

World Mental Health Day

10th October



Communications
toolkit



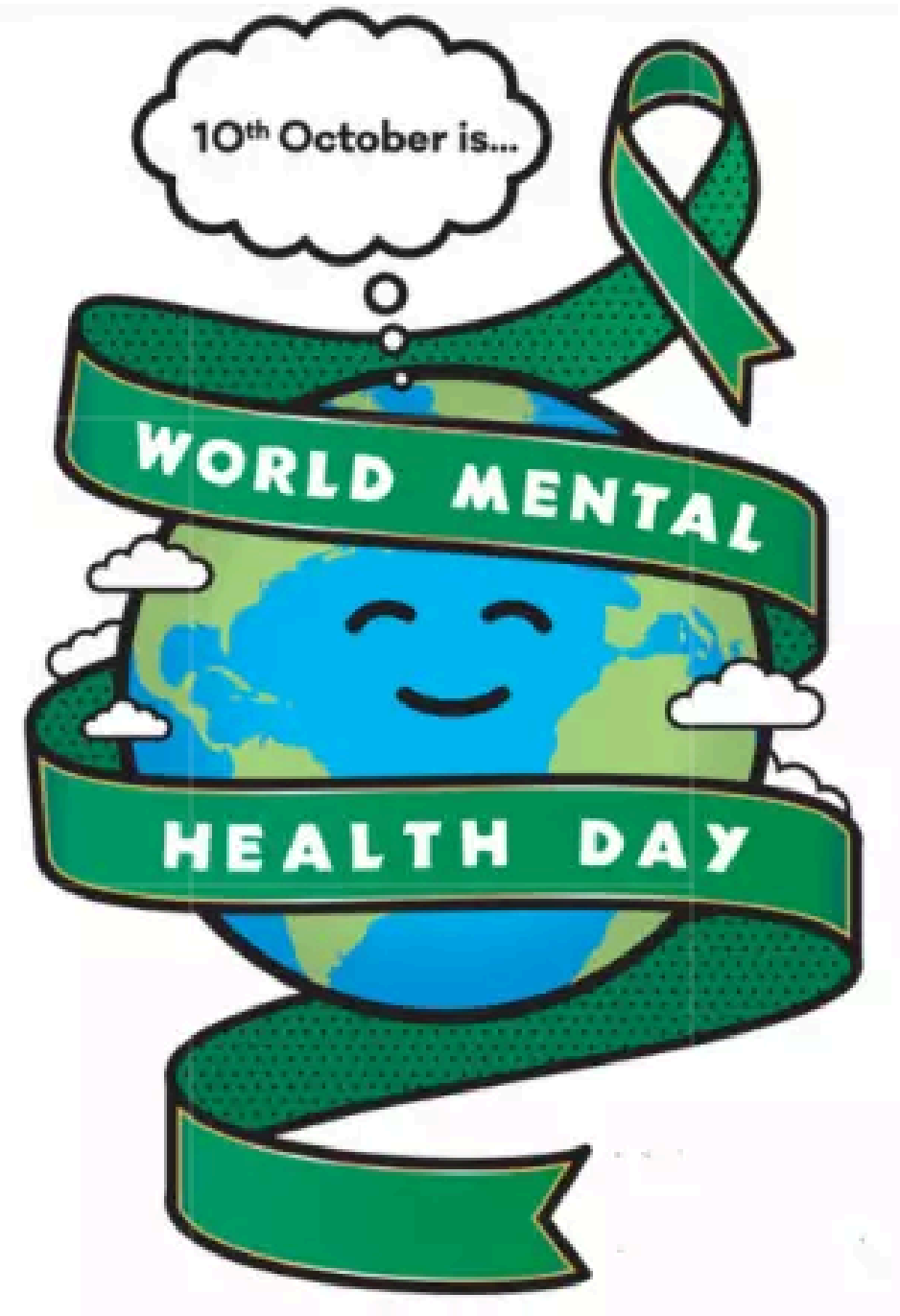
Working together to improve the health
and wellbeing of our communities





**This toolkit is
designed to help you
support World
Mental Health Day**

What is World Mental Health Day?



