

London's Great Mental Health Day

Friday, 26 January 2024

Supporter's Pack

December 2023

Thrive LDN
towards happier, healthier lives



 **Good
Thinking**

**GREAT
MENTAL
HEALTH
DAY** **IN
LONDON**



Find out more at

thrivedn.co.uk/greatmentalhealth

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Introduction to Great Mental Health Day

Quick overview of the day

What is Great Mental Health Day?

Great Mental Health Day returns on Friday, 26 January 2024.

Great Mental Health Day is a London region awareness day to support Londoners to talk about mental health, create a platform to highlight the great support available, and, crucially, take the stigma out of asking for help when needed.

The day will see 1,000s of Londoners come together across 100s of free events taking place across the city, sharing stories, experiences and exploring ways to support individual and community wellbeing.



[Click to watch promotional GMHD 2024 video](#)

The aims of Great Mental Health Day

Great Mental Health Day aims to offer a shared, regional mental health and wellbeing campaign for London, that:

- Raises the profile of the mental health services and the great work being done by community and grassroots organisations.
- Destigmatises asking for help, encouraging Londoners to access support available.
- Shares activities that support good wellbeing available both locally and regionally.
- For 2024, explores the importance of ‘meaningful connections’.
- It also acts as a reminder that we can all do our bit to spread hope and kindness, and to help each other.



This year's theme: meaningful connections

Great Mental Health Day 2024 will explore the importance of meaningful connections and highlight the power of relationships, collectivising, and social networks.

Having strong, supportive relationships - whether family and support structures or from wider community and faith groups - is probably the most important thing we can do to support our wellbeing.

Great Mental Health Day 2024 is an opportunity to explore and share the ways in which our relationships contribute to our overall wellbeing.

From the bonds we share with friends and family to the connections forged within our communities, every meaningful connection plays a role in shaping our ability to have good mental health.



Spreading the word through your networks

Content for digital and print channels to support participation and raise awareness about the day

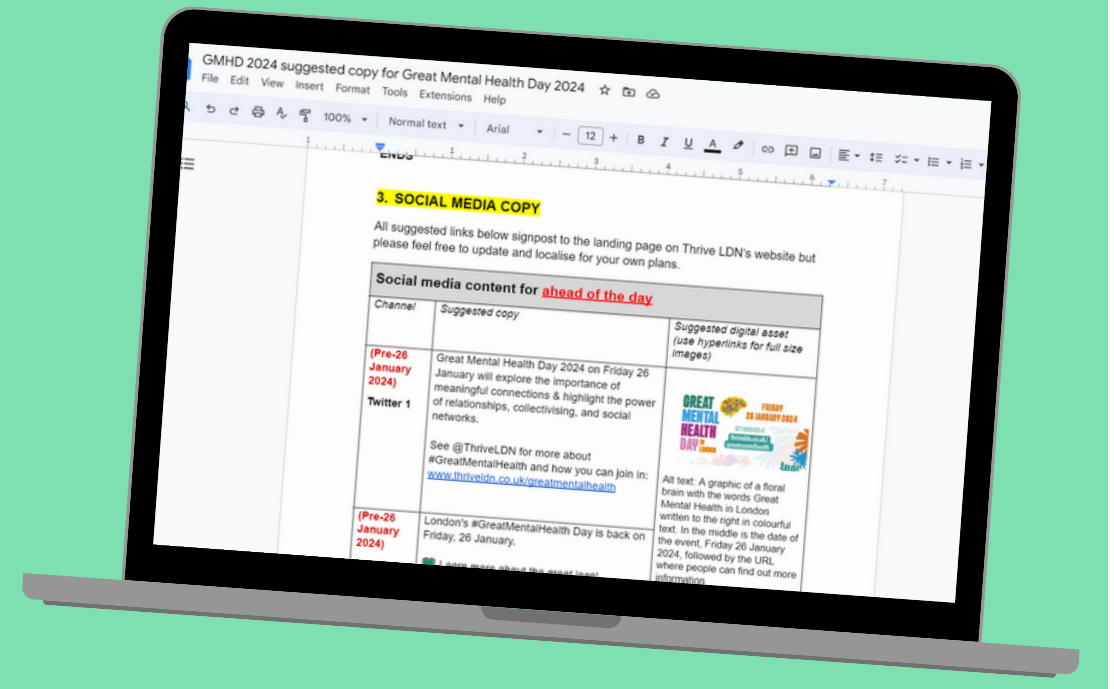
Suggested content to help promote Great Mental Health Day on digital and non-digital channels

One of the easiest ways to get involved with Great Mental Health Day is to let people know about it and share your message of support.

