - a refreshed phase of the nationwide campaign first launched in 2023 by Shout, in partnership with Network Rail and the wider rail industry. The campaign continues to focus on reaching people before they reach crisis point, encouraging help-seeking behaviours and signposting to free, confidential mental health support.

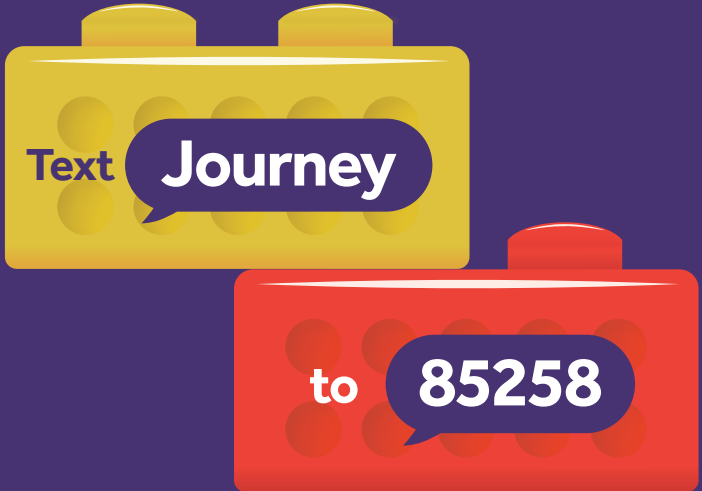
Drawing on new insights from Shout's extensive dataset of text conversations, the campaign highlights how anxiety, stress and loneliness can leave people

feeling vulnerable - and how making a connection can help. This year's campaign builds on those findings, with updated materials and messaging designed to resonate with young adults in particular. People in and around railway stations across Britain are encouraged to text the word 'Journey' to 85258 to access Shout's 24/7 free support service.

This toolkit includes everything you need to promote the campaign - from posters and station materials to social media assets and copy suggestions.



If you're stressed or anxious



Text Journey to 85258

make a connection

Free and confidential mental health support, 24/7 with a trained volunteer

Make a connection

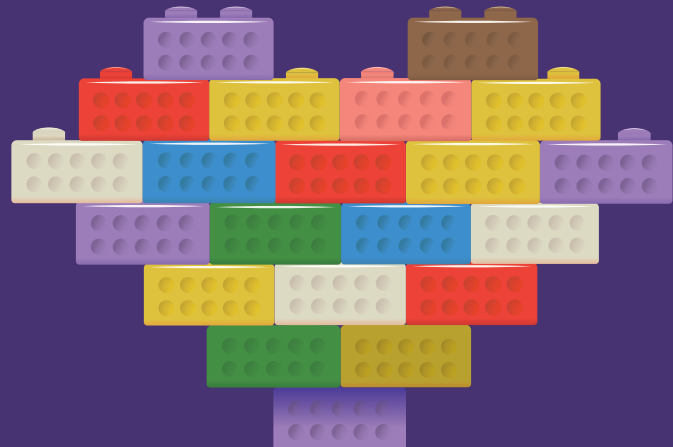
shout 85258

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[A4 Bricks Poster](#) [PDF](#)

[A3 Bricks Poster](#) [PDF](#)

If your head's in a bad place



make a connection

Text Journey to 85258

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Make a connection

shout 85258

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[A4 Heart Poster](#) [PDF](#)

[A3 Heart Poster](#) [PDF](#)

If you can't see the bright side



make a connection

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shout 85258

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[A4 Sun Poster](#) [PDF](#)

[A3 Sun Poster](#) [PDF](#)

If you're feeling lonely or depressed



make a connection

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shout 85258

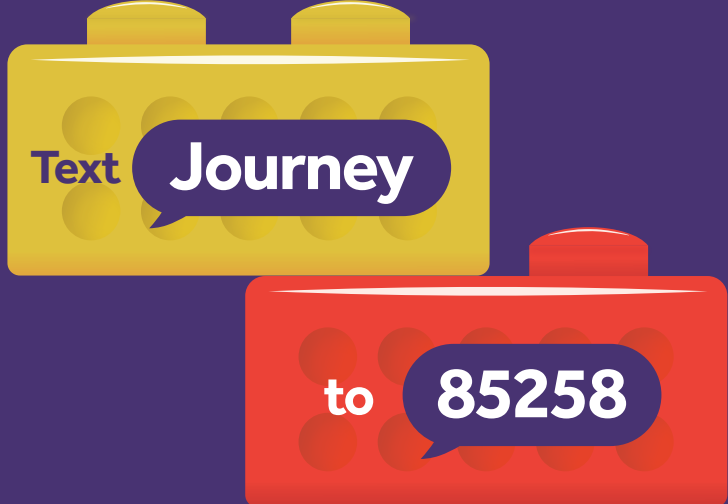
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[A4 Chain Poster](#) [PDF](#)

[A3 Chain Poster](#) [PDF](#)



If you're stressed  
or anxious



make a connection

Free and confidential mental health  
support, 24/7 with a trained volunteer

Make a connection **shout**  
85258

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[DR Bricks Poster](#)

[PDF](#)

If your head's  
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make a connection

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Make a connection **shout**  
85258

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[PDF](#)

If you can't see  
the bright side



make a connection

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[DR Sun Poster](#)

[PDF](#)

If you're feeling  
lonely or depressed



make a connection

Text **Journey** to **85258**

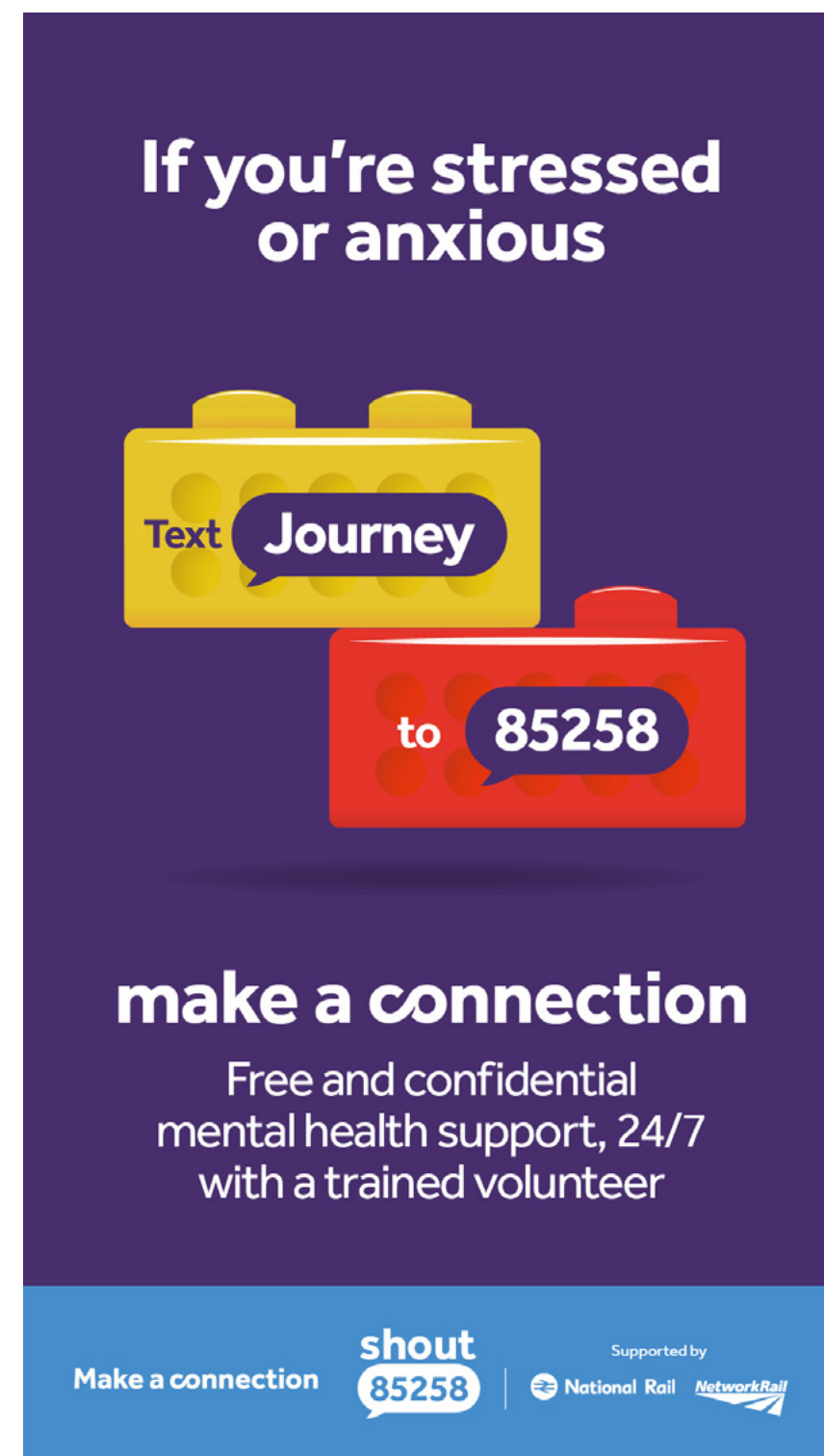
Free and confidential mental health  
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Make a connection **shout**  
85258