World Mental Health is an annual event which aims to raise awareness of mental health issues around the world and to mobilise efforts in support of mental health. The day aims to contribute to ensuring that people living with mental illness can live better lives with dignity.

Mental health problems exist in our lives, families, workplaces and communities, impacting everyone. We all have mental health. WMHD is a chance to talk about mental health in general, how we need to look after it, and how important it is to talk about things and get help if you are struggling.

**This year's theme is
'prioritising mental
health in the
workplace'.**



**'It is time to
prioritise
mental
health in the
workplace'**

This year's theme of 'mental health in the workplace' aims to improve knowledge, raise awareness and drive actions that promote the importance of mental health within the workplace. It is essential for governments, employers, and organisations to work together to improve mental health at work.

Action to address mental health at work should be done with the meaningful involvement of workers and their representatives, and persons with lived experience of mental health conditions. By investing efforts and resources in evidence-based approaches and interventions at work, we can ensure that everyone has the opportunity to thrive at work and in life..

“Poor mental health in the workplace is a growing issue”

- In 2022, mental health was the 5th most common reason given for sickness absence, accounting for 7.9% of occurrences.
- Mental ill health is now the most common cause of work-limiting conditions among those aged 44 years and younger.
- Over the past decade, the number of workers aged 16–34 years who reported that their mental health limits the type or amount of work they can do has more than quadrupled.
- In 2022/23, there were an estimated 875,000 workers suffering from work-related stress, depression or anxiety, resulting in 17.1 million working days lost



10 ways to improve your mental health in the workplace



1. Talk about your feelings: It can be hard to talk about feelings at work. If you have colleagues you can talk to, or a manager who asks how you are, it can really help.

2. Be mindful of your activity levels: Regular movement can boost your self-esteem and can help you concentrate, sleep, and generally feel better.

3. Eat well: It can be hard to keep up a healthy pattern of eating at work. Regular meals, plus plenty of water, are ideal. Try and plan for mealtimes at work.

4. Drink sensibly: Most people don't drink at work – but most of us recognise the pattern of drinking more at the weekend or in the evening when work is hard going. Support can be found [here](#)

5. Manage your relationships: Try and make sure you maintain your friendships and family relationships even when work is intense – a work-life balance is important.

6. Ask for help: We all sometimes feel overwhelmed when things don't go to plan. Your employer may have an Employee Assistance Programme. These services are confidential, free and without work finding out.

7. Take a break: A change of scene or a change of pace is good for your mental health. It could be a five-minute pause from what you are doing, or a half-hour lunch break at work.

8. Do something you're good at: What do you love doing? What activities can you lose yourself in? What did you love doing in the past?

9. Accept who you are We're all different. It's much healthier to accept that you're unique than to wish you were more like someone else. Try not to invest in only building self-esteem around work success.

10. Care for others Caring for others is often an important part of keeping up relationships with people close to you.

World Mental Health Day 2024: Lunch and Learn Webinar

Mind BLMK are hosting an online webinar on the 10th October 12:00 - 13:00 for world mental health day. To book your slot please visit - <https://www.mind-blmk.org.uk/training-and-education/courses-and-workshops/world-mental-health-day-2024-webinar/>

Join us and learn how to:

- Identify common workplace mental health difficulties
- How to communicate with a person experiencing mental health difficulties
- How to create a mentally healthier work environment.
- Learn about tools and practical tips which support mental health in the work place.

The image shows a registration page for a webinar. At the top, a dark blue banner with white text reads "World Mental Health Day 2024 Lunch & Learn Webinar". Below this, on a light blue background, are two rows of event details. The first row shows a calendar icon for "10th October" and a location pin icon for "Online". The second row shows a clock icon for "12:00pm - 13:00pm" and a pound sign icon for "Free". Below these details, the text "Join us and learn how to:" is followed by a list of four bullet points: "Identify common workplace mental health difficulties", "How to communicate with a person experiencing mental health difficulties", "How to create a mentally healthier work environment.", and "Learn about tools and practical tips which support mental health in the workplace.". A dark blue button with white text says "Book through our automated booking system" next to a "CLICK HERE" link with a mouse cursor icon. Below the button, a small line of text states: "On booking completion you will receive a joining invite directly into your email in-box to the address you provided on booking.". At the bottom of the page, there are logos for "MIND BLMK" and "WORLD MENTAL HEALTH DAY 2024", along with a graphic of a sign that says "It's Time to Prioritise Mental Health in the Workplace!" next to a heart icon.

