

Great Mental Health Day in London

Communications Toolkit - update
January 2022

Thrive LDN
towards happier, healthier lives



 **Good Thinking**



Great Mental Health Day 2022

Find out more at thrivelndn.co.uk/greatmentalhealth

Contents

1. Introduction

- About Thrive LDN
- Context and background
- Insights

2. Campaign resources

- Supporting Great Mental Health Day
- Signpost to local services and events
- Graphics for boroughs and local areas
- Downloadable video content
- Creating a challenge video
- Suggested copy for social media channels
- Children and young people mental health crisis lines support

3. Next steps

4. Thank you

Introduction

- About Thrive LDN
- Context and background

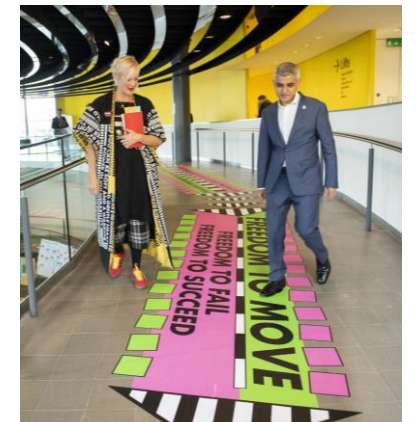
Introduction to Thrive LDN

Thrive LDN is a citywide movement to ensure all Londoners have an equal opportunity for good mental health and wellbeing.

We are supported by the Mayor of London and the London Health Board partners - Greater London Authority, London local government, the NHS in London, Office for Health Improvement and Disparities London and UK Health Security Agency London.

At its core, Thrive LDN is a participation-driven public mental health partnership that engages with and responds to the needs and insights of Londoners.

Since March 2020, we have led the regional coordination of the Public Mental Health response to and recovery from the COVID-19 pandemic.



About Good Thinking

We support individuals to look after their mental health and wellbeing in a way that works best for them.

We encourage everyone to be proactive about their mental wellbeing and we provide tools and guidance to support this.

- We have been supporting Londoners with their **emotional wellbeing** and **mental health** since **2017**.
- Our website provides **advice, tips** and **downloadable resources** to care for your own mental health and wellbeing at a time and place that suits you.
- We provide a **range of tools** and apps to help manage sleeplessness, anxiety, stress, low mood and other feelings.
- Good Thinking is supported by the Mayor of London, London Councils, Directors of Public Health and Office for Health Improvement and Disparities London. The programme is delivered by [Healthy London Partnership](#).

I'm looking for support for...



Young people



Parents and carers

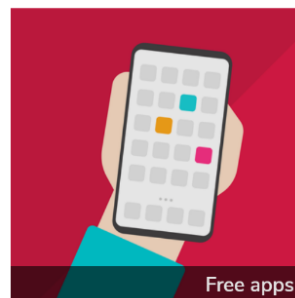


Employers and employees

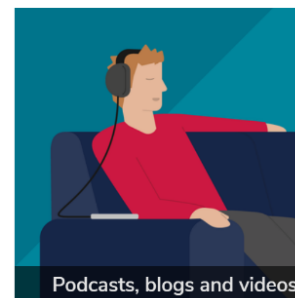


Faith and belief communities

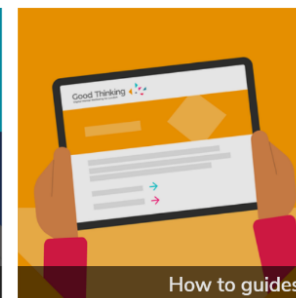
I want to find...



Free apps



Podcasts, blogs and videos



How to guides



Workbooks

Context and background

The London Borough of Haringey was awarded funding as part of the OHID-funded The Better Mental Health Fund which seeks to ensure the mental health impacts of COVID-19 are rapidly addressed.