Supported by  
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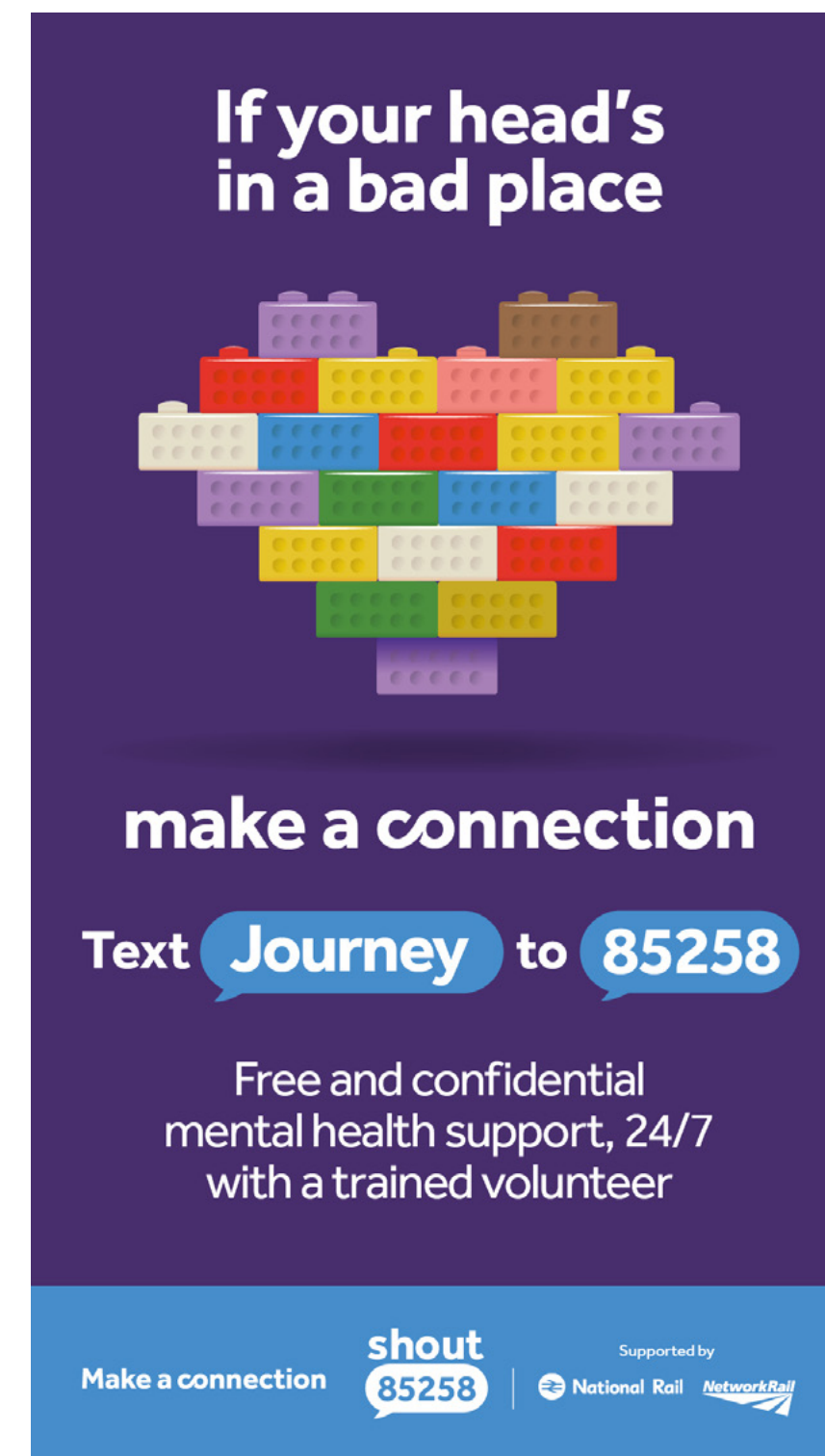
[DR Chain Poster](#)

[PDF](#)