Better Health-Every Mind Matters

NHS

**Better
Health**

**every mind
matters**

Find your
little big thing

Launched in 2019, Better Health-Every Mind Matters is an NHS-endorsed digital resource and campaign designed to empower people to take action to protect and improve their mental wellbeing, to help prevent common mental health concerns escalating into mental health disorders that require NHS intervention. An annual campaign delivered around World Mental Health Day, will focus on those struggling with mental health problems.

EMM resources are available [here](#) on the campaign resource centre.

'Find Your Little Big Thing' Campaign...

Every Mind Matters' current campaign encourages you to 'find your little big thing' to highlight that doing the little things can make a big difference to your mental health.

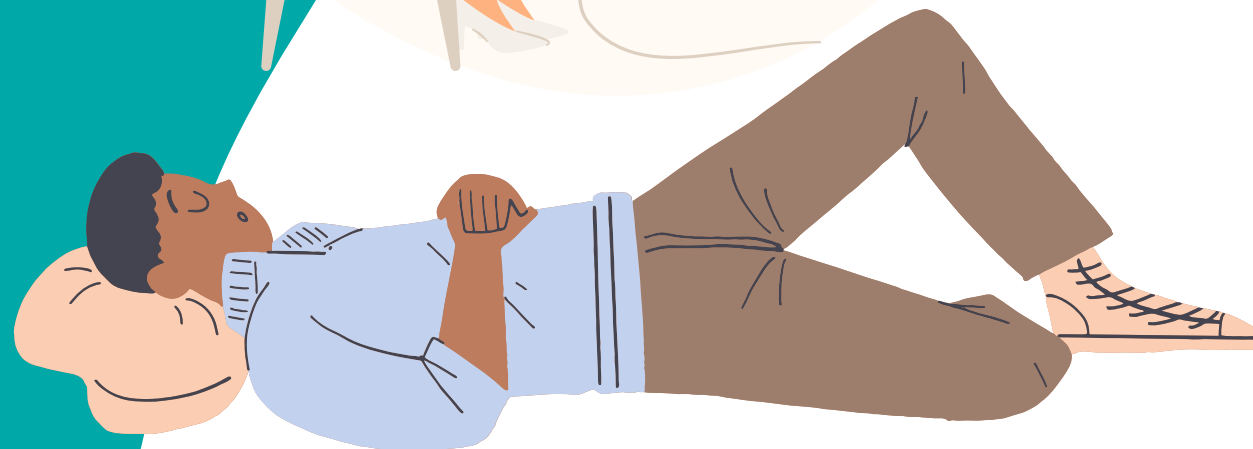
Aimed at 25–54-year-olds but weighted towards those that are struggling and most at risk of mental health problems,

The downloadable resources will help to raise awareness of the guidance and tools available to help adults take care of their mental wellbeing and seek support if needed.



Example Actions:

- Get physically active
- Manage your feelings (with the help of CBT)
- Talk to someone you trust
- Get the most from your sleep
- Get closer to nature
- Plan something nice to look forward to



Every Mind Matters Campaign Resources



- Articles and videos providing NHS-approved advice, tips and support to help people protect and improve their mental health.
- Condition pages covering: anxiety, stress, low mood & poor sleep
- Wellbeing hub with tips to pro-actively manage your mental wellbeing based on '5 ways to wellbeing'
- Life's challenges - addresses drivers of poor mental health (e.g., financial worries) with practical tips and advice
- Helping others facing mental health problems
- Urgent support signposting



