



GREAT MENTAL HEALTH DAY 2022

Thrive LDN evaluation and lessons for future regional public mental health campaigns

Introduction and context

In 2021 the London Borough of Haringey was awarded funding by the Office for Health Improvement and Disparities (OHID) through the Better Mental Health Fund, which seeks to ensure the mental health impacts of Covid-19 are rapidly addressed.

As part of the funding, Haringey developed a framework for an awareness day in the borough called 'Great Mental Health Day' (GMHD) taking place on Friday 28th January. The purpose was to encourage residents of Haringey to talk about what great mental health means to them and to signpost residents to support services and activities already available locally.

The team at Haringey, with support from OHID, approached Thrive LDN and Good Thinking to propose that the campaign could be scaled up across London. Doing so would provide a shared day of celebration and support for Londoners, involving both localised services and regional offers.

While this document provides a summary and evaluation of Great Mental Health Day 2022 at a regional level, colleagues in the London Borough of Haringey have produced a localised evaluation in tandem.

The two reports give a complementary perspective of the success and learnings from Great Mental Health Day at a regional level and a local level in the borough of Haringey. The purpose of these complementary evaluations is to help enhance plans for future Great Mental Health Day celebrations across London, as well as wider regional public mental health campaigns.

Aims of Great Mental Health Day 2022

The aim of Great Mental Health Day 2022 was to create a day for Londoners to:

- Talk openly about mental health
- Break down the stigma surrounding mental health
- Highlight the support services available to those in the capital

London health partners acknowledge that there are already several awareness days and weeks in existence in relation to mental health, this was to be the first one that was aimed at Londoners specifically. The day was deliberately chosen by Haringey, falling at the end of January and sandwiched in between the launch of the NHS' mental health 'Help!' campaign and a week before Time to Talk Day.

While it was a regional day of celebration, GMHD also aimed to encourage Londoners to access the support services available to them locally. Therefore, it was important that the campaign felt both locally led and influenced but something that was happening across the

region, for all Londoners. Additionally, GMHD recognises that there are certain mental health challenges unique to those living in the capital and the impact of the pandemic felt by Londoners over the last two years has not been equal. As such, GMHD had a strong focus on preventative approaches for supporting wellbeing and mental health which sat alongside local, relevant signposting.

Facilitating a regional campaign

At its core, Thrive LDN is a participation-driven partnership that engages with and responds to the needs and insights of Londoners. Since March 2020, Thrive LDN has been coordinating the public health mental health response to the pandemic to support the mental health and resilience of Londoners during and after the pandemic.

Given the insights and learning gathered from working with Londoners, communities and system partners, especially in response to the COVID-19 crisis, Thrive LDN was well placed to support and facilitate the development of a regional GMHD.

Thrive LDN worked with Good Thinking and the team leading London Borough of Haringey's Better Mental Health Fund work, and regional OHID colleagues to agree a shared approach to the day.

It was agreed Thrive LDN would take on a facilitation and coordination role for GMHD, hosting event info and resources on our website, reaching out to potential partners and other London boroughs and creating graphics and copy for those taking part. Good Thinking also agreed to pull together resources for the day and create social media content to support this.

Thrive LDN's approach

The timeframe to engage stakeholders and encourage participation in the day was just over 6 weeks and included the Christmas and New Year period.

In order to maximise the 6-week timeframe to engage partners and raise awareness about GMHD, Thrive LDN created two communication toolkits. The first was developed and shared prior to the festive break (on 21 December) and aimed to introduce the concept of GMHD and gauge levels of interest from partners and stakeholders by inviting them to start planning their own activities or events.

This was shared through Thrive LDN's established networks, with particular thanks and support from London Councils and the NHS London team. Additionally, Haringey organised close liaison through the network of public health officials in the 11 boroughs funded by the OHID's Better Mental Health Fund.

Following this, Thrive LDN developed an updated and finalised toolkit which was shared with the same networks on 13 January 2022, two weeks out from GMHD. This toolkit effectively launched the GMHD 2022 campaign and contained localised graphics for each borough, social media copy, website copy, signposting to useful resources and inspiration for events and activities.