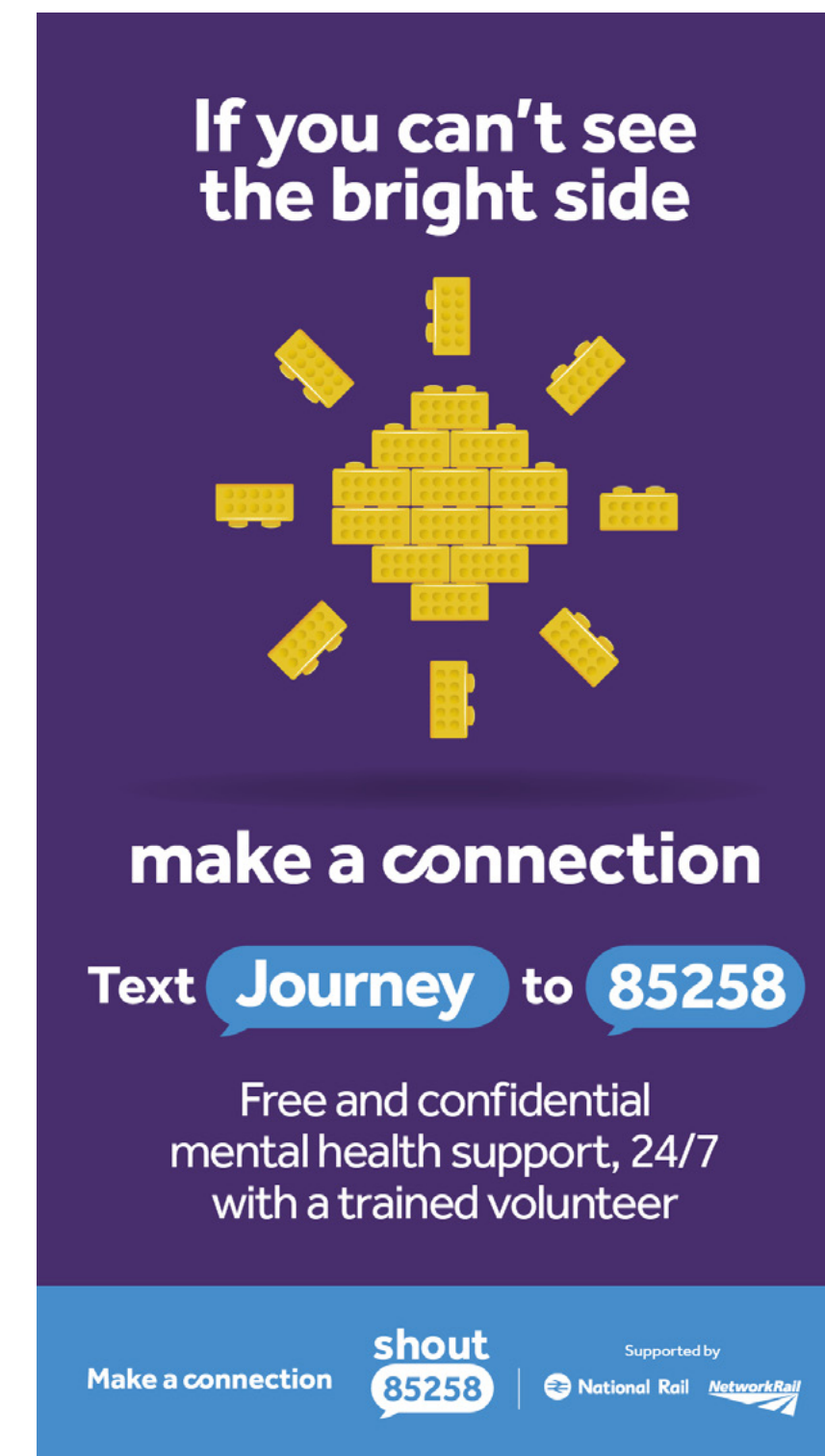
D6 Bricks Poster

JPG



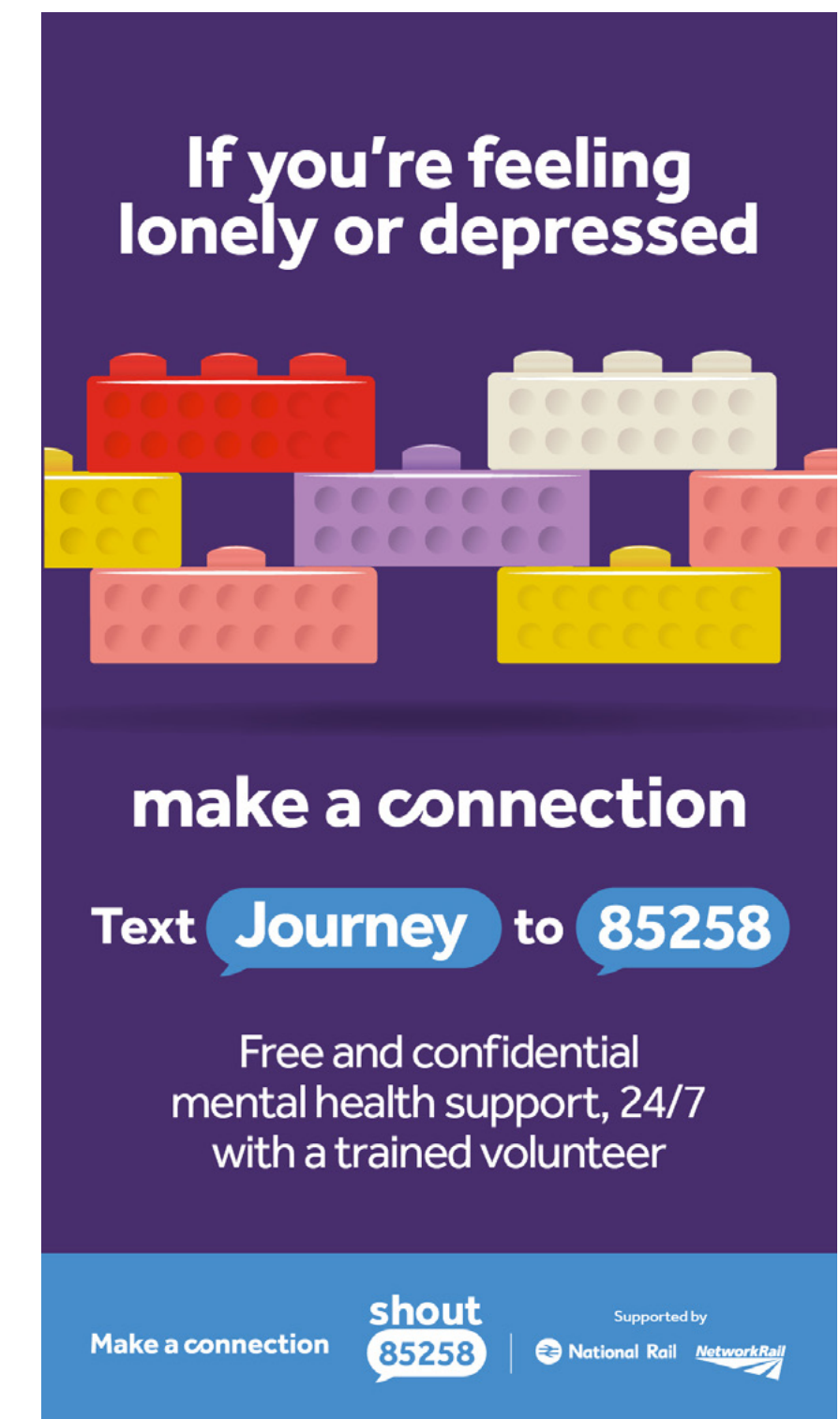
D6 Heart Poster

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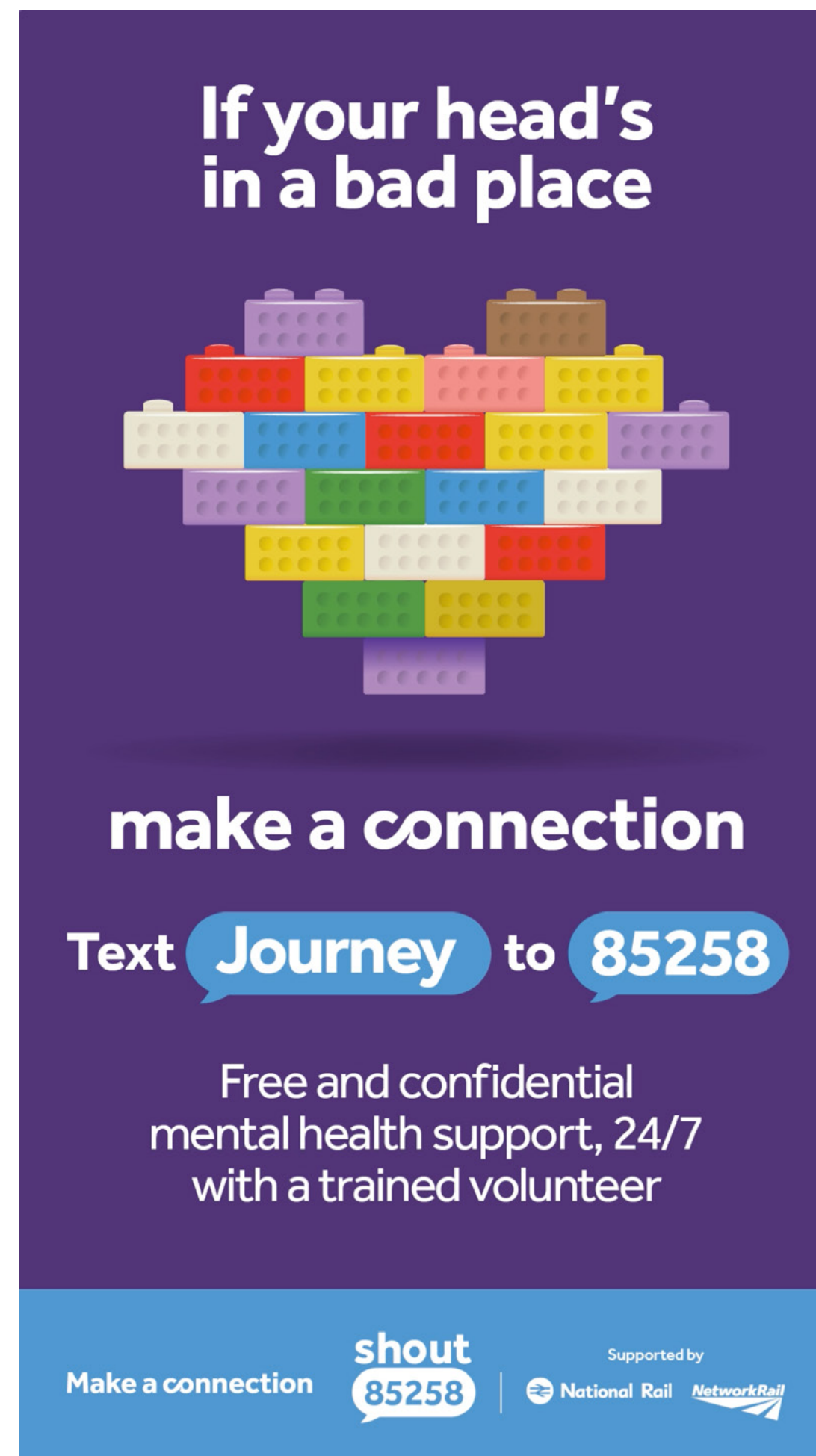
D6 Sun Poster

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D6 Chain Poster

JPG



1080x1920 Heart

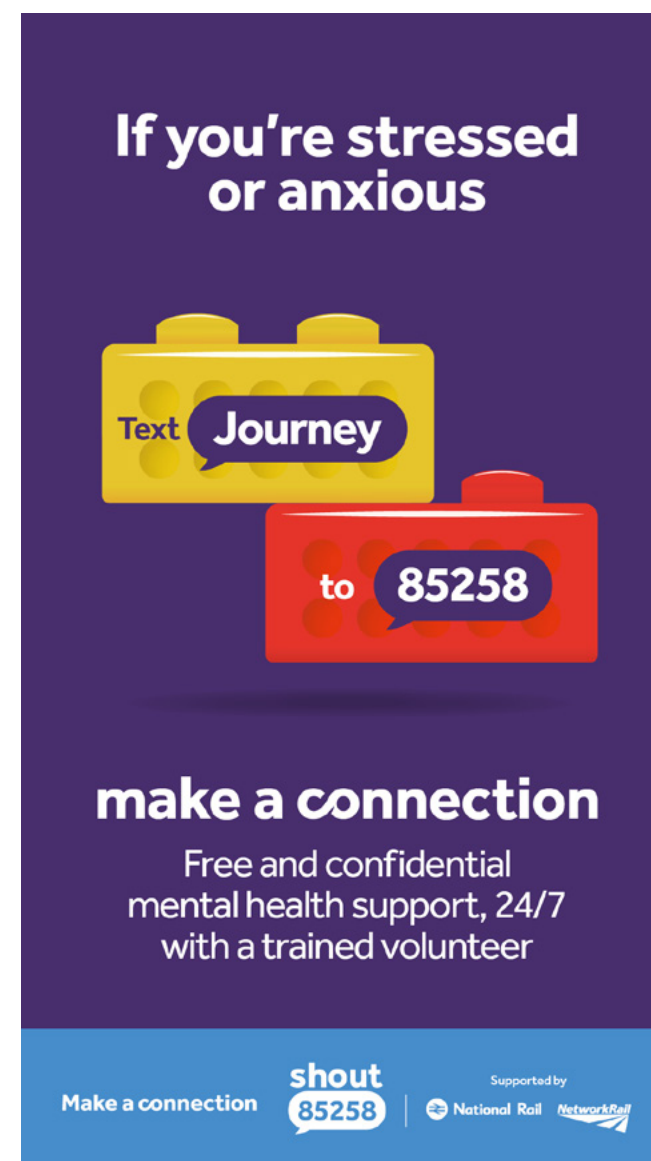
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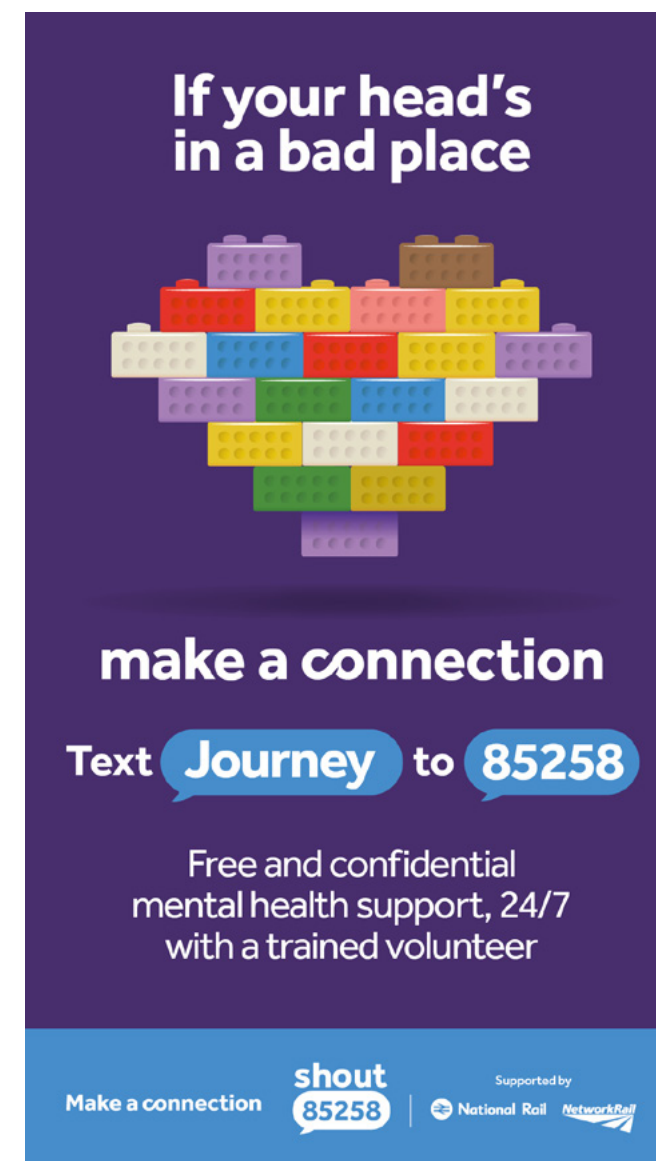
1920x1080 Bricks