The team have used this to develop the framework for an awareness day in Haringey called Great Mental Health Day, taking place on Friday 28th January 2022. The team has approached regional partners to co-develop a wider campaign for Great Mental Health Day that extends beyond Haringey and across London.

Thrive LDN and Good Thinking have agreed to support from a regional perspective, to help scale up across London. Doing so would provide a shared day of celebration and support for Londoners, involving both localised services and regional offers.

The timing of the event aligns to key considerations and emerging issues in public mental health, especially when considering the emergence of a new variant and increased health anxiety across London.

The campaign will also support the work of the [Mental Health and Wellbeing Recovery Mission](#).



Great Mental Health Day 2022

Find out more at thrivedn.co.uk/greatmentalhealth

Context and background

Great Mental Health Day aims

- To raise the profile of the mental health services, the work of community organisations and activities that are supporting good wellbeing available both locally and regionally.
- To destigmatise asking for help, encouraging Londoners to access the support available.
- To offer a shared, regional mental health campaign

Great Mental Health Day objectives

- GMHD will bring together health and care partners and help scale up communications tools, resources and assets, facilitated through Thrive LDN, that would support the sharing of the

following key mental health communications principles during a significant moment in the phase of the pandemic:

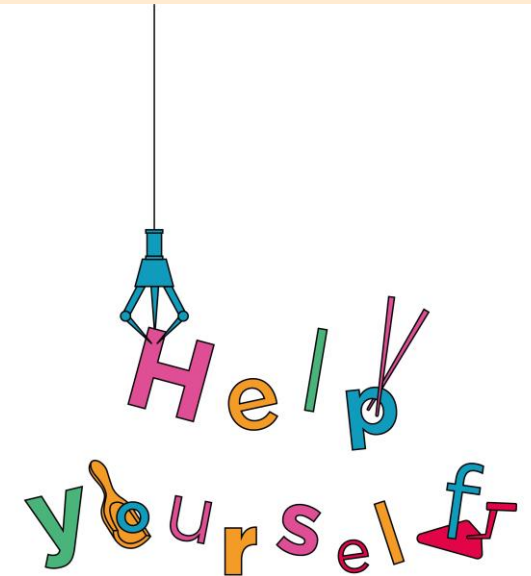
- Acknowledge the feelings of uncertainty people are experiencing
- Directly speak to the concerns people have
- Normalise feeling stressed, promote empathy and mitigate stigma
- Promote healthy behaviours to protect good mental health and build resilience
- Encourage help-seeking behaviour
- Signpost people to a diverse variety of support



The benefits of looking after your mental health and wellbeing

Research shows that participating in activities such as keeping active, connecting with nature, arts and creativity and volunteering, can have a positive impact on your mental health.

- Living in a neighbourhood with high levels of social cohesion directly reduces the risk of poor mental health, and having strong social networks is shown to result in higher levels of wellbeing and a longer life expectancy. Having and maintaining close relationships to friends and family is one of the best ways to reduce stress and support happiness.
- Regular exercise is associated with higher levels of physical and mental wellbeing and life satisfaction across all age groups. Those who do some sort of physical activity a few times a week, be it mild, moderate or intense, are more likely to live happier, healthier lives.
- Education and skill building has a causal relationship with good mental health, and learning new things, both formally and informally, is shown to improve mental health and wellbeing by supporting feelings of self-confidence and reducing rates of anxiety and depression across all age groups.
- Having one or more hobbies, such as reading or listening to music, is shown to reduce stress and feelings of anxiety and depression on a consistent basis.



and others to practical tools and activities to help your wellbeing

To learn more, visit www.thriveldn.co.uk/help-yourself-and-others

Campaign resources



Supporting Great Mental Health Day

We hope this campaign toolkit gives you time to consider how you might get involved with Great Mental Health Day, either leading up to the day or on Friday, 28 January 2022 itself.

