



Co-funded by
the European Union

Marketing Package for the Mental Health Ambassadors Program

T3.1.4

Project number: 2022-1-AT01-KA220-VET-000088070



Table of contents

Executive summary	1
1 Mental Health Ambassadors course.....	2
1.1 Course overview.....	2
1.2 Key learning outcomes.....	2
1.3 Value & relevance	2
1.4 Course structure.....	3
1.5 Target audience	4
2 Communication objectives & approach	4
2.1 Communication objectives	4
2.2 Communication approach	5
3 Visual identity	5
3.1 Project logo	6
3.2 Colour palette	6
3.3 Co-funded by the EU logo and disclaimer	7
4 Social media content pack.....	8
4.1 Branded visuals.....	9
4.2 Social media post templates	12
4.3 Guidelines for effective and responsible communication.....	13
5 Promotional video: Introduction to the Mental Health Ambassadors online course	14
6 Press release	15
7 Additional information and resources	17

Executive summary

This Marketing and Information Package has been developed to support the visibility, dissemination, and adoption of the *Mental Health Ambassadors* course which is the main output of the AHEADinVET Erasmus+ project. The course addresses a growing need across Europe's vocational education and training (VET) sector, particularly the increasing prevalence of mental health challenges among learners and the limited preparation of educators to respond effectively.

The package outlines the purpose of the course, learning outcomes, structure, and relevance to EU education priorities. It also presents a communication framework, enabling institutions to promote the course effectively within their networks and stakeholder communities.

To support outreach, the package includes:

- A defined visual identity (logo, colour palette, and EU co-funding guidelines)
- Ready-to-use branded visuals and social media templates
- A promotional video introducing the course
- A press release for broader dissemination
- Additional resources to facilitate implementation and local adaptation

You can find the files for the toolkit [here](#).

This toolkit is intended to assist VET institutions to incorporate the course into their offerings, communicate its benefits, and contribute to a broader culture of mental health awareness and support within vocational education.

For more information, contact the project team at:

international@bitschulungcenter.at

1 Mental Health Ambassadors course

1.1 Course overview

Mental Health Ambassadors – Supporting Mental Wellbeing in Vocational Education and Training is a training programme developed within the Erasmus+ project AHEADinVET. It is designed to build the capacity of Vocational Education and Training (VET) teachers, trainers, and education professionals to better understand, identify, and respond to mental health challenges in their learning environments. The course targets educators working in vocational education and lifelong learning, including school leaders, programme coordinators, and HR staff in training centres. Its goal is to provide practical knowledge and tools that help promote mental wellbeing, support students more effectively, and foster inclusive, resilient learning spaces.

The programme is delivered in two formats: a modular, self-paced online course, and an eight-day in-person training seminar, allowing flexibility and depending on institutional needs and preferences. All materials are open-access and freely available through the [AHEADinVET project website](#), either for direct access or download. The [e-course](#) is available in English and German.

1.2 Key learning outcomes

By the end of the course, participants will be able to:

- Understand the foundations of mental health and how it affects learning and classroom dynamics
- Identify early signs of psychosocial distress in students and respond appropriately
- Apply inclusive teaching strategies that support mental health and wellbeing
- Act as ambassadors for mental health awareness within their institutions
- Contribute to institutional strategies for prevention, intervention, and support

The course follows a competency-based approach and supports key priorities under European education frameworks, including inclusive education, staff learning and development, and learner-centred environments. It contributes to broader goals related to quality assurance in VET (EQAVET), lifelong learning, and the promotion of wellbeing as part of sustainable education.

1.3 Value & relevance

Mental health issues are on the rise among VET learners, and teachers across Europe report increasing difficulty in addressing them effectively. Many feel unprepared and unsupported,

despite the growing impact of mental health on educational outcomes. The Mental Health Ambassadors course directly addresses this gap.

For trainers and educators, the course provides confidence, clarity, and a practical toolkit to manage mental health-related challenges in the classroom.

For students, it creates a safer, more supportive environment that enables learning and participation.

For institutions, it fosters stronger, more resilient teaching teams, improves learner engagement, and contributes to long-term strategies for staff wellbeing and inclusive education.

This course is grounded in the real-world needs of VET professionals, as identified through a large-scale pan-European survey and in-depth interviews conducted across Austria, Belgium, Croatia, Greece, and Italy. The detailed results of the pre-study can be found in the [Policy paper](#) created in the AHEADinVET project.

1.4 Course structure

The curriculum is built around eight comprehensive modules, developed through research and consultation with over 400 VET professionals. The Curriculum is structured according to 8 Modules:

1. What is Mental Health?
2. Context and Framing Mental Health in VET
3. Psychological Development
4. Psychosocial Disabilities
5. Other Health or Social Issues
6. Organising for Mental Health
7. Understanding and Dealing with Mental Health Issues
8. Resilience

Each module includes five learning units, which are further broken down into structured learning phases, each with specific learning objectives and outcomes. The online learning components require approximately 1–2 hours per unit and include videos, case studies, self-assessment tools, and reflection tasks.