MP4

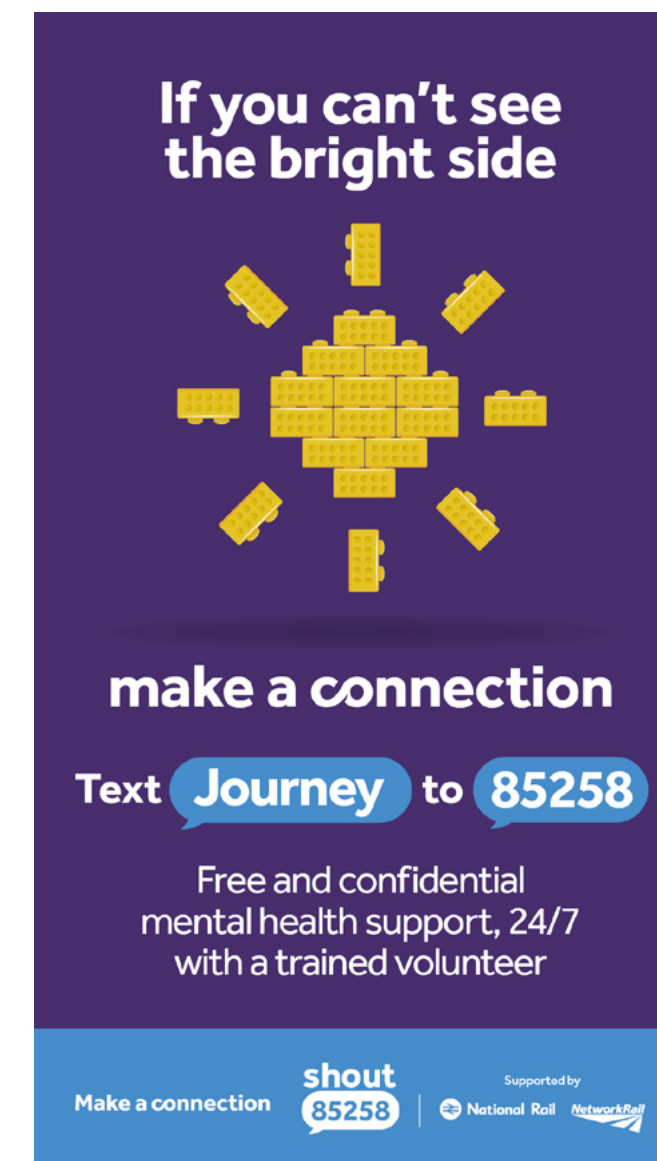




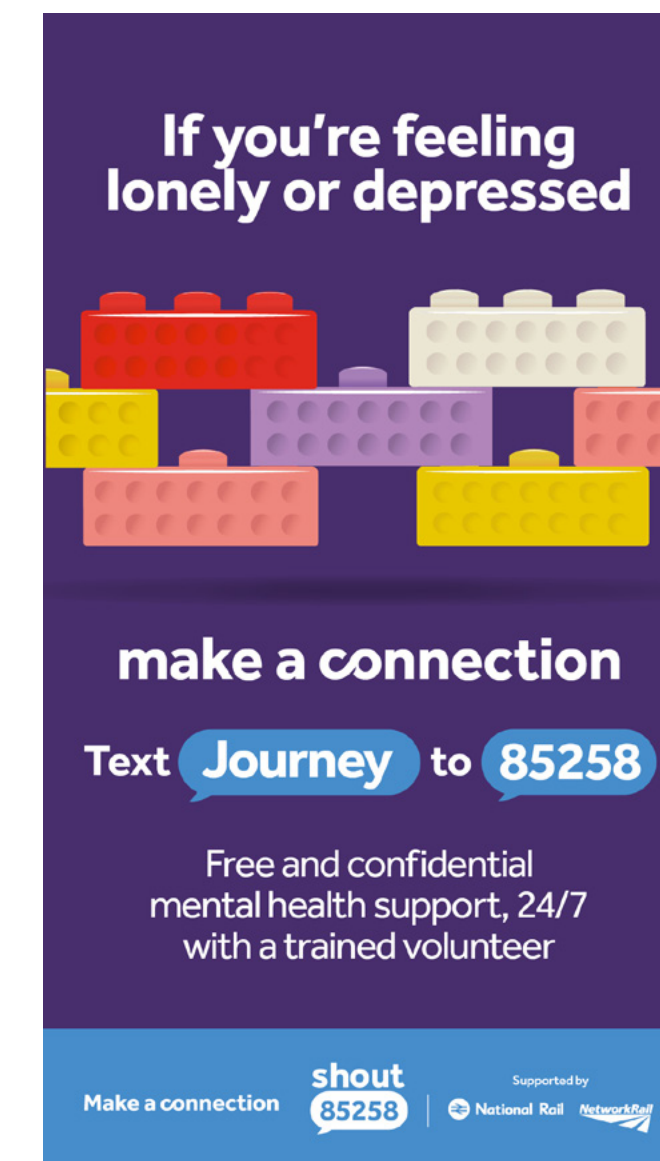
1080x1920 Bricks [JPG](#)



1080x1920 Heart [JPG](#)

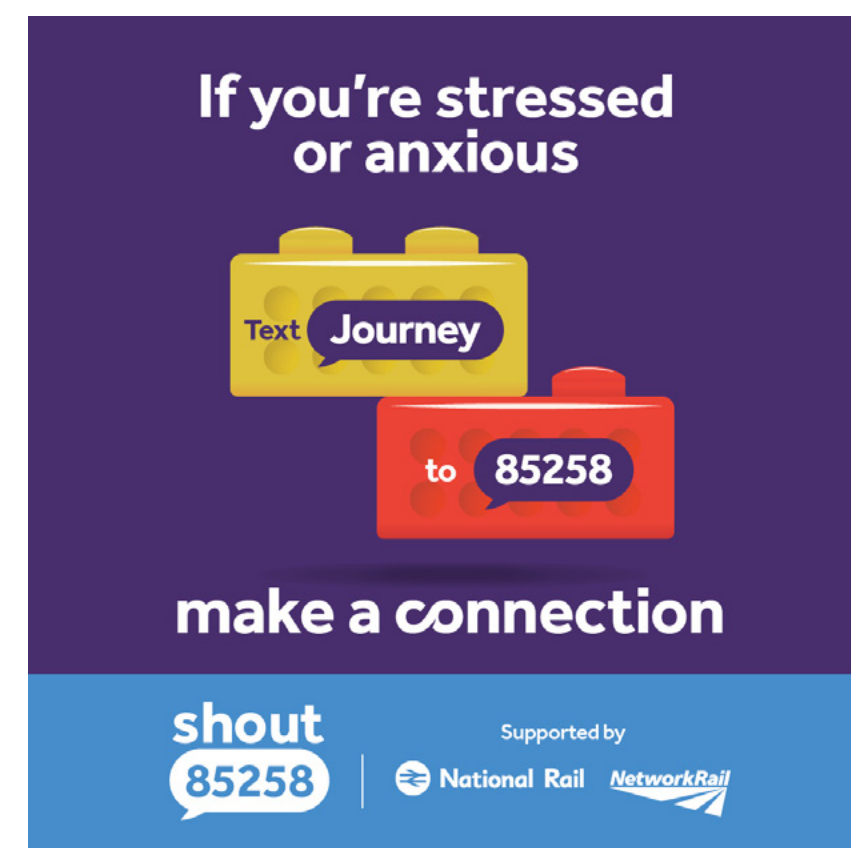


1080x1920 Sun [JPG](#)

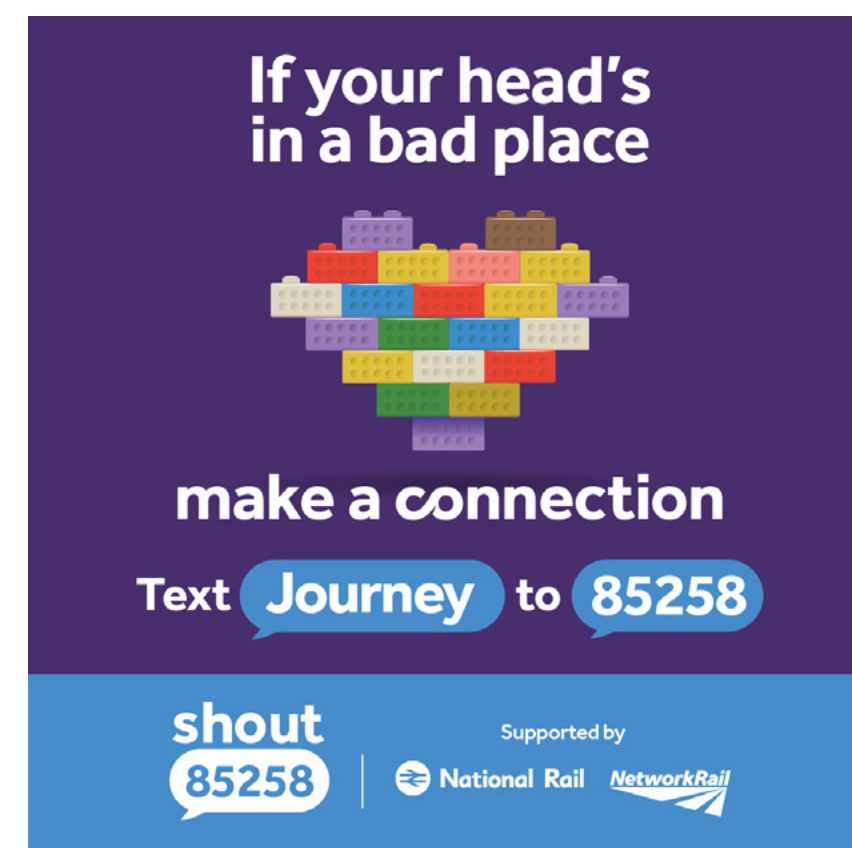


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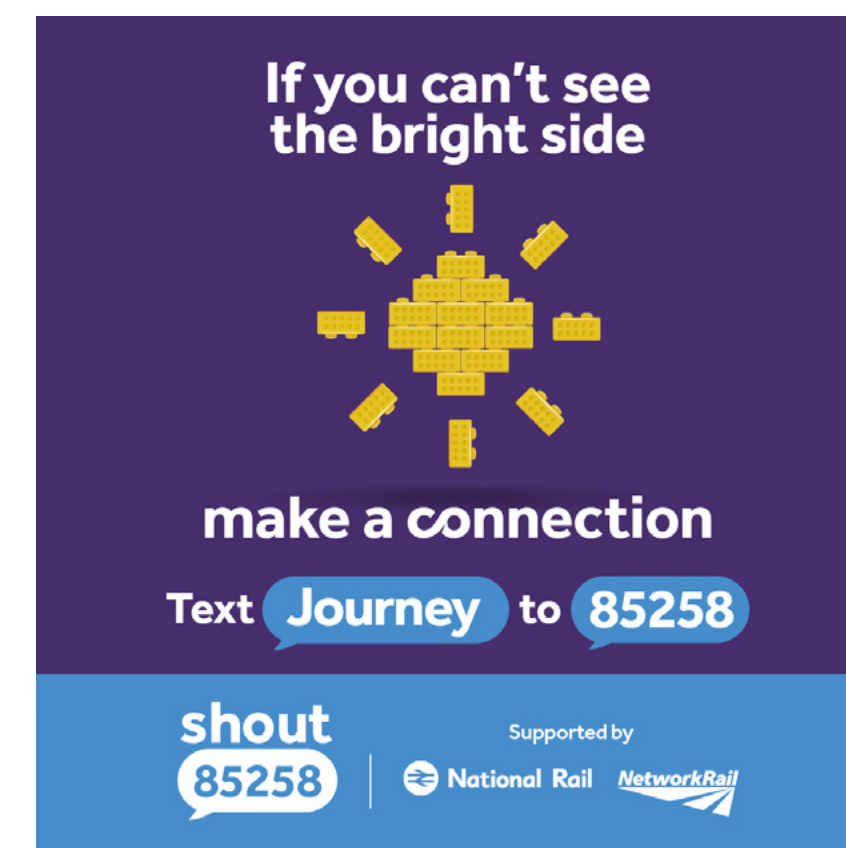