To support the campaign, you can:

- Promote the Great Mental Health Day through your channels, signposting to the web address: www.thriveldn.co.uk/greatmentalhealth
- Use the hashtag #GreatMentalHealth when posting to social media.
- Use the Thrive LDN website to share local services, events and initiatives as part of the campaign. See page 11 and 12.
- Share the campaign launch video or create your own, or ask those in your network to record a message. See pages 13 - 16 for video guidance.
- Share information about the day on your social channels, and include our prepared social media graphics and videos within your posts. See page 17 and 18 for a full range of suggested messages you can share.
- Share information about the day on your website or in an e-newsletters and other regular bulletins. See page 19 for supporting copy.



Great Mental Health Day 2022

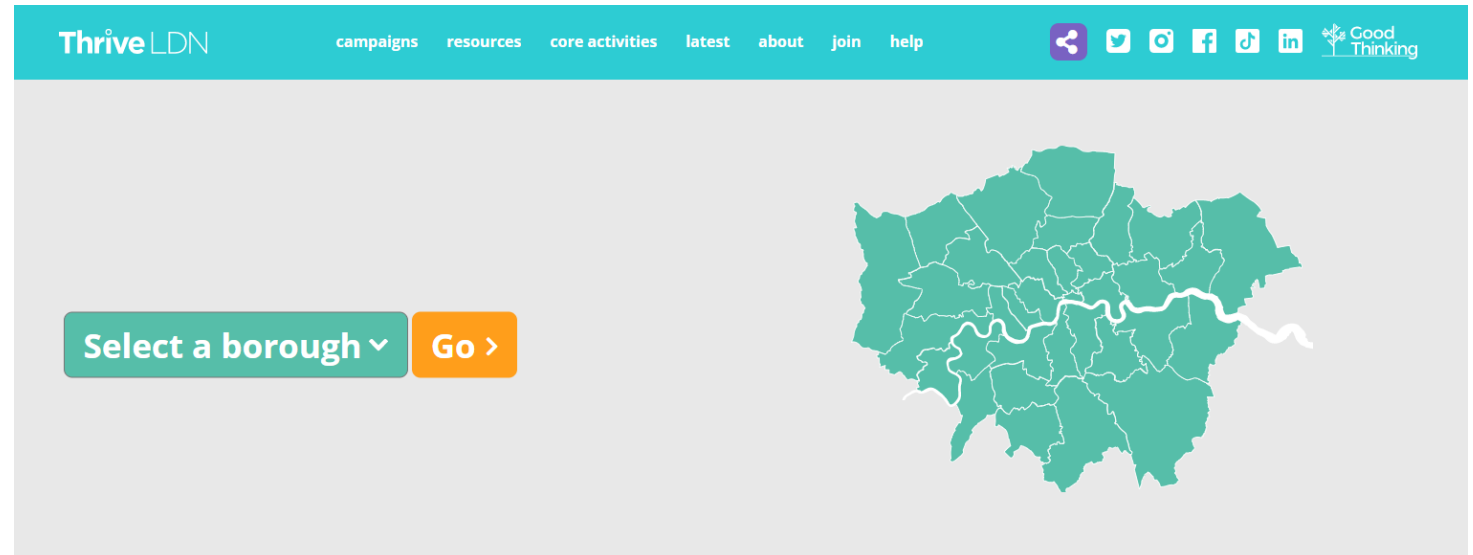
Find out more at thriveldn.co.uk/greatmentalhealth

Signpost to local services and events

Hosted on Thrive LDN, there will be an interactive map of London to include each borough. *The image is a working example.*

These pages are an opportunity for all organisations to populate with relevant local services, events or information at a borough-level.

- Great Mental Health Day in London is a perfect opportunity to highlight activities and wellbeing support services taking place across your local area or borough.
- Do you have any relevant local services to shout about or events (in person or online) taking place in your area leading up to or on Great Mental Health Day?
- These pages will go live by 24 January, in the run up to Great Mental Health Day.
- Share your copy and any images with Thrive LDN for inclusion on the campaign website anytime before Great Mental Health Day: contact the team with details or to discuss further via info@thriveldn.co.uk / 020 8148 5130.