Certification: Participants completing the course may receive a certificate (included in the [Presence Training Design](#)) of completion or digital badge, depending on institutional arrangements. The programme can also be aligned with professional development frameworks or CPD credit systems.

1.5 Target audience

The *Mental Health Ambassadors* course is designed for teachers and trainers in VET, as well as for professionals working in lifelong learning environments. These educators often face growing challenges in supporting trainees who experience mental health difficulties, yet they frequently lack the tools, knowledge, and accessible training to respond effectively.

This course addresses that gap by offering practical, evidence-based content tailored to the VET context. It supports educators in better understanding the mental health needs of their students, knowing when and how to intervene appropriately, and recognising the boundaries of their role.

While the course is not designed for trainees themselves, they are the ultimate beneficiaries, as better-informed and better-prepared educators contribute to more inclusive, supportive, and responsive learning environments.

2 Communication objectives & approach

2.1 Communication objectives

To maximise the visibility and impact of the Mental Health Ambassadors course, as well as the broader AHEADinVET project, our communication package is designed to:

- Raise awareness of the course and project among vocational education and training stakeholders.
- Effectively inform and promote the course's advantages to educators, trainers, and institutions within the VET sector.
- Facilitate the adoption and contextual adaptation of course materials across diverse VET organisations.
- Identify, engage, and maintain connections with key audiences, including educators, trainers, institutional leaders, policymakers, and other relevant stakeholders.
- Inspire stakeholders to actively participate in course activities and advocate for the programme within their professional networks.
- Ensure sustained collaboration aimed at the utilisation, enhancement, and dissemination of the project's outputs.

All communication materials and messaging are culturally inclusive to ensure wide accessibility and relevance.

2.2 Communication approach

Our communication strategy is formulated on the principles of the AIDA¹ marketing methodology - Awareness, Interest, Desire, and Action - to strategically guide and optimise stakeholder engagement throughout the communication lifecycle:

- **Awareness:** Create visibility and attract the attention of the VET community regarding the Mental Health Ambassadors course through targeted social media campaigns, newsletters, email outreach, and high-quality promotional materials.
- **Interest:** Develop a deeper understanding of the course's features and benefits by disseminating detailed information and case studies that underscore its significance and impact within VET settings.
- **Desire:** Foster a strong emotional and professional relationship with stakeholders through customised communications that highlight success stories and practical examples, thereby encouraging proactive interest and endorsement of the course.
- **Action:** Facilitate the transition of stakeholders into active users of the course by promoting participation in training sessions, feedback mechanisms, and community engagement initiatives.

This phased and targeted approach ensures that communications are precisely tailored to the unique needs and preferences of stakeholder groups, thereby maximising the effectiveness of outreach activities and promoting the sustainable adoption or registration to the Mental Health Ambassadors course.

3 Visual identity

A strong and consistent visual identity is essential to ensure recognisability, professionalism, and alignment with EU visibility guidelines. The AHEADinVET project visual identity has been designed to reflect its values of inclusion, support, and innovation in vocational education.

This section outlines the core components of the project's visual branding, including the logo, colour palette, and mandatory disclaimer. These elements should be used across all communication materials, print, digital, and social media, to maintain coherence and brand recognition.

¹ Smart Insights, *The AIDA model*, <https://www.smartinsights.com/traffic-building-strategy/offer-and-message-development/aida-model/>



3.1 Project logo

The AHEADinVET logo is the central element of the project's visual identity. It is available in PNG format to allow flexible use across platforms and materials.

Usage Guidelines:

- Always maintain clear space around the logo.
- Do not alter colours, proportions, or typeface.



3.2 Colour palette

The colour palette has been carefully selected to convey a professional yet approachable tone. The core colours represent trust, wellbeing, and modern education, while also ensuring accessibility and readability.

Colour	HEX code
	793c7f
	90b4a3
	392861

These colours should be used consistently across all visual materials, including presentations, social media graphics, reports, and web content.

3.3 Co-funded by the EU logo and disclaimer

In line with European Commission communication and visibility requirements, all public-facing materials must include the standard EU disclaimer:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or OeAD-GmbH. Neither the European Union nor the granting authority can be held responsible for them.”

And logo:



Note: In visuals, the disclaimer and logo should be placed discreetly but legibly, usually in the footer area of posters, presentations, and web pages.

4 Social media content pack

Erasmus+ encourages the use of social media as an effective way to increase the reach and impact of project outcomes. Social media platforms are key channels to raise awareness, share information, motivate engagement, and foster a community around the Mental Health Ambassadors course.