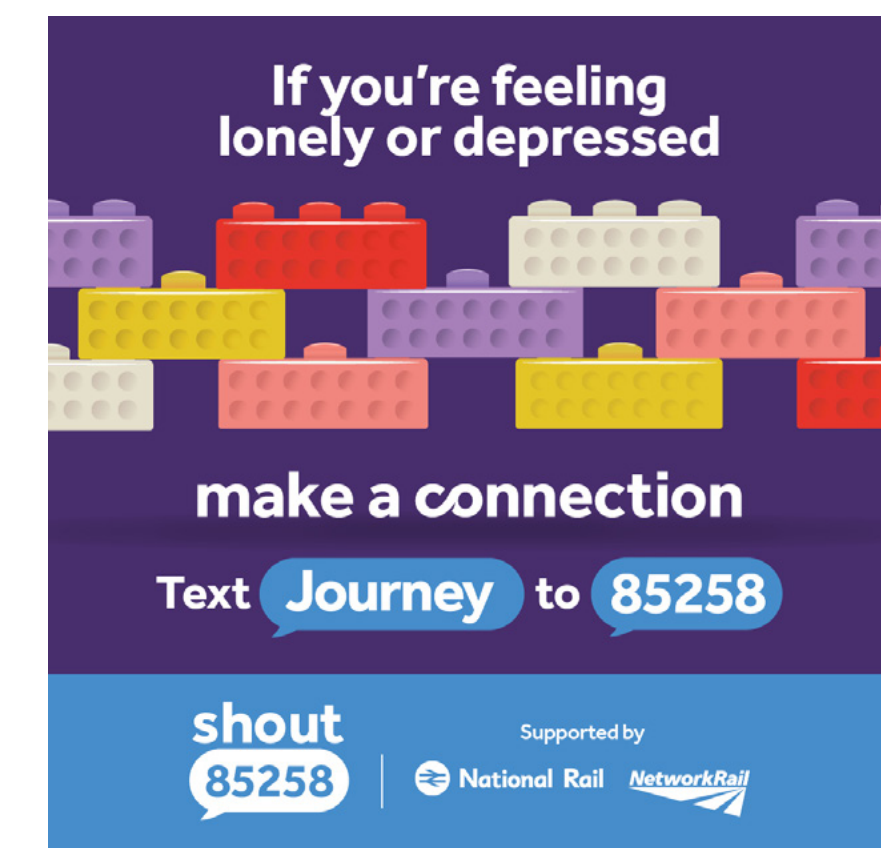
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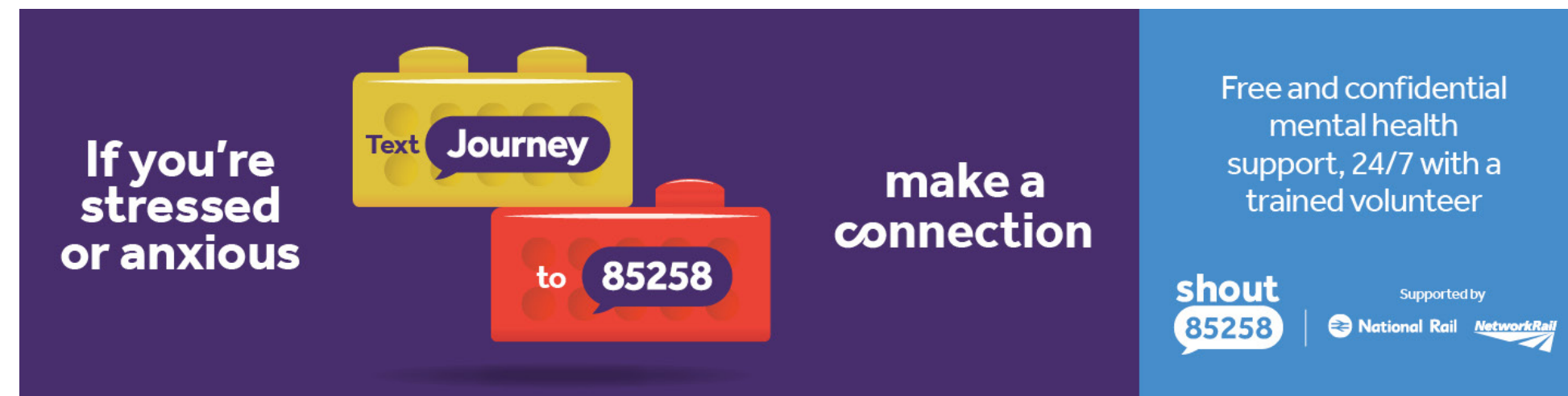
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1080 x 1080 Sun    JPG