The toolkit also launched the regional video campaign for GMHD 2022. Building on the video campaign already started by the London Borough of Haringey, Thrive LDN compiled videos from prominent figures in the health sector such as Professor Kevin Fenton, the Mayor of London, Jane Clegg, Dr Oge Ilozue and Sir Norman Lamb. Each individual was asked to answer one or more of the following questions:

- How do you support your own mental health?
- What makes you feel connected to others?

- What do you do to support others in your community?

These videos were shared through the toolkit and on social media in the run up to the day to encourage Londoners to make their own videos answering one of the questions.

Due to the time constraints, it was important to ensure as many of the existing Thrive LDN networks were consulted and utilised during the engagement process.

This included a meeting of the Thrive LDN public mental health communications group in early January. As well as non-system partner contacts from existing projects and programmes such as Right to Thrive and Thrive LDN Champions, London’s MPs and elected members, contacts in further education, mental health charities, and interfaith groups. The toolkit was distributed alongside tailored messaging depending on the audience, ensuring to highlight the potential opportunities for each organisation in supporting GMHD as well as the benefits to Londoners more generally.

Social media and digital campaign

In parallel, the social media campaign for GMHD 2022 was also launched in early January 2022. Using #GreatMentalHealth, this allowed a collective way to keep track of the response to the campaign. All social media described below was organic as there was no budget for paid advertising/ boosting posts.

The GMHD launch video, as described above, was key to kickstarting the social media campaign ahead of the day.

- On 13th January 2022, the [campaign launch video](#) was posted from the Thrive LDN twitter account (@ThriveLDN) which totalled 6,369 views.
- This was followed on 15th January 2022 by the [Mayor of London posting a video](#) to the @MayorofLondon twitter account introducing Great Mental Health Day 2022.

One of the key factors in ensuring the social media campaign for Great Mental Health Day was an effective one was the inclusion of social media copy in the GMHD toolkit. This allowed partners to support and promote the day by providing suggested content that was easy to share and adapt on their digital channels, such as Twitter, Facebook and Instagram, and encouraged Londoners to get involved in sharing their own experiences and tips for improving mental health.

On 28th January 2022, which marked Great Mental Health Day, there were over 750 individual tweets using #GreatMentalHealth and over 20,000 video views on Thrive LDN channels alone, which made it one of Thrive LDN's most successful social media campaigns to date.

As interest grew throughout the day, other key health and care partners' accounts with larger followings, such as those used by MP's, senior health officials and government bodies tweeted their support for GMHD and encouraged others to get involved.

Sajid Javid @sajidjavid

London is hosting the first #GreatMentalHealth Day to encourage everyone to talk about their mental health.

I urge anyone struggling to reach out for support – the NHS is here to help 24/7.

[nhs.uk/mental-health/](https://www.nhs.uk/mental-health/)

Office for Health Improvement and Disparities @OHID · Jan 28
Today London is celebrating its first #GreatMentalHealthDay.

Across the city, people are coming together for a range of activities to boost mood and improve resilience.

Join in by sharing how you support #GreatMentalHealth.

Watch to learn more

@ThriveLDN | @ProfKevinFenton

0:29 6,273 views

11:18 AM · Jan 28, 2022 · Twitter for iPhone

14 Retweets 9 Quote Tweets 41 Likes

Dr Rosena Allin-Khan @DrRosena

Today is London's #GreatMentalHealthDay, a day to come together, be open about our mental wellbeing and break down the stigma surrounding mental health problems.

It's also a chance to share some of the great services our city has to support Londoners with their mental health.

Thrive LDN @ThriveLDN · Jan 28
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 thriveidn.co.uk/greatmentalhea...

0:33 7,525 views

10:44 AM · Jan 28, 2022 · Twitter Web App

18 Retweets 1 Quote Tweet 42 Likes

London Ambulance Service @Ldn_Ambulance

We're supporting today's #GreatMentalHealth Day - aiming to destigmatise asking for help.

As #TeamLAS medic Adam says, if you're struggling or you think a friend or loved one is, there are some simple steps you can take that may help.