Help us raise awareness about Great Mental Health Day 2024 by spreading the word about the day with your networks - families, friends, neighbours and colleagues. Share your thoughts and plans on social media using #GreatMentalHealth.

We also have put together [suggested posts you can share on digital channels](#). Here you'll also be able to download the [digital assets](#), such as video content, social media tiles, and more.

We have put together some suggested content for sharing as part of your planned communications - [click to access](#).



Great Mental Health Day logos

[Access and download a range of Great Mental Health Day logos.](#)


The logos are designed to offer versions across 2 lines (landscape), 4 lines (square), and short (GMHD abbreviated). These versions are then developed as both 'Great Mental Health Day in London' but also localised by each borough.




Example post for social media

Here's an example post you can share on social media about Great Mental Health Day:

London's #GreatMentalHealth Day is back on Friday, 26 January.

 *Learn more about the great local initiatives and support services that are available right across London.*

 *Take part in a local or virtual event with fellow Londoners to mark the day:*

www.thriveldn.co.uk/greatmentalhealth

Use this image with your post: [click to download](#) or explore [all the digital assets](#).



Sharing examples of connection

For Great Mental Health Day 2024, we're also inviting Londoners to tell us:

1. In three words, what does #GreatMentalHealth mean to you?
2. How do your relationships contribute to your overall wellbeing?
3. What examples of other people supporting you have benefited your mental health?

We want to use responses to these questions as part of the campaign for the day to capture the real examples of connection and what that means to Londoners across the city.

We'd be grateful for your support in sharing these either through social media ([download the suggested copy](#)) or direct through your networks, with responses directed to info@thrivedn.co.uk.



How to get involved

Making the most of Great Mental Health Day for yourself

Find an event near you

Events for Great Mental Health Day 2024 will take place all over London. See what events are taking place close to where you live and get involved with our mission to spread hope and kindness, and to help each other.

[Use the interactive map to explore events, initiatives and support in your area.](#)

This is being constantly updated in the run up to Great Mental Health Day so keep checking back or [sign up for more regular updates.](#)



Join an online event

If you can't make an event in-person, there are plenty of online events taking place for Great Mental Health Day 2024.

You can log on from work or from home to be involved in the day and learn more about improving wellbeing.

Explore what's available through our [Online Events](#) page - this is constantly being updated in the run up to the day itself.



Hosting your own event or activity

Tell us about your plans

Host your own Great Mental Health Day event or activity



If you or anyone in your local area in London is planning an event or initiative for Great Mental Health Day 2024, we want to know about it.

Fill in the [contact form at the bottom of the Great Mental Health Day website](#) or email info@thriveldn.co.uk to tell us all the details about the event or how you're marking the day. We can promote it on the website and through our other digital channels.

Over the next few pages, we share some ideas some ideas for celebrating Great Mental Health Day as well as examples of how Haringey is planning to mark GMHD 2024.