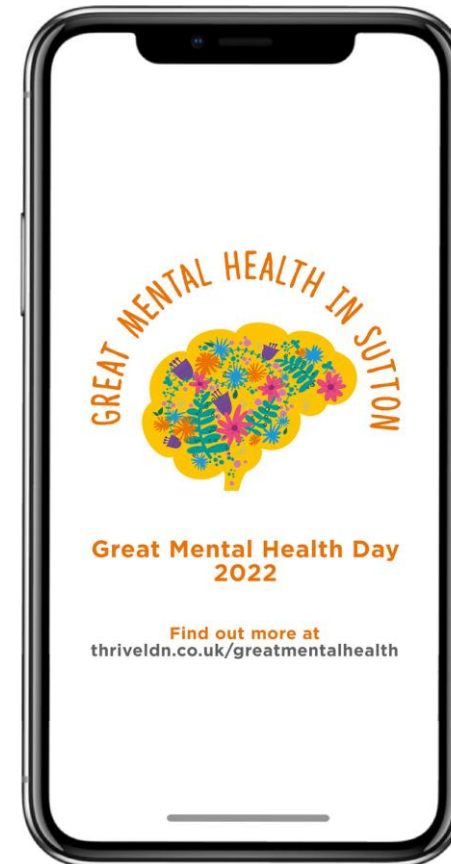


Graphics for boroughs and local areas

We have created *Great Mental Health* logos for each London borough, both with and without straplines containing the campaign URL.

These can be downloaded alongside all other content for the campaign, via [Thrive LDN's Google Drive](#).

If you are planning on holding any more localised campaigns, and would like graphics relating to specific areas within a borough, please contact Glyn Cridland: 020 8148 5130 / glyn.cridland@nhs.net



Great Mental Health Day 2022
Find out more at thriveidn.co.uk/greatmentalhealth



Downloadable video content

Thrive LDN has created video content for partners to use on Great Mental Health Day

We have available:

- A range of challenge videos from some of London's senior health and care individuals calling on Londoners to share their stories.
- Short videos from Londoners (vox pops) outlining what they do to support their own mental health and wellbeing.
- A launch video will be posted to social media on Thursday, 13 January at midday, search for @ThriveLDN and reshare or comment.

You can download all the videos to post organically from your own digital channels. Download these videos from [Thrive LDN's Google Drive](#).

For support when downloading, contact Glyn Cridland: 020 8148 5130 / glyn.cridland@nhs.net



Londoners' video content

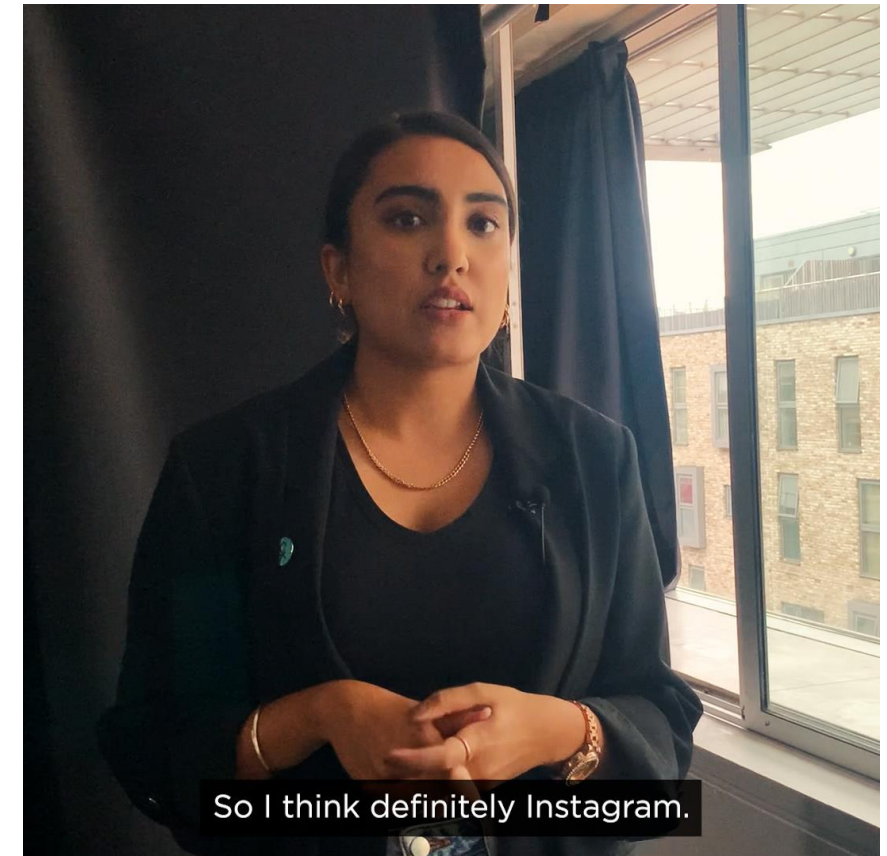
Do you have influencers, leaders or key local residents who could record a short video for you?