App

- Answer 5 simple questions to get a free, personalised mental health action plan offering practical tips
- Also available on Amazon Alexa



Email

- 3x email programmes provide ongoing support and drive longer term behaviour change
- #1: an extension of the 'Mind Plan' including further information on maintaining wellbeing and tips for incorporating positive actions into routines
- Email programme #2 - provides advice and practical tips to help deal with anxiety and making these part of their routines
- New sleep programme in development

Better Health every mind matters

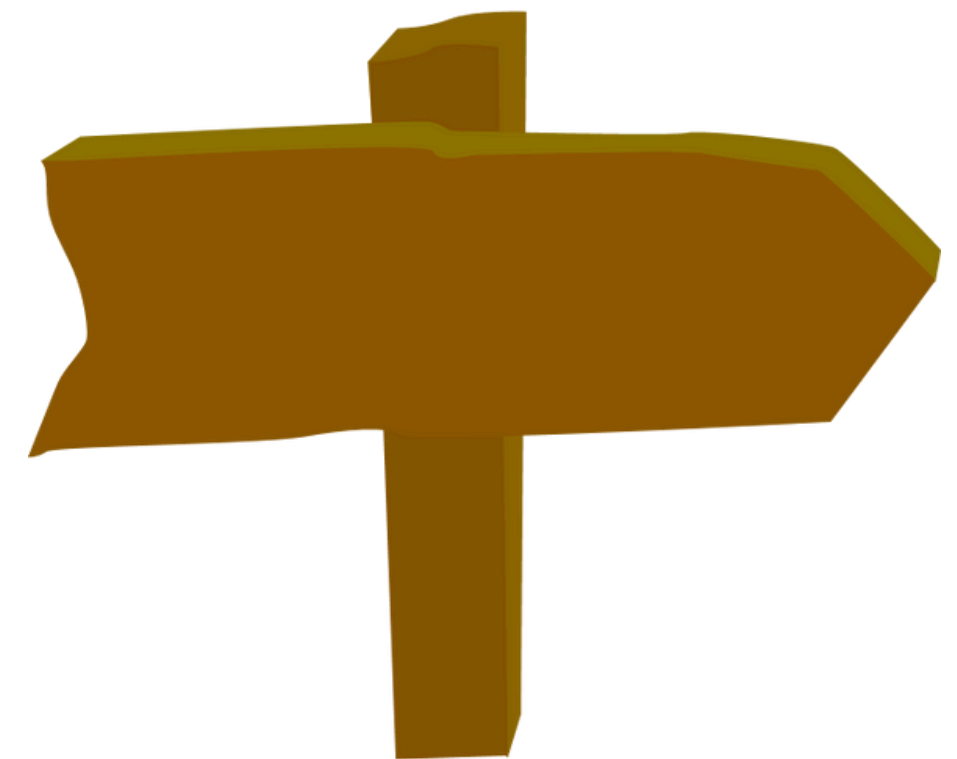
Ways to support World Mental Health Day



Share messages and the Every Mind Matters campaign on social media



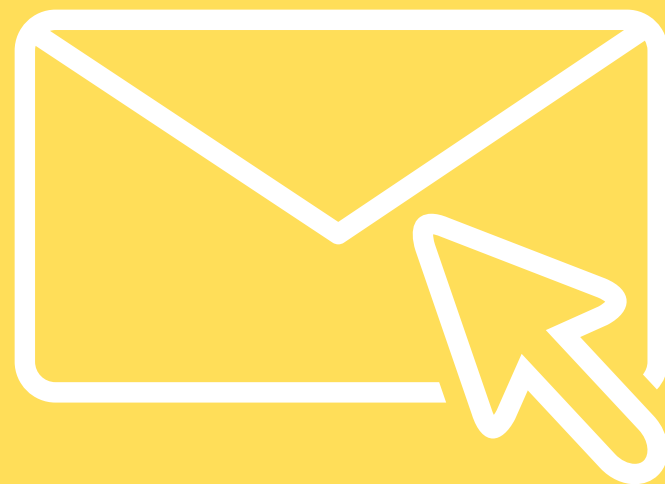
Put information about Every Mind Matters and World Mental Health day in local events and support in newsletters and email briefs



Signpost to local events and support on your website

Newsletter template

Copy and paste this
article into your
newsletter or share by
email



Find your little big thing this World Mental Health Day!