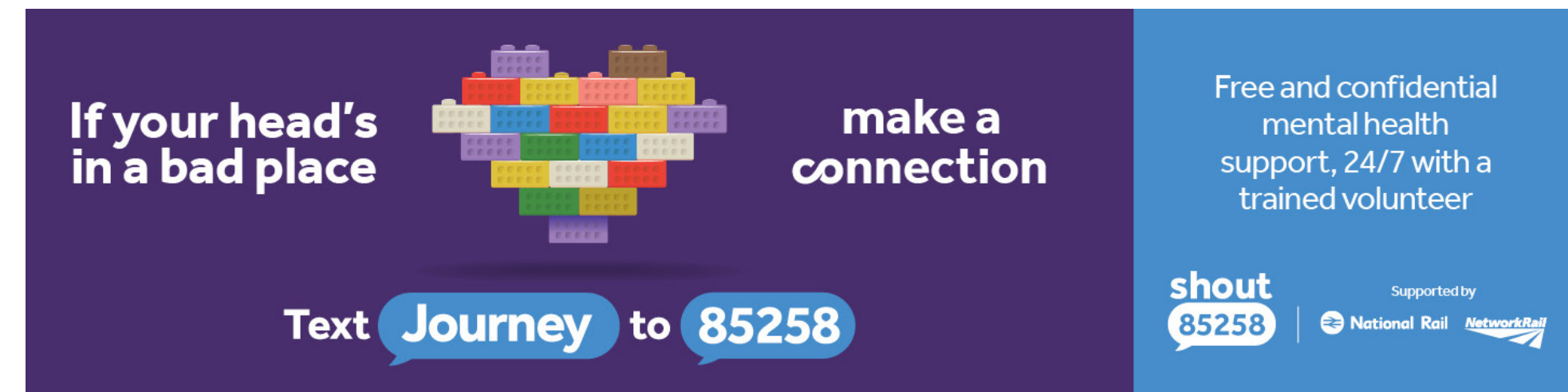


1080 x 1080 Chain    JPG



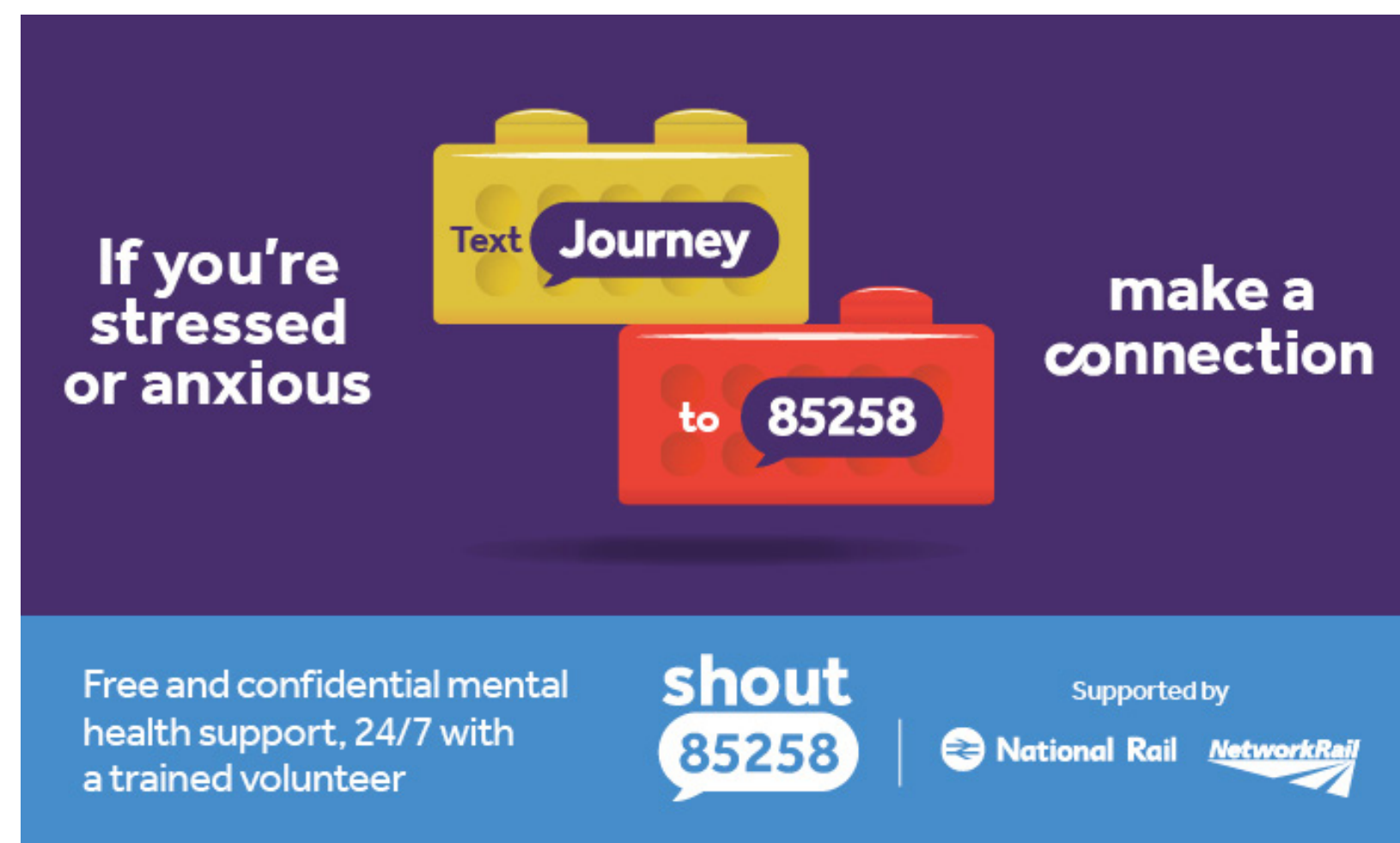
1440x360 Bricks

JPG



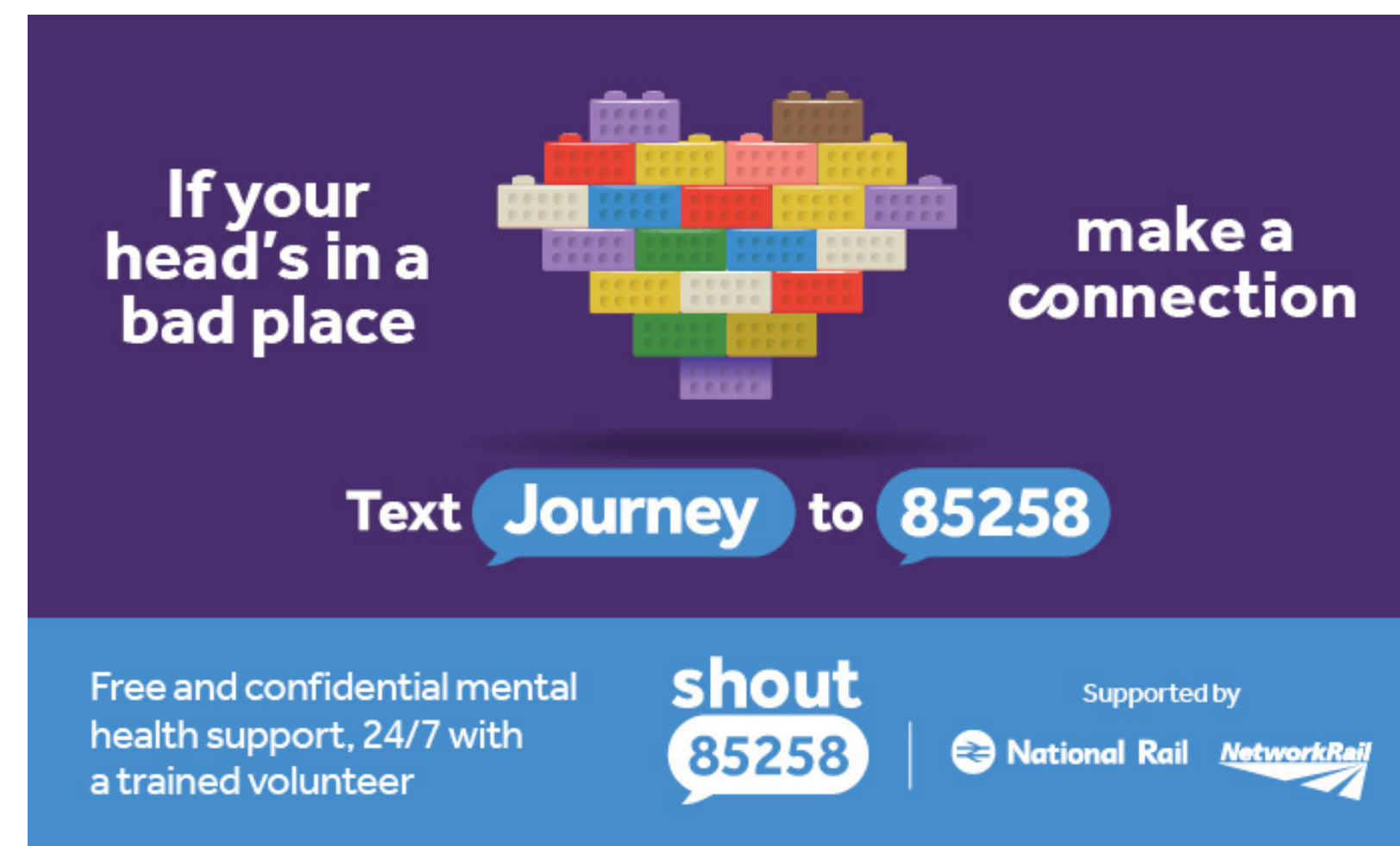
1440x360 Heart

JPG



700x420 Bricks

JPG



700x420 Heart

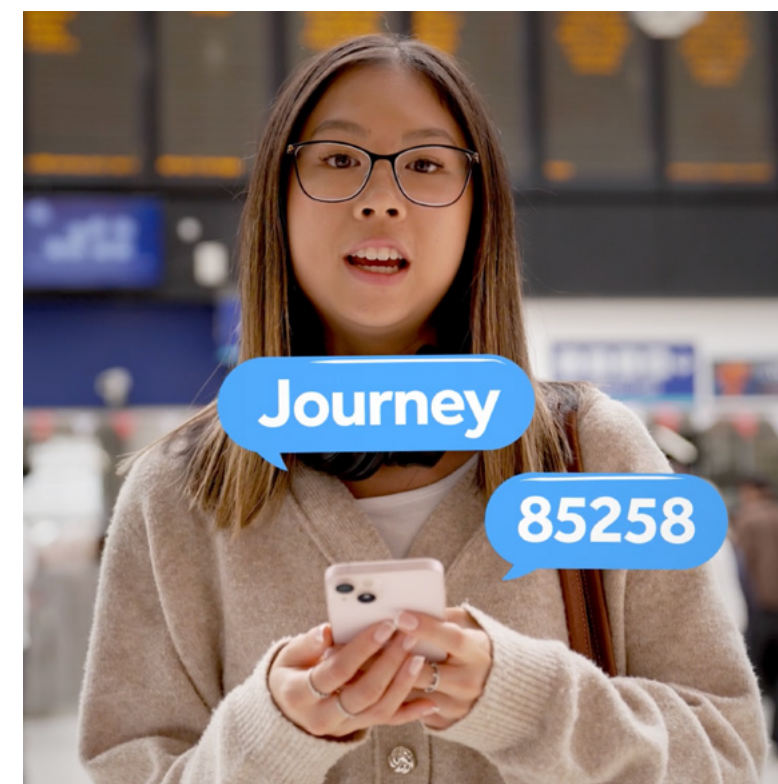
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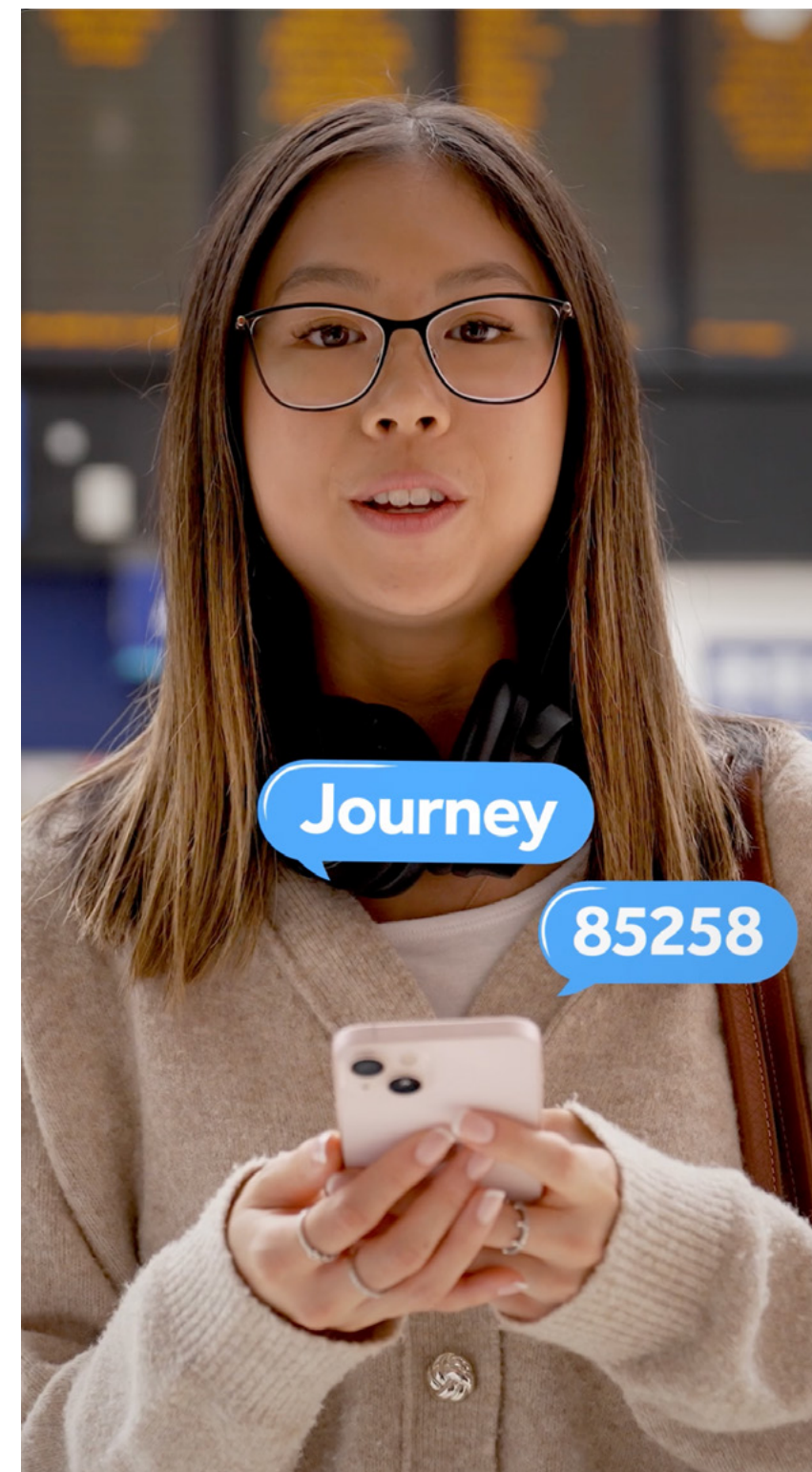