A key part of the activities for Great Mental Health Day will be asking Londoners to post their own short videos or ideas on social media, saying what they do to look after their own mental health and wellbeing.

We're really keen for Londoners to answer any or as many of the following questions:

1. What do you do to improve your own mental health?
2. What makes you feel connected to others?
3. What do you do to support others in your community?

There is more information and video guidance for how you can do this on the next couple of pages.



Video filming guide

Setting up

- Please check your lighting and background - make sure it isn't interfering with the picture, and that there's enough contrast.
- If you can, film somewhere quiet, without too much background noise.
- Try to avoid wearing clothes with big logos, brands or messages on them, as it might be distracting.

Technical guidance

- To record a video on your phone or tablet, open the Camera app and switch to Video mode, then tap the Record button to start and finish recording.
- The video will automatically be saved to your camera roll or photos section of your phone.

Filming

- If you have someone who can film you, ask them to film you in landscape mode at around chest height.
- If you're filming yourself and you'd like to film in landscape mode, and prop it up against something stable. Otherwise, it is fine to do a handheld 'selfie' video using your front-facing camera.
- If you can, film the video in one take - it's absolutely fine to have a few slip-ups and pauses, and actually makes it look more authentic.
- Try and speak clearly and not too fast, and to look directly at your phone or tablet while you record.
- Try and keep the video short - 10 to 15 seconds is all we need.
- Pause for 5 seconds at the start and at the end of the video.

3 questions to answer

Here are some short questions to answer in a video:

- What do you do to improve your own mental health?
- What makes you feel connected to others?
- What do you do to support others in your community?

Suggested influencer script

Below is an example script for someone from your organisation or prominent local influencer to use, to create a promotional video.

Alternatively, they could more simply answer the three questions on the right.

It's never been more important for each of us to think and talk about our mental health and wellbeing - and to seek help and support should we need it.

This year, on the 28th January, we/I will be joining Londoners across the city to celebrate London's Great Mental Health Day.

It's a chance for all of us to get involved and celebrate the brilliant mental health organisations and services our city has to offer.

It's also a chance to share ideas on what we do to support each other and our communities through the most trying of times.

For example, like (INSERT WELLBEING EXAMPLE HERE e.g. "the weekly coffee mornings my neighbours run for anyone in need of a chat and a bit of social interaction").

Join me by sharing how you support others in your community below or on social media using the hashtag #GreatMentalHealth.

3 questions to answer

Here are some short questions to answer in a video:

- What do you do to improve your own mental health?
- What makes you feel connected to others?
- What do you do to support others in your community?

Suggested copy for social media channels

Suggested copy for social/ digital channels

We have created a range of **suggested social media posts** which you can share on your social channels.