There are little things we can all do to lift our mood or ease our anxiety – we need to find what works for us.

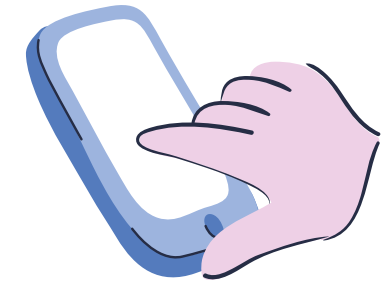
This could be as simple as taking a walk in nature, prioritising our sleep or opening up to a friend. Our little thing, if we keep doing it, will make a big difference to how we feel.

Doing the little things can make a big difference to your mental health. Search [Every Mind Matters](#) for free, NHS approved advice and simple tips to help you look after your mental wellbeing and see whether you can make them part of your daily routine.

World Mental Health Day is an annual event which aims to raise awareness of mental health issues around the world and to mobilise efforts in support of mental health.

It is important to note that if you are really struggling with your mental health and it is disrupting your everyday life seek professional help, talk to your GP

Do one thing - 10 ways to support mental health this WMHD - check links



1. Check in on your mental health and the wellbeing of those around you. Reach out to those who are struggling

2. Learn more on how to support your wellbeing. Visit Every Mind Matters and complete a [Mind plan](#)

3. Support your local mental health charity by raising funds or volunteering

4. Help the conversation on mental health in your local community by adding your voice to the fight and encouraging others to do the same.

5. At work- If you are holding a team meeting in October, consider starting with a wellbeing check-in, and ban the descriptor, 'I'm fine'.

6. Hold a '[Tea & Talk](#)' session. You can do it virtually, or meet up in a small group

7. Access to the right support and information is vital. Find out more [here](#).

8. Learn more about mental health inequality [here](#). Read these blogs on [Mind](#)

9. If you are a man, visit [Heads Up](#) to take a wellbeing check up or if you are concerned about a man you know, find tips on how to support them at Heads Up

10. Worried about a children or young person - find out how you can support children and young people with their mental health [here](#)

Useful links to support the workplace

- Workplace health and wellbeing resources and services: Information to support workplaces across to improve the health and wellbeing of employees.
<https://www.milton-keynes.gov.uk/health-and-wellbeing/workplace-health-and-wellbeing-resources-and-services>
- Workplace training and webinars: Training and webinars to support workplaces and their employees on a range of topics such as suicide prevention and menopause.
<https://www.milton-keynes.gov.uk/health-and-wellbeing/workplace-health-and-wellbeing-across-milton-keynes-bedford-borough-and-2>
- Healthy workplace bulletins, news and campaigns: Find regular updates, information on hot topics and campaigns relevant to workplace health and wellbeing. <https://www.milton-keynes.gov.uk/health-and-wellbeing/workplace-health-and-wellbeing-across-milton-keynes-bedford-borough-and-1>



Useful links

- Every Mind Matters - for expert advice and practical tips to help you look after your mental health and wellbeing
- REFLECT- Text REFLECT to 85258 24/7. The service is focused on supporting young people aged 11-25. However, there is no age limit on who can use reflect across Bedford Borough, Central Bedfordshire, Luton and Milton Keynes.
- Heads Up - Men Mental Health support and information
<https://thisisheads-up.uk>
- Mind BLMK -Mental health support across BLMK Phone: 0300 330 0648
www.mind-blmk.org.uk
- Samaritans - offers a listening service which is open 24 hours a day,
PHONE on 116 123 www.samaritans.org/
- THE HUB OF HOPE -is the UK's leading mental health support database.