1920x1080 MAIN VIDEO

MP4

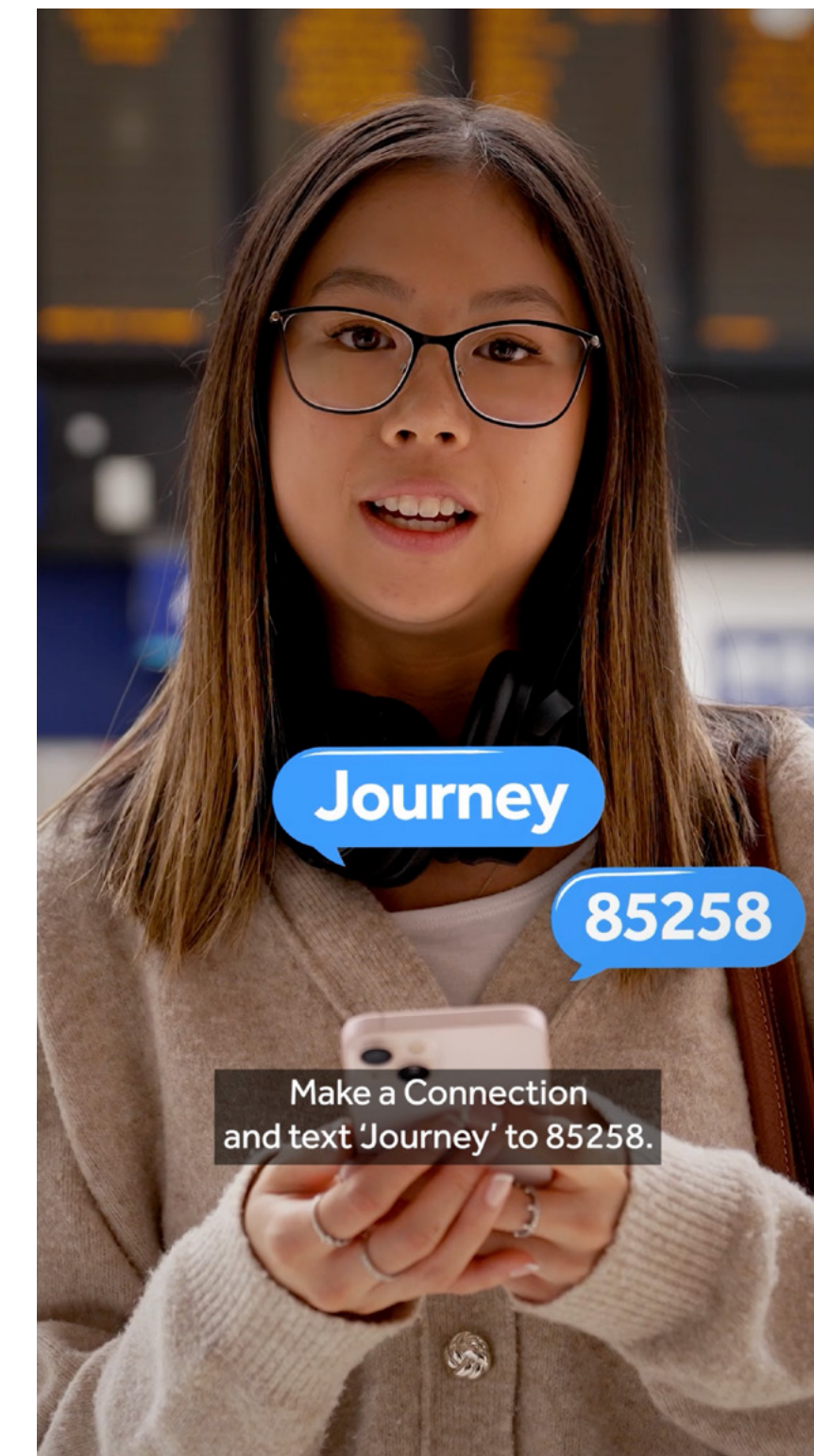


1080x1080 MAIN VIDEO MP4



1080x1920 MAIN VIDEO

MP4



1080x1920 MAIN VIDEO  
ENGLISH SUBTITLES

MP4





[A4 Bricks Poster - Welsh](#) [PDF](#)

[A3 Bricks Poster - Welsh](#) [PDF](#)



[A4 Heart Poster - Welsh](#) [PDF](#)

[A3 Heart Poster - Welsh](#) [PDF](#)



[A4 Sun Poster - Welsh](#) [PDF](#)

[A3 Sun Poster - Welsh](#) [PDF](#)



[A4 Chain Poster - Welsh](#) [PDF](#)

[A3 Chain Poster - Welsh](#) [PDF](#)



Os ydych chi dan straen  
neu'n orbryderus



Tecstiwch  
**Journey**  
i **85258**

**cysylltwch**

Cymorth iechyd meddwl di-dâl a chyfrinachol  
24/7 gan wirfoddolwr hyfforddedig

**cysylltwch** **shout 85258** Wedi'i gefnogi gan National Rail Network Rail

[DR Bricks Poster - Welsh](#) [PDF](#)

Os yw eich meddyliau  
mewn lle gwael



**cysylltwch**

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Cymorth iechyd meddwl di-dâl a chyfrinachol  
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[DR Heart Poster - Welsh](#) [PDF](#)

Os yw popeth yn  
edrych yn dywyll



**cysylltwch**

Tecstiwch **Journey** i **85258**

Cymorth iechyd meddwl di-dâl a chyfrinachol  
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[DR Sun Poster - Welsh](#) [PDF](#)

Os ydych chi'n teimlo'n  
unig neu'n isel



**cysylltwch**

Tecstiwch **Journey** i **85258**

Cymorth iechyd meddwl di-dâl a chyfrinachol  
24/7 gan wirfoddolwr hyfforddedig

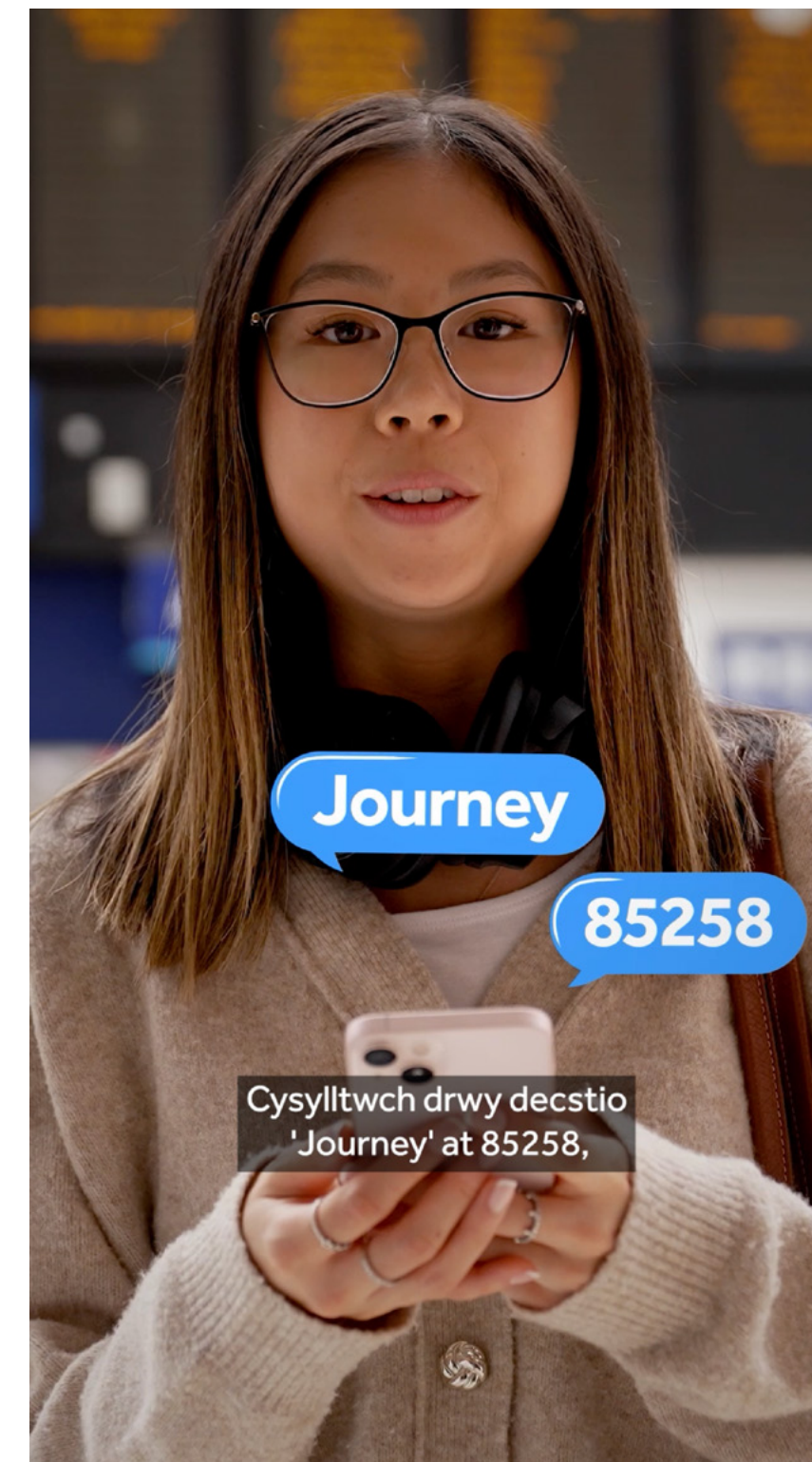
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[DR Chain Poster - Welsh](#) [PDF](#)



1920x1080 MAIN VIDEO WELSH

MP4



1080x1920 MAIN VIDEO  
WELSH SUBTITLES

MP4





[1080x1920 Bricks](#) [JPG](#)  
[Welsh](#)



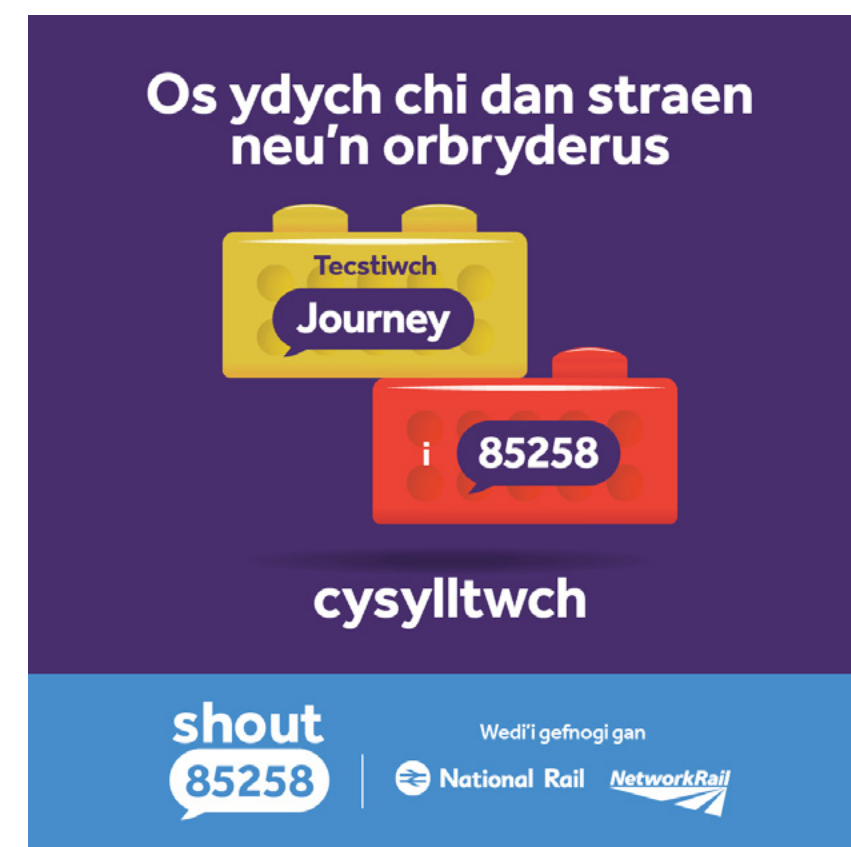
[1080x1920 Heart](#) [JPG](#)  
[Welsh](#)