- [Download the full social media messaging toolkit.](#)

When publishing, you can also include a video or graphic too.

- Download video and campaign graphics from [Thrive LDN's Google Drive](#) or click the image below.



Great Mental Health Day 2022

Find out more at thrivedn.co.uk/greatmentalhealth

Or for ease, you can use the following suggested posts.

To post before 28 January

London marks its first Great Mental Health Day on 28th January, aiming to get us talking about mental health, highlight available support, and take the stigma out of asking for help.

Visit www.thrivedn.co.uk/greatmentalhealth to find out more about #GreatMentalHealth and how you can join in.

To post on 28 January

Today is London's first ever Great Mental Health Day. A day aimed to tackle the stigma around mental health and to learn more about the small things we can all do to support our wellbeing.

What do you do to support #GreatMentalHealth?

For ideas, visit www.thrivedn.co.uk/greatmentalhealth

Great Mental Health Day and Good Thinking on social media

- Good Thinking will be supporting the Great Mental Health Day on 28 January 2022, and will be sharing content throughout the day on social media channels. Follow us on the channels below to see our updates and share any of our messages as appropriate.



Twitter: [@GoodThinkingUK](https://twitter.com/GoodThinkingUK)

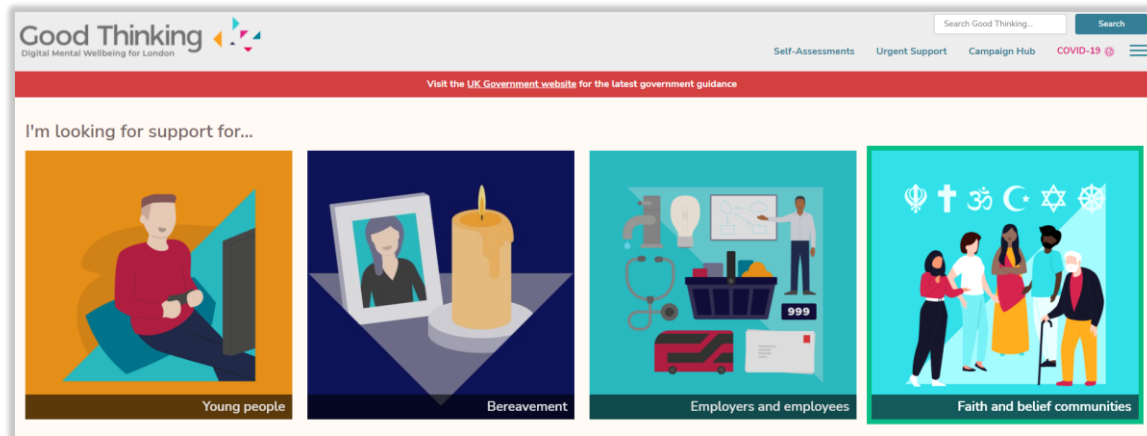


Instagram: [@goodthinkinguk](https://www.instagram.com/goodthinkinguk)



LinkedIn: <https://www.linkedin.com/company/goodthinkinguk/>

- You can also visit our website at www.good-thinking.uk



We'll **primarily be using Twitter** as a our main channel for the day where we will be posting circa 6 posts staggered throughout the day.

Please like or share these from your social media channels to improve visibility and ensure your audience knows where to go for Good Thinking content

All of our posts will include the Great Mental Health Day logo and #greatmentalhealth to ensure consistency.



Comment



Reshare



Like

These buttons appear below a Twitter post and are used to engage with content on Twitter

Suggested copy for web & newsletters

Suggested copy for web and newsletters

Thrive LDN has created suggested copy about the day which you can use and adapt for your website(s) or in an e-newsletters and other regular bulletins.

You can download the suggested copy from the Thrive LDN website:

- [Download suggested campaign copy](#)

And when publishing, you can also embed a video or graphic too.