Support for Young People - Mind BLMK

Mind BLMK Young Person's Sanctuary's -

Our Young Person's Sanctuaries are safe, non-judgemental spaces that you can come to if you find yourself in crisis or mental distress in the evenings. You will be met by a trained youth mental health worker who will listen and help you identify ways to address the problems you are facing.

- Milton Keynes - Milton Keynes CAMHS, Eaglestone Health Centre, Standing Way, Milton Keynes, MK6 5AZ
open Monday - Sunday 4pm - 10pm

Mind BLMK Young Person's Wellbeing Navigator Service

This new service supports young people aged 16-25 in Central Bedfordshire to navigate challenges and life transitions with 1:1 support of up to 8 x 1 hour sessions. Enabling them to positively manage their own mental health and wellbeing, whilst promoting independence and resilience.



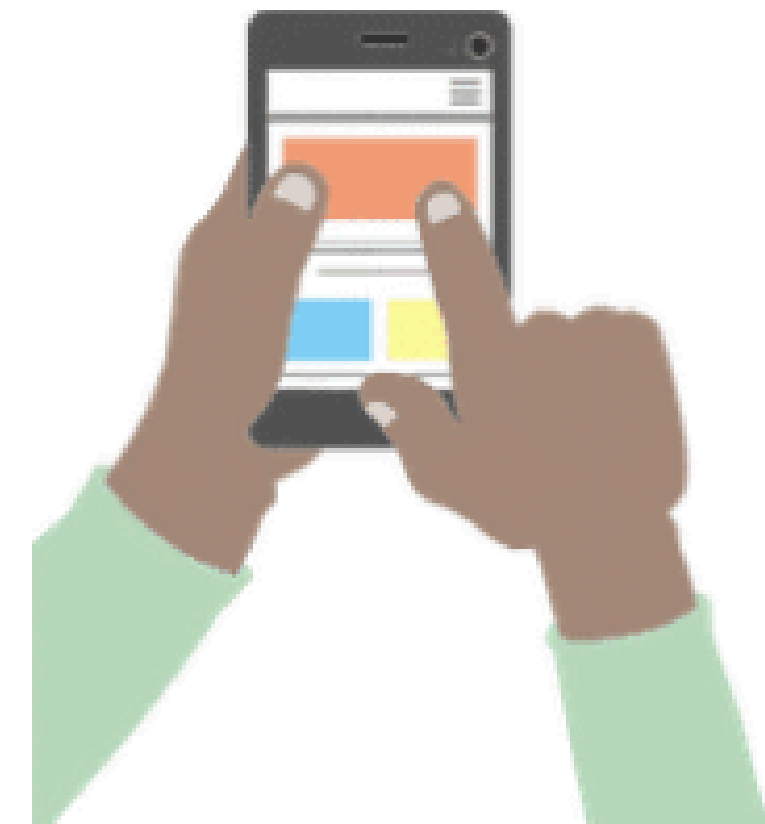
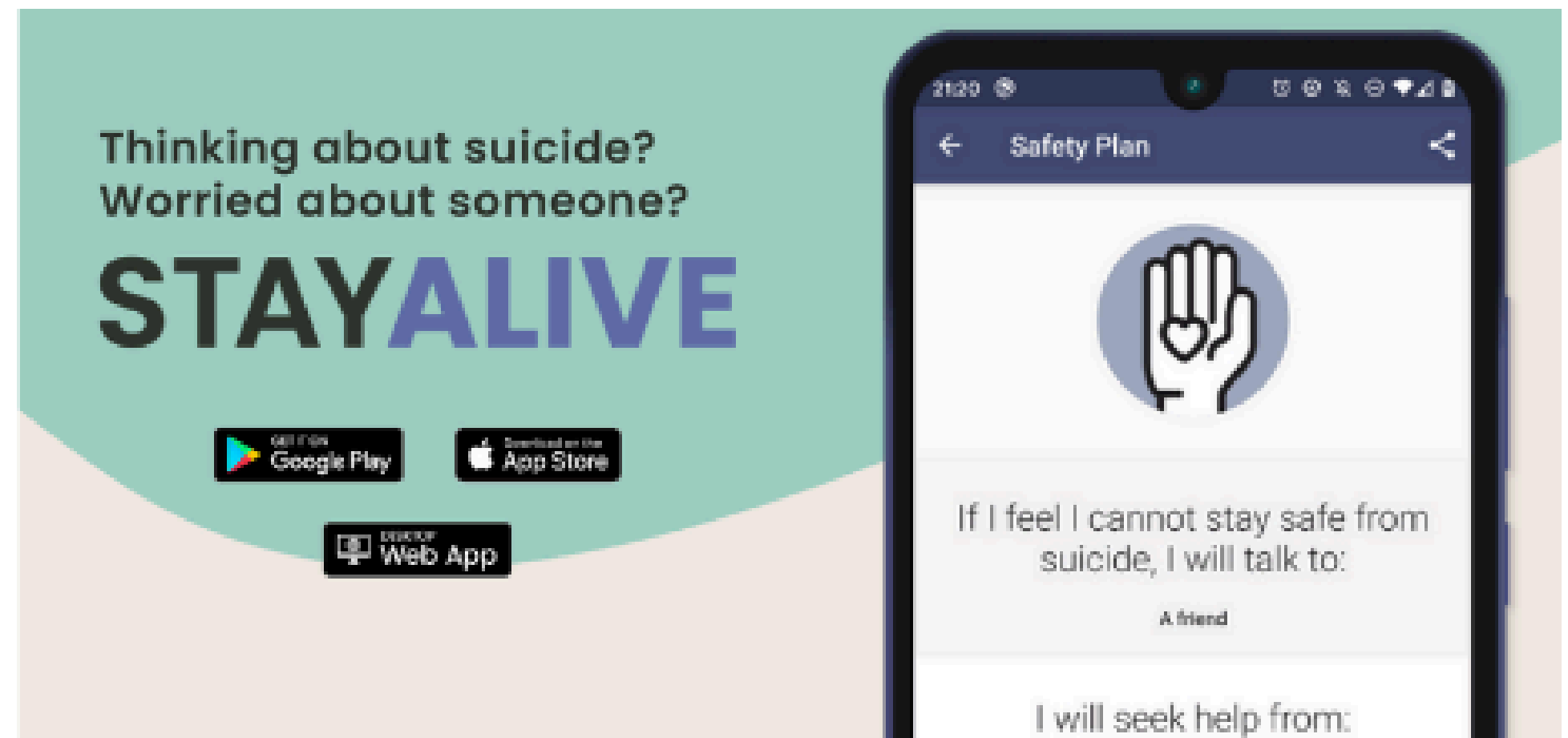
The Stay Alive app is a suicide prevention resource for the UK, packed full of useful information and tools to help you stay safe in crisis. You can use it if you are having thoughts of suicide or if you are concerned about someone else who may be considering suicide.