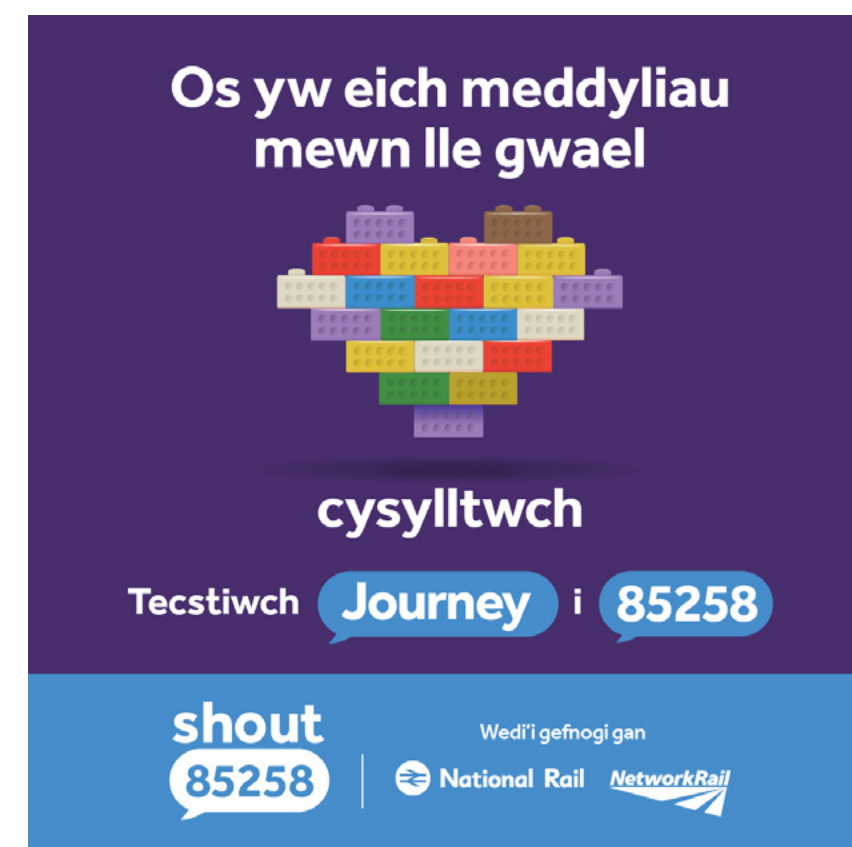
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[Welsh](#)



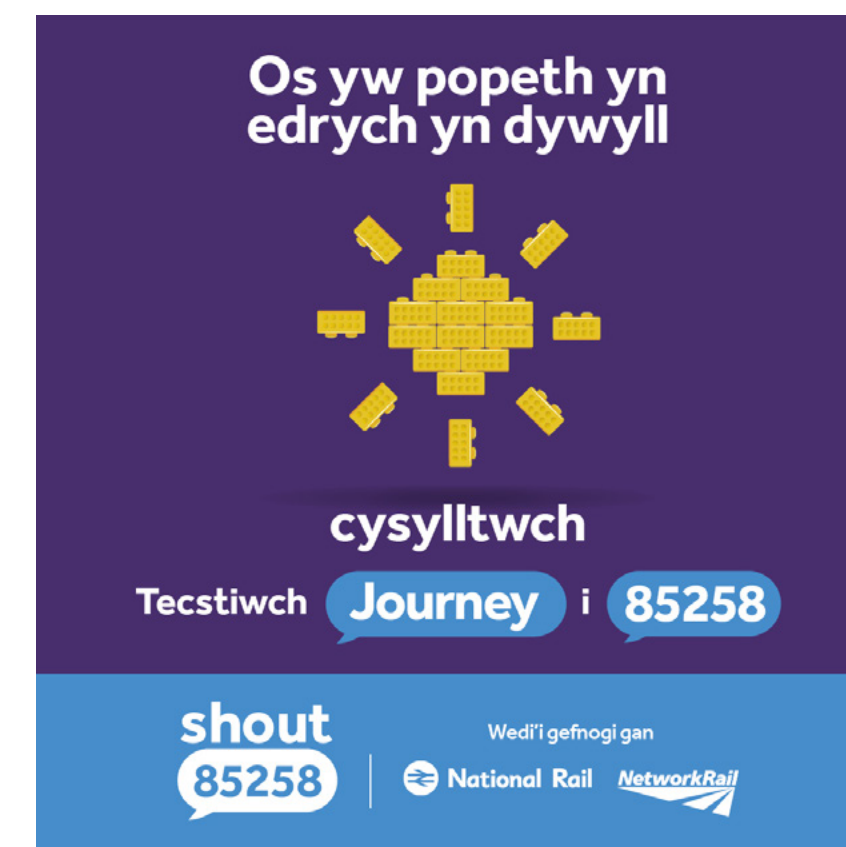
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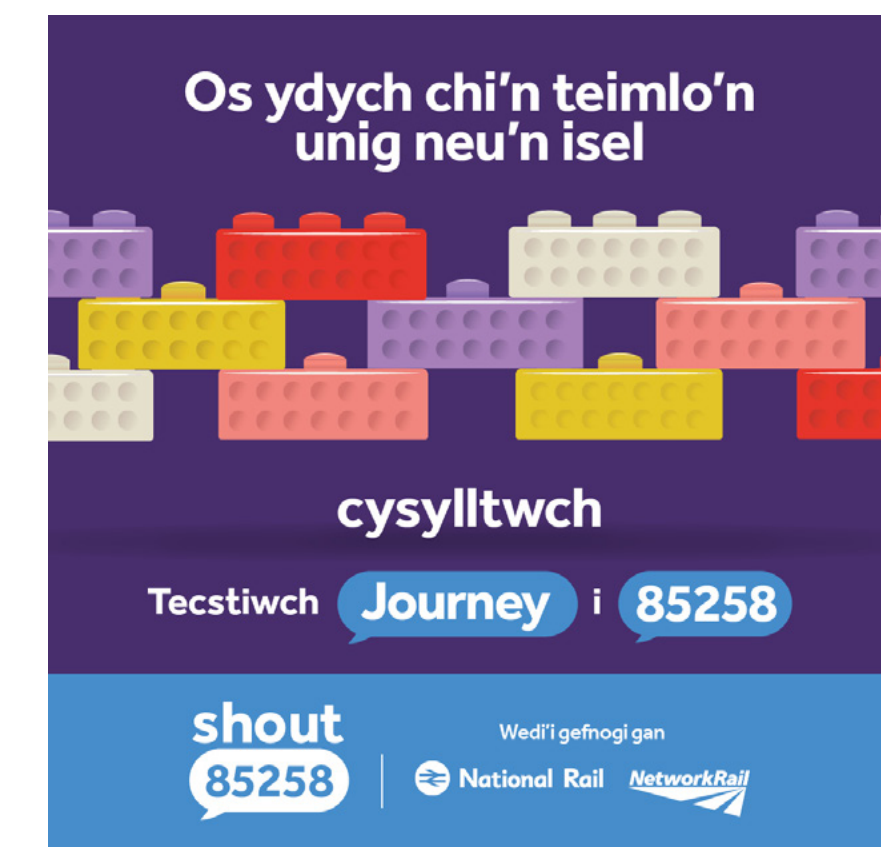
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Welsh



1080 x 1080 Heart [JPG](#)  
Welsh

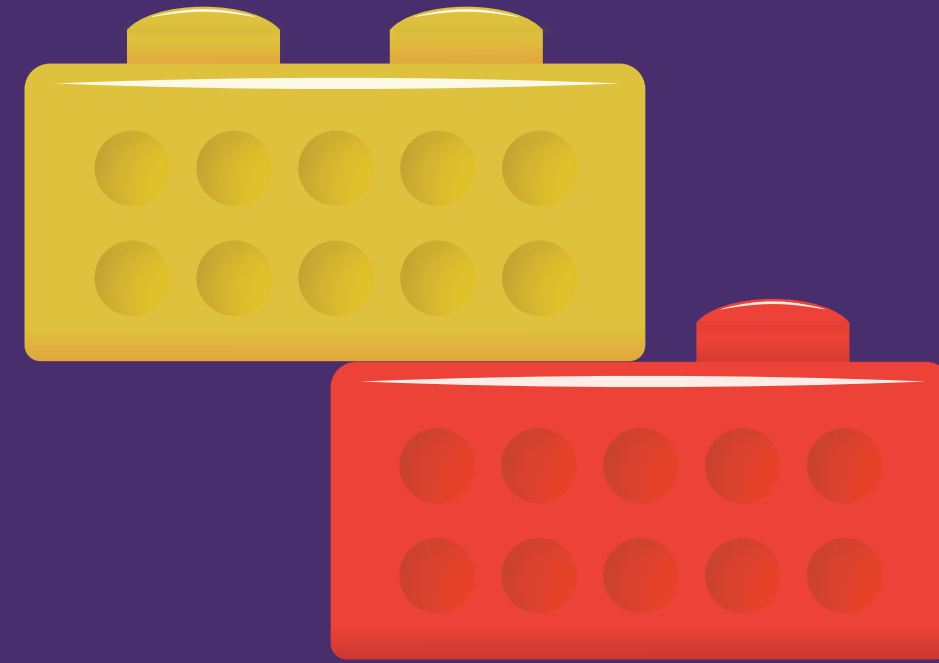


1080 x 1080 Sun [JPG](#)  
Welsh



1080 x 1080 Chain [JPG](#)  
Welsh





# Make a connection

For more information, media requests or to share a case study connected to the campaign, please contact:

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