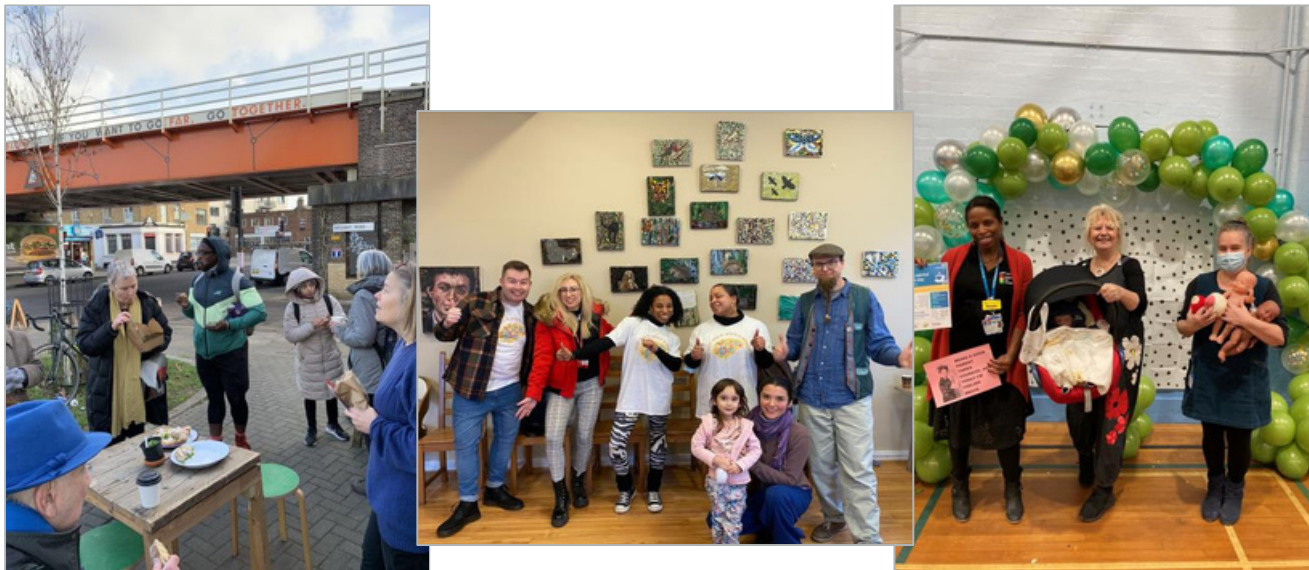


Who can support and be involved with Great Mental Health Day?

At its core, Great Mental Health Day is created for Londoners, by Londoners. We're counting on you to help us make the day a success. Ultimately, you know your community best.

In 2023, thousands of Londoners come together to organise and attend events, share thoughts on social media, create art and promote wellbeing and mental health support resources and services. Those involved ranged from local councils, to grassroots organisations, charities, private companies and individuals.

Anyone can get involved and you can celebrate Great Mental Health Day in whatever way you like - it is entirely up to you. Just don't forget to tell us about it or tag us on social media.



Planning an event or activity

Great Mental Health Day is a perfect opportunity to highlight activities and wellbeing support services taking place across your local area or borough.

Whether you'd like to run a taster session to promote your wellbeing activity or organisation, or welcome some new faces to your local group, or just meet some of your neighbours for the first time, then Great Mental Health Day is for you.

Thrive LDN's interactive map lists GMHD events, resources and initiatives across London's boroughs. Getting your event registered on the map is easy. Just email info@thriveldn.co.uk with the event details, including how to join and a bit about you or your organisation.

Not able to host an activity? No problem! You could offer to host a stall promoting your organisation at someone else's activity. Find activities near you using the London map.

When planning your event you might want to think about:

- Do you have any events already happening in your area that you could hold on Great Mental Health Day?
- Try and make your event inclusive. Events should be free to attend where possible and accessible.
- What do you do to keep yourself well or happy? Is this something you can teach or share with others?
- This year's GMHD 2024 aims to explore meaningful connections. Look for opportunities to create a safe space or opportunity for those in your local area to get together.

Sharing existing resources and initiatives

Celebrating Great Mental Health Day doesn't have to involve hosting an event or activity. One of the aims of the day is to raise the profile of the good work community organisations, charities, local authorities and health partners are doing to support good wellbeing locally and regionally.

We know there are lots of helpful resources, projects and initiatives already taking place right across London. Great Mental Health Day is a perfect opportunity to share and promote these.

Use Great Mental Health Day as an opportunity to share and promote resources and ongoing initiatives in your local area.

Ideas for sharing resources and initiatives:

- If there's weekly newsletter or staff email at your workplace, you could use this to share online resources to support wellbeing.
- Promote existing organisations or groups with people in your local area, for example through a Facebook group or WhatsApp chat.
- Using a regular coffee morning or activity you already do to discuss mental health and wellbeing on Great Mental Health Day.
- Sharing links to helpful resources and activities on social media. Explore some from the Thrive LDN or Good Thinking websites.

Local spotlight

How Haringey are celebrating Great Mental Health Day.