VET institutions incorporating the Mental Health Ambassadors course into their offerings are encouraged to establish an active presence on LinkedIn, Facebook, and YouTube, platforms widely used by educators, trainers, and stakeholders in vocational education and training. These channels support two-way communication and user interaction, helping to build connections and share experiences with the target audience.

LinkedIn provides a professional environment where VET educators, trainers, and mental health experts can connect, exchange knowledge, and promote best practices. Using LinkedIn pages or groups can help reach professional networks, facilitate communication among stakeholders, and share updates about the course and related events.

Facebook offers broad reach and popularity, making it an ideal platform to promote the course to a wide audience. It enables the creation of engaged communities where institutions can share updates, resources, and success stories. English can serve as the primary language, while posts in local languages can increase engagement with specific audiences.

YouTube can be used to share videos related to the course, such as promotional clips, recorded webinars, and lectures, providing accessible and engaging content to support learners and educators.

Regular and consistent social media activity, including posts, updates, and content sharing, can help maintain visibility and enhance participation. By actively using these platforms, VET institutions can effectively promote the Mental Health Ambassadors course, increase engagement, and contribute to advancing mental health awareness within the VET sector.

To ensure a cohesive and engaging presence across digital platforms, this Social Media Content Pack provides all the essential components for impactful outreach and communication. The pack includes ready-to-use visual and textual assets tailored to LinkedIn and Facebook.

4.1 Branded visuals

To ensure a visually consistent and professional presence across social media platforms, a set of branded visuals has been developed in alignment with the project's visual identity. These graphics are designed to be immediately recognisable and reinforce the AHEADinVET brand across digital channels.

The visual pack includes ready-to-use templates and editable files for various formats, suitable for both static and promotional content. Each design incorporates project-specific colours, fonts, logos, and visual motifs that reflect the project's focus on mental health, education, and inclusivity.





Better mental health = Better Teaching



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or OeAD-GmbH. Neither the European Union nor the granting authority can be held responsible for them.



Better training means better understanding



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or OeAD-GmbH. Neither the European Union nor the granting authority can be held responsible for them.



How can you help improve mental health in schools?



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or OeAD-GmbH. Neither the European Union nor the granting authority can be held responsible for them.



Empower Your Teaching



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or OeAD-GmbH. Neither the European Union nor the granting authority can be held responsible for them.



**AHEAD
inVET**

**When teachers feel
supported, they
thrive and inspire**



 **Co-funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or OeAD-GmbH. Neither the European Union nor the granting authority can be held responsible for them.

4.2 Social media post templates

This section includes some pre-written short messages for major platforms. Each message, along with the relevant hashtags, is optimised for engagement and visibility.

- Understanding young people’s mental health is crucial for educators. Check out what your organisation can do to better support your students.
- Community plays a crucial role in mental health. A strong support network can provide the resilience and resources educators need. Let’s strengthen our community ties!
- Research shows: Better mental health among teachers leads to higher teaching effectiveness and improved student outcomes. Explore our findings!
- Statistics show that mental health days reduce burnout and increase productivity. Institutions that prioritise mental health see happier, more effective staff. Let's make a change!
- What are mental health days? They're dedicated days off for recuperation and self-care, helping educators recharge and return to work refreshed. It's time to prioritise our well-being!

- Teachers need the right tools to address student mental health effectively. Training in mental health can empower educators, leading to a more supportive learning atmosphere.
- Co-creation is key in mental health strategies. By working together, educators can develop tailored, effective support systems that truly meet their needs. Join the movement!

Recommended Hashtags:

- #StudentWellbeing
- #TeacherTraining
- #SupportiveTeaching
- #MentalHealthAwareness
- #MentalHealthEducation
- #MentalHealthSupport
- #UnderstandingMentalHealth
- #EmpoweredStudents
- #InclusiveEducation
- #TeachingWithCare
- #TeacherResources
- #EducationalResources
- #VETeducation
- #Education
- #Teaching
- #AHEADinVET

4.3 Guidelines for effective and responsible communication

Recommended Practices

When managing social media for the course, ensure that all content is clear, professional, and consistent with the course's communication goals. Posts should use both the project acronym and full name to enhance discoverability and recognition. Tagging partner institutions is strongly encouraged to increase reach and visibility across networks. Use a balanced combination of general hashtags (such as #Education) and topic-specific ones (like #StudentWellbeing) to effectively target relevant audiences. When discussing student mental health, always use respectful, inclusive, and non-stigmatising language. Visual content, such as infographics, course teasers, or highlights, should be of high quality and convey key

information accurately. Where appropriate, displaying positive outcomes or reviews can help illustrate the course's real-world value. Finally, ensure timely and thoughtful engagement with followers by responding to comments or inquiries in a constructive and respectful manner.