9,992 views

8:00 AM · Jan 28, 2022 · Twitter for Advertisers.

24 Retweets 3 Quote Tweets 53 Likes

In addition, and more importantly, Londoners and local groups and organisations began to share their own videos using the hashtag, to describe their own experiences and share tips for wellbeing. These posts were reshared on the Thrive LDN social media accounts to share the sense of authenticity and buy-in from Londoners that was being generated. It allowed real engagement and not just broadcasting of public mental health messages.

Overall, the success of the social media campaign demonstrated that Londoners engaged positively with Great Mental Health Day and connected with the aims of the campaign.

Best For You NHS
28 Jan · 🌐

It's Thrive LDN's first #GreatMentalHealth day. We're sharing what young people and experts who support #BestForYou do to look after their mental wellbeing.

We're excited to tackle stigma and spread the word about how Best For You helps young people and their families. Find out more on our website: <https://bestforyou.org.uk/> 🌟



Nuthatch Retreats
27 January at 04:17 · 🌐

Friday 28th Jan is London's first Great Mental Health Day with Thrive LDN 🌟

Here's Neil talking about how our walks and retreats can use nature to support your wellbeing

Sign up for one of our events today, we have a walk on 29th Jan, 26th Feb and a Connecting to Nature Day Retreat on 26th March in West Wickham and Shirley, south London

<https://www.eventbrite.co.uk/o/nuthatch-retreats-35707493953>

#mentalhealth #natureconnection #mindfulness #walking #GreatMentalHealth #london #wellbeing #meditation #selfhelp



Daisy Hutchison ❤️ @H... · 28/01/2022 ...

Today is London's first ever #GreatMentalHealth day! It aims to encourage Londoners to talk about #mentalhealth. It's not easy to talk about, but the more we do, the easier and more normal it gets 😊 @ThriveLDN



1,662 views
🗨️ 4 🔄 4 ❤️ 27 📤

GMHD digital headline statistics

Traffic to Thrive LDN website

Including all pages visited per day, GMHD proved to be the second highest ever single day of traffic to the Thrive LDN website (second to World Mental Health Day 2020).

Encouragingly too, 82% of traffic on the day was from new visitors to the website.

Visits to Great Mental Health Day and calendar pages:

Overall (21st December 2021 to 16th February 2022)

- Overall pageviews: 9,833
- Unique pageviews: 8,179

Friday, 28th January 2022 only

- Overall pageviews: 2,211
- Unique pageviews: 1,842

Social media engagement

Twitter - #GreatMentalHealth hashtag

Overall (21st December 2021 to 16th February 2022)

- Overall impressions: 118,000
- Engagements: 1,971
- Retweets: 296
- Likes: 329
- Media views: 15,799
- Media engagements: 415

28th January 2022 only

- Overall impressions: 54,905
- Engagements: 637
- Retweets: 90

- Likes: 101
- Media views: 8,024
- Media engagements: 157

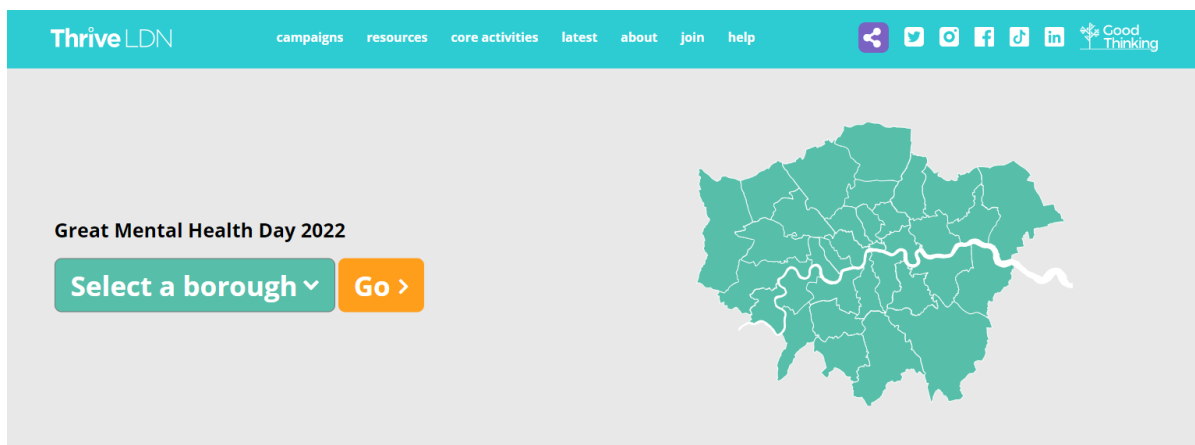
Total video views across all Thrive LDN social platforms:

Twitter	Instagram	TikTok	Facebook	LinkedIn	TOTAL
15,799	2,657	1,298	704	1,420	21,878

Events and activities to celebrate Great Mental Health Day 2022

Integral to the success of Great Mental Health Day 2022 were the events and activities that individuals and organisations hosted and took part in to celebrate the day.

As part of co-ordination of the day, Thrive LDN facilitated an interactive map of London on its website that allowed users to find out which events would be taking place in their local borough (screen shot included below).



During the fortnight between the launch of the second toolkit and 28th January 2022, the Thrive LDN team were contacted by a number of individuals and organisations who had heard about Great Mental Health Day and wanted to host their own activities and events. These ranged from charities and community organisations to Londoners who wanted to do something for their neighbours or friends to celebrate the day as well as local services who wanted to spread the word about the support they provide.

This was helpful, as it meant the reach of the campaign was wider than just those who were already part of Thrive LDN's existing networks or who had not been contacted directly.

Activities included things that were arranged specifically for Great Mental Health Day and held on 28th January 2022, such as the Lambeth Mental Health Walk. Also included were wellbeing events in the week leading up to GMHD as well as the week after, many of which we were alerted to by local authorities.

In total, there were over 60 events listed on the Thrive LDN website covering most boroughs in London. These ranged from exercise classes, meditation, wellbeing walks, coffee mornings, and workshops to discuss mental health and wellbeing.

Although keen to enable Londoners to attend and connect with organisations and individuals local to them, Thrive LDN also organised three virtual events open to all Londoners (and those beyond) to participate in on GHMD. Working with partners, this included an

introduction session to meditation, yoga, and radical self-care. These live, online events were well attended, with roughly 40 attendees per session.



Just engaged in this during my lunch break and it was soo needed after a topsy turvy mental health week! 😊
#GreatMentalHealthDay

Thrive LDN @ThriveLDN · 28/01/2022
Our FREE Creative Meditation session for #GreatMentalHealth Day starts online at 12.30pm today.

The event takes place via Teams, but you do not need to have a Teams account to join.

Find full details on how to join on our website below.

thrivelndn.co.uk/greatmentalhea...



Scarlett4Coldharbour
@Scarlett4C

Joined the #GreatMentalHealth day walk today from @The_PlatformLJ to @MosaicClubhouse Warm welcome from Jo at Platform cafe with delicious healthy food and good conversation all the way to another warm welcome from Beverley at Mosaic.
@AgeUKLambeth @LambethTogether



Hackney Libraries
@hackneylibs

At #DalstonCLRJamesLibrary we're marking #London's first ever #GreatMentalHealthDay with a selection of books for children and young people.
thrivelndn.co.uk/greatmentalhea...
#HackneyLibs
#Wellbeing
#MentalHealthMatters



Limitations of GMHD

The largest limitation of the planning and execution of a London wide Great Mental Health Day was time.

Although the concept of GMHD in Haringey had been in development for some time, the timeframe from agreeing to scale up to a regional campaign was roughly 6 weeks. This meant that although the campaign is considered a successful one overall, we acknowledge that engagement was more limited than it could be given the timescales. Fortunately, as described above, through social media and the willingness of London's health and care partners to support the campaign meant that the reach was citywide, but more time could have enabled this further. In feedback we received after GMHD one respondent said:

- *"It's still in its prime so more awareness could be spread across the media - I only found out because I follow a lot of mental health organisations due to personal/career interests."*

In addition, time limitations meant that many of the organisations who wanted to take part in and support Great Mental Health Day did not have the time to organise events or activities locally, even though they expressed their wish to do so.