The app includes:

- A safety plan with customisable reasons for living
- A LifeBox where you can store photos and memories that are important to you
- Strategies for staying safe and tips on how to stay grounded when you're feeling overwhelmed
- Guided-breathing exercises and an interactive Wellness Plan

The app also links you directly to local and national crisis resources, with space to add in your own as well. Please share information about the app widely.

You can download the Stay Alive app from your app store.



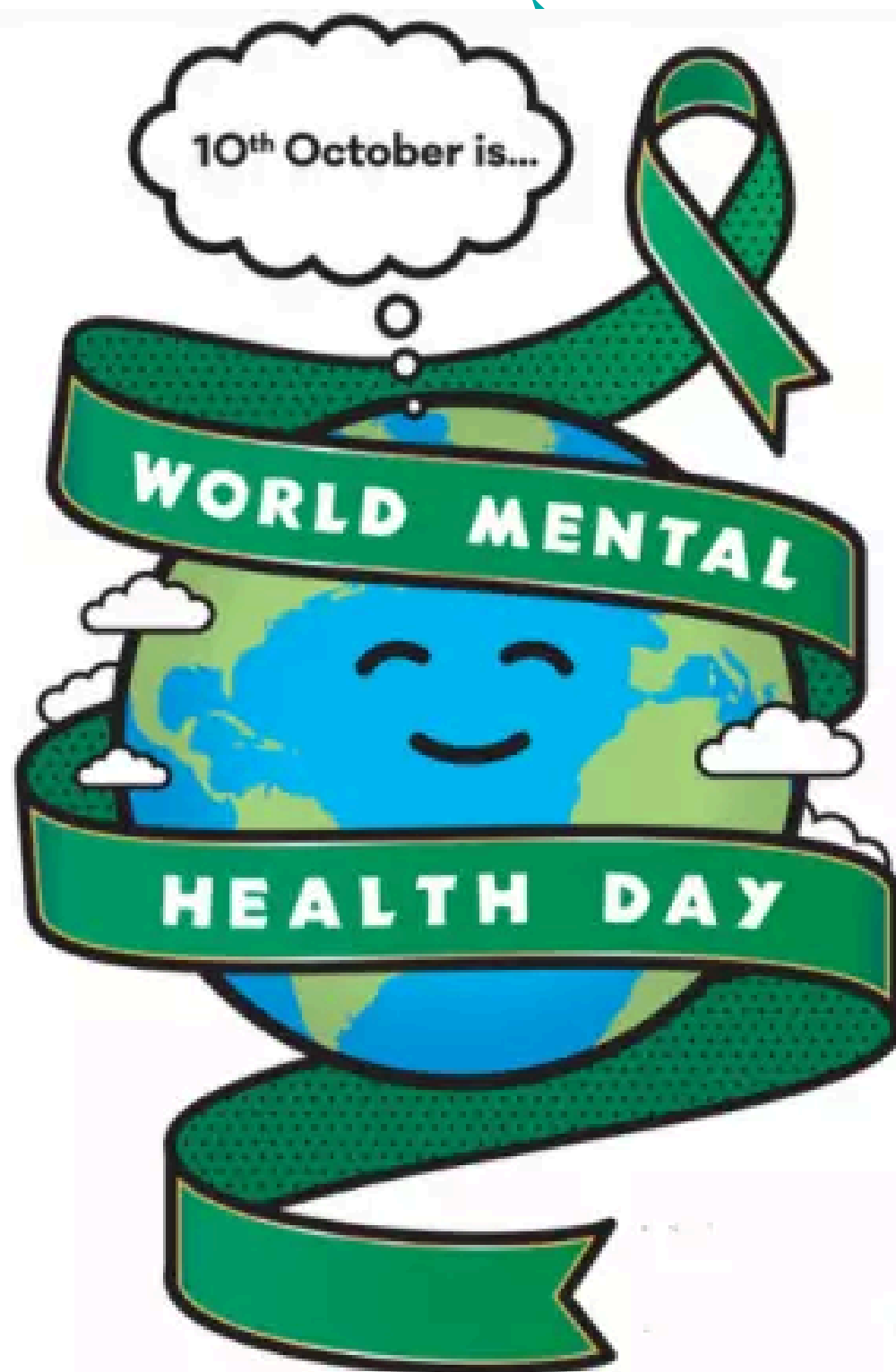
Urgent & Crisis Support

If you are experiencing a mental health crisis for the first time you should contact your GP or NHS 111 (option 2 if you live in Luton, Central Bedfordshire, Bedford Borough) .

The Samaritans are there 24 hours a day, 7 days a week to listen. Call them any time on 116 123 if you need somebody to talk to.

Mind BLMK's Crisis Cafés are a free service available 365 days of the year, 5.00pm-11.00pm. To speak to a member of the team, please call 01525 722 225 , or visit www.mind-blmk.org.uk/how-we-can-help/crisis-support

**In an emergency if
you or somebody
else's life is in
danger contact the
emergency
services on 999 or
go to A&E**



Thank you for your support

This toolkit has been produced by the BLMK Suicide Prevention Campaign group and Public Health .For further information on the toolkit please email kelsey.broomhead@milton-keynes.gov.uk



SAMARITANS

Luton



MK Milton Keynes City Council

Working together to improve the health and wellbeing of our communities