Communication Cautions

Avoid sharing any personal or sensitive information without documented consent, particularly when referencing individuals or specific experiences related to mental health. Avoid language that makes mental health issues seem unimportant, dramatic, or negative. The promotion of the course should not rely on emotional manipulation or exaggerated claims, as these approaches can undermine both credibility and sensitivity. Avoid making unverified medical or psychological claims, unless such statements are supported by qualified professionals. Additionally, refrain from overusing hashtags or tagging unrelated accounts, as this may come across as misleading or lower the perceived professionalism of the course messaging.

5 Promotional video: Introduction to the Mental Health Ambassadors online course

Videos play a key role in digital communication and marketing efforts, offering an engaging way to present information and connect with audiences. They draw attention quickly, simplify complex topics, and help build a more relatable and memorable message. Sharing promotional videos across social media and other platforms can significantly boost the course's visibility and reach. Compared to text-based content, videos are more likely to be shared, generate interaction, and enhance message retention. As such, they are a valuable tool for increasing awareness, encouraging course enrolment, and sustaining interest among educators and other target groups.

As part of the project's digital engagement strategy, a short promotional video has been developed to introduce the AHEADinVET Online Course. This video serves as an accessible and friendly entry point for prospective participants, primarily teachers and trainers working in Vocational Education and Training.

In this video, viewers are welcomed by Eddie, a virtual guide who leads them through the course's purpose, structure, and learning outcomes. The course focuses on mental health in

the VET context and is designed to equip educators with practical tools and knowledge to better support the wellbeing of their students.

The tone is informative yet approachable, reflecting the project's commitment to creating a safe, supportive, and inclusive learning environment. By using a digital character as the narrator, the video aims to increase relatability and engagement, especially among educators unfamiliar with online learning environments.

This video is hosted on YouTube and is intended to be used across multiple platforms including the course homepage, social media channels, partner websites, and presentations. It can also be embedded or linked in email newsletters and stakeholder outreach communications.



6 Press release

This press release introduces the *Mental Health Ambassadors* online course, developed as part of the AHEAD in VET project. It highlights the course's importance for VET educators and how it equips them to address mental health issues in the classroom. The release is designed for distribution across various platforms to raise awareness and encourage wider engagement. Feel free to customize the press release with relevant details, links, and contact information for your audience.

Press Release

Title: Mental Health Matters and by empowering educators, we can better support every learner.

New Online Course helps VET educators address mental health in the classroom. Teachers and trainers in vocational education across Europe now have access to a free, evidence-based online course designed to help them better understand and support students facing mental health challenges. The course, *Mental Health Ambassadors*, has been developed under the AHEADinVET project, co-funded by the Erasmus+ Programme of the European Union.

With mental health issues on the rise among young learners and adult trainees, VET professionals are increasingly required to respond, often without the training or resources to do so effectively. *Mental Health Ambassadors* provides structured, accessible learning tailored to the real-life needs of educators in vocational and lifelong learning environments.

The course consists of eight modules covering essential topics, including:

- Understanding mental health and psychosocial development
- The impact of mental health on learning outcomes
- Recognising and addressing mental health problems
- Building inclusive and supportive learning environments
- Fostering student resilience

Each learning unit can be completed in 1–2 hours and includes clearly defined objectives, practical insights, and step-by-step guidance.

The course is intended for teachers and trainers in vocational education and training, but it is also relevant for professionals in lifelong learning and adult education. While trainees themselves are not a direct target group, they are expected to benefit significantly from better-informed, well-equipped educators and more responsive training institutions.

7 Additional information and resources

The AHEADinVET project run from 2022 to 2025 and brought together six partner organisations across Europe:

- bit Schulungcenter GmbH (Austria – coordinating institution)
- University of Rijeka (Croatia)
- EXELIA (Greece)
- Institute of Professional Technical Education "Spagna-Campani" Spoleto (Italy)
- Innovela srl (Belgium)
- Regional Vocational School Murau (Austria)

The course is available online in English and German, along with supporting materials provided on the project website. These include a self-evaluation tool, a handbook, and guidelines for delivering the course in presence training.

Course Access Link: <https://www.bit-academy.eu/module/2357/>

Project Website: <https://www.aheadinvet.com/>



AHEAD inVET

mentAI Health AmbassaDors
in VET institutions



Co-funded by
the European Union

 www.aheadinvet.com



 [/aheadinvet/](https://www.instagram.com/aheadinvet/)



 [/profile.php?id=100089631393898](https://www.facebook.com/profile.php?id=100089631393898)



 [/company/ahead-invet/](https://www.linkedin.com/company/ahead-invet/)



 [/AheadInvet](https://twitter.com/AheadInvet)



This work is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-nc-sa/4.0/).



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or OeAD-GmbH. Neither the European Union nor the granting authority can be held responsible for them.

Project number: 2022-1-AT01-KA220-VET-00088070