The day was also managed on a very limited budget from a regional perspective. Thrive LDN relied entirely on partners' goodwill and positive response to GMHD. Although most local authorities engaged with GMHD, there was variation across boroughs in terms of engagement with the day, particularly in relation to organising events and activities available to residents. Access to funding for GMHD for local authorities could help achieve a more balanced offer of support for Londoners.

Feedback and impact of Great Mental Health Day

Although the longer-term impact of Great Mental Health Day 2022 is difficult to assess at this point, there is some feedback and activity following the day that has allowed us to draw some conclusions about the effectiveness of GMHD.

As described above, the response to the day from Londoners, both individuals and organisations, on social media was overwhelmingly positive. It demonstrated that the aims of the campaign, to encourage Londoners to talk about mental health and break down the stigma around it, was something people felt strongly about and in being given the space to do so, were willing to share their own experiences and support others.



Jenny Houghton
@EastEndJen

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Dark winter days can make us all feel miserable and demotivated 😞. My favourite way to improve my mood is singing online with global friends and the fab [@homechoir](#) and [@mrbenengland](#). Join us at 2pm today it's free and guaranteed to make you smile 🎵😊☀️
[#GreatMentalHealth](#) [@ThriveLDN](#)

Following the online events organised by Thrive LDN, attendees were asked to fill in an online feedback survey which was also shared across communication networks the following week. 69% of those who responded had never attended a wellbeing event prior to Great Mental Health Day and all respondents said they would like to attend a similar event in future.

Respondents were asked to consider what they'd want from future days like Great Mental Health Day 2022. The most common response was a request for more opportunities to attend events or future sessions like the ones they had attended on the day. It was clear from the feedback received that there is appetite from those that attended GMHD or wellbeing events for the first time to get involved with longer term activity-based events that run on a regular basis. Part of the aim of GMHD was to highlight that ongoing support that is available to Londoners locally and so there is opportunity here to build on this work and continue the promotion of these services to those that may not already be aware of them.

When asked what impact respondents felt that GMHD has had on Londoners, all were in agreement that it was a positive one. One respondent added, *"it's made us stop and remember to look after each other"* while another said *"possibly helped Londoners feel less alone. More included and able to talk freely about our mental health"*.

Some of the most striking examples come from those who attended some of the local events on the day and were able to access support for the first time as a result of the day. The case study below was provided by the London Borough of Haringey following feedback from a session organised for Great Mental Health Day for Latin American women.

Case Study: Social Prescribing Service GMHD session for Latin American women

Hosted in Haringey's children's centre, the local Social Prescribing Service organised a Great Mental Health session for Latin American women to discuss mental health and wellbeing. The venue allowed children to play in sight of their mothers but most importantly, created a space for Latin American women to speak about things that mattered to them. Present were 8 mothers of Spanish and Portuguese origin in addition to a session facilitator, Haringey Public Health, CEO of the Children Centre and local Social Prescribers.

Discussions centralised around the stigma surrounding the phrase 'mental health' in Latin American culture and wellbeing was synonymously used for the remainder of the session. Coping techniques and barriers to achieving great mental health were discussed in addition to two disclosures of domestic violence and one clinical experience of mental health services in the borough.

"What shocked me was the expression of raw emotions, the comforting outreach from strangers equally matched by outburst of raucous laughter" Rosa Treadwell, Great Mental Health Day organiser and attendee of the Latin American Women's group.

Strangers upon entering the session, mothers left with translated flyers for future sessions, strong connections and continued access to a free translator via a WhatsApp group. Mental Health First Aid training and Domestic Violence training has since been organised for the Children's Centre, group facilitator and Social Prescribing team to support future conversations about mental health or disclosures of domestic abuse.

A group vulnerable to mental ill health experiencing language barriers accessing services and local amenities, in addition to the perinatal risks associated with being a new mother, the permeating impact of a single GMHD activity is clearly demonstrated here, directly benefitting multiple generations of residents.