- Download video and campaign graphics from [Thrive LDN's Google Drive](#).



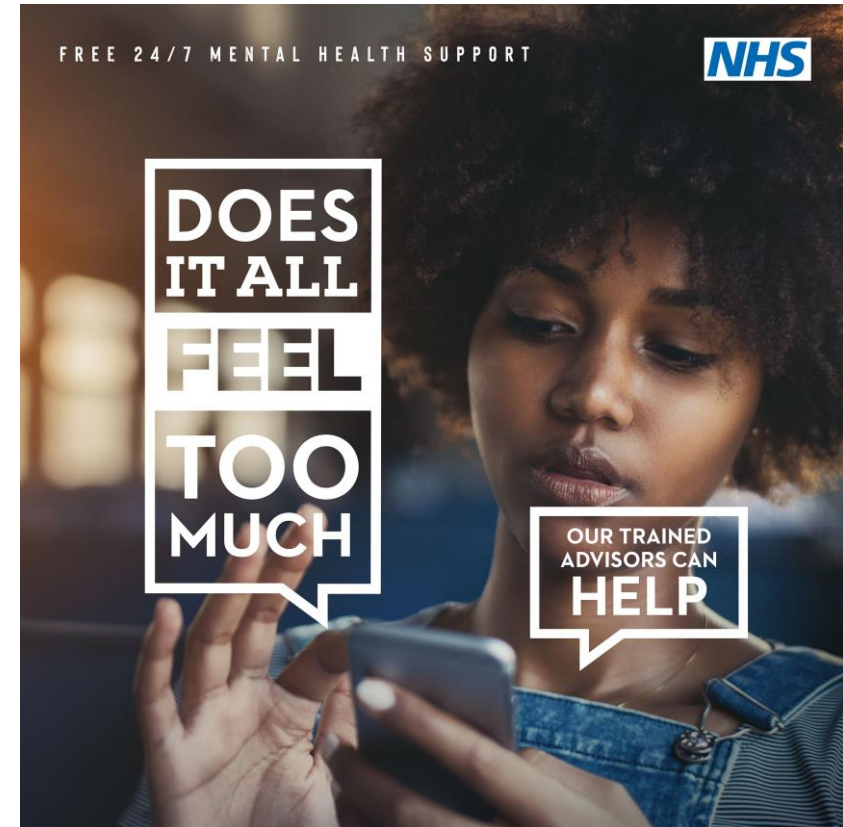
Children and young people mental health crisis lines support

Healthy London Partnership has launched a [campaign](#) to raise awareness among young people and their families of London's free NHS mental health crisis lines.

The campaign has been developed with feedback and input from young people and parents, and will be largely based on social media, and for use in education and community settings, GP surgeries, and elsewhere.

Every mental health trust in London has put in place a free telephone service, supported by trained mental health advisors and clinicians, and open 365 days a year. These enable children, young people and their families to get free urgent mental health support 24/7.

- [The campaign toolkit](#) contains social media assets, posters, and articles for your own publications and websites.
- These resources can be used throughout and beyond Great Mental Health Day.



Next steps

Next steps

21st December 2021 - 26th January 2022

Complete Thrive LDN's [expression of interest form](#), to let us know that your organisation is interested in taking part in Great Mental Health Day.

13th January 2022

Great Mental Health Day launch video and information published.

28th January 2022

Great Mental Health Day in London

Further resources

- Toolkits and other supporting materials are published on the [Thrive LDN toolkits page](#).
- You can also find other regional campaign resources on [Good Thinking's campaign hub](#).



Great Mental Health Day 2022

Find out more at thriveldn.co.uk/greatmentalhealth

Thank you

If you have any questions please get in touch.

Contact the team via info@thrivedn.co.uk / 020 8148 5130
or through the socials below:

[Twitter](#) | [Instagram](#) | [Facebook](#) | [Tiktok](#) | [LinkedIn](#)

thrivedn.co.uk