To learn more, contact:

Rosa Treadwell

Public Health Practitioner - Mental Health

rosa.treadwell@haringey.gov.uk

How Haringey are celebrating Great Mental Health Day 2024



Haringey activities 2024



ABC Parents Fair

Haringey Flagship Event.
Friday 26th January.
Tottenham Sports Centre.

How Haringey are celebrating Great Mental Health Day 2024



Subject to change. More events TBC.



Let's Talk IAPT
IAPT Training



Poetry
workshop



kooth
Delivering mental health
assemblies in schools.



Film screening:
'Mental health, my father and me'



Samaritans Roadshow



GamCare
Gambling Harms Training

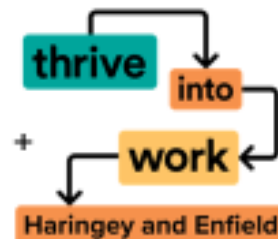
Meet our
MHFA'ers



Active travel Team: smoothie
bike and cycle to work
programme



**Clarendon
Recovery
College**



CV Building
workshop



**North London
Mental Health
Partnership**

NHS
Barnet, Enfield and Haringey
Mental Health NHS Trust
Camden and Islington
NHS Foundation Trust

North London Mental Health Partnership event

Impact of Great Mental Health Day events on Haringey residents and communities



“An amazing opportunity to hear about and learn how to access services we hadn't heard of before”.

“It opened up the conversation of mental health and showed there are many, many aspects to it”.

“It was very informative, good mix of stalls, and activities, very busy and lively, fun, with opportunities to meet others and positively engage in the local community. Shame its only once a year. Would like more community events like this!”

Actions and next steps

Actions you can take now...

We hope this campaign toolkit which we hope gives you everything you need to consider how you might get involved with Great Mental Health Day, both leading up to the day or on Friday, 26 January 2024 itself.



Here is a quick recap of next steps to get the most of the day:

1. Let us know about any events, activities or initiatives you are planning or which are happening in your area on or around GMHD by emailing info@thrivedn.co.uk.
2. Get in touch with any resources or existing local organisations you'd like included on your [local borough page](#) or more generally on the Thrive LDN website.
3. Help us promote Great Mental Health Day 2024 by letting people know its back for a third year. [Download the digital copy and assets.](#)
4. Share your thoughts about the upcoming day on social media using **#GreatMentalHealth**.
5. Or - most simply - ask the following question on your social media channels:
In three words, what does #GreatMentalHealth mean to you?

Next steps and key dates

Now

- Let us know that your organisation is interested in taking part in Great Mental Health Day, please email info@Thriveldn.co.uk
- Download the [suggested copy and digital assets for social media](#) to help promote

Join a London Public Mental Health Communications Group meeting

The date of the next meetings are:

- Tuesday, 19 December 2023, 3PM-4PM
- Thursday, 11 January 2024, 3PM -4PM

Join us for an opportunity to check in with colleagues ahead of the day and share plans. Please email info@thriveldn.co.uk if you'd like to join.

Friday, 26 January 2024

Happy Great Mental Health Day 2024!

Appendix



Who is behind Great Mental Health Day?



Thrive LDN is a citywide public mental health partnership to ensure all Londoners have an equal opportunity for good mental health and wellbeing. We are a coalition of partners working towards the shared mission of ensuring everyone living or working in London is treated fairly and can live a happy and healthy life.



Good Thinking is an online service that supports Londoners to look after their mental health and wellbeing in a way that works for them. Available 24/7 on any device and completely anonymous, Good Thinking provides a range of advice, resources and NHS-approved apps, to help Londoners improve their mental wellbeing.



The London Borough of Haringey developed the original framework for Great Mental Health Day as a local awareness day in 2021. They continue to support the co-development of GMHD 2023 both locally and regionally.

The day is also supported by the Mayor of London, the NHS in London, London boroughs and the Association of Directors of Public Health London, London Councils, and OHID in London.

Frequently asked questions

Still got a burning question?

[Then explore our FAQs.](#)

Have another question not listed there or explained in this Supporter's Pack?

Then speak to the Thrive LDN team. You can [contact us](#) and we will get back to you to have a chat through your plans and ideas.