In addition to the impact GMHD has had on Londoners at an individual level, it also provided communities and local authorities the opportunity to collaborate and coordinate at an organisational level. GMHD allowed the fostering of new partnerships and relationships across organisations and enabled Thrive LDN to develop new connections with community organisations, with whom we will continue to work with post GMHD.

Next Steps and Recommendations

Given the success of Great Mental Health Day 2022 and its impact on Londoners outlined above, it would be beneficial to establish GMHD as a yearly awareness day for London.

Some of the limitations faced in the planning for GMHD 2022 could be overcome with more time and resource, and opportunities for collaboration across the region could be maximised further.

Given the Mayor of London's commitment to mental health through the Mental Health and Wellbeing Recovery Mission, GMHD could provide a regional opportunity through which we connect with Londoners and wellbeing and community champions, as well as a way to celebrate existing services and activities.

Recommendations:

- 1. Continue to celebrate Great Mental Health Day in London.** Overall, GMHD 2022 was a successful campaign. It encouraged collaboration across multiple agencies, local authorities, organisations, and individuals, and helped highlight the range of mental health support available. The timing of GMHD 2022 at the end of January worked well. Great Mental Health Day in London could therefore be a permanent awareness day, held on the last Friday of the month of January.

Thrive LDN will commit to maintaining a coordination role regionally for GMHD, with support of partners such as Good Thinking, OHID, London Councils, the Mayor's Office and the NHS in London.

- 2. Ongoing promotion of wellbeing activities and events beyond Great Mental Health Day.** The most received feedback after Great Mental Health Day was for

more access to free events similar to the ones attended on the day. Many of the partner events listed on the Thrive LDN website do continue on a regular basis, however finding these events and details on how to attend them proved difficult at times with there being no central place for them to be listed.

GMHD was successful in its aim of highlighting some of these ongoing support services through the interactive map of London created on the Thrive LDN website specifically for the day. We could maintain this, becoming a permanent fixture on the website would allow partners to share their activities through Thrive LDN (to complement their own channels/ communications) and offer a collective, single source of information for Londoners to access free wellbeing activities and events all year round.

- 3. Growing the depth of community engagement for future GMHD activities, particularly reaching those who offer targeted support.** Thrive LDN recognises that although everyone should have an equal right to good mental health, there are many at higher risk of unfair treatment based on their identity, beliefs, or social class. Through the Right to Thrive programme, Thrive LDN is supporting innovative community and grassroots projects across London which help support the mental health and wellbeing of those who are experiencing higher levels of unfair treatment and discrimination. Although GMHD did give these organisations the opportunity to participate in GMHD, future planning should allow more time and resource to ensure it is a platform to amplify the voices of organisations who offer targeted support, such as black-led organisations, LGBTQ+ organisations, those who support refugees and asylum seekers, and many more.
- 4. Use Great Mental Health Day to celebrate those supporting others across London's diverse communities.** The Mental Health and Wellbeing Recovery Mission has set an ambition to identify and support 250,000 London wellbeing champions by 2024. Great Mental Health Day is a helpful opportunity to celebrate the work being done across London's wellbeing networks, particularly highlighting how individuals are supporting others at a community level.
- 5. Consider the benefits of maintaining a public health campaigning function.** Great Mental Health Day is a strong example of partnership working across London to support a shared campaign and message. The campaign followed a successful tried and tested process to developing regional campaigns which Thrive LDN has facilitated, other examples of which can be seen through the ongoing #ZeroSuicideLDN campaign and In Loving Memory of Londoners Lost bereavement awareness campaign, coinciding with the opening of London Blossom Garden.

With the appropriate level of resource and capacity, Thrive LDN is well positioned to offer a regional public mental health campaign development function. This would fundamentally be guided by the experiences of previous campaigns and utilise the networks developed through those. To make best use of time and resources, as well as recognising the critical value and requirement of all relevant partners' input from the offset, the following five-stage framework could be agreed and developed to support new regional campaigns and/or participatory communications projects: goal setting (including campaign budget); campaign definition and planning; campaign targeting; execution; and evaluation and post-execution analysis.