

MENTAL HEALTH AWARENESS WEEK 2025: COMMUNICATIONS TOOLKIT



Working together to improve the health
and wellbeing of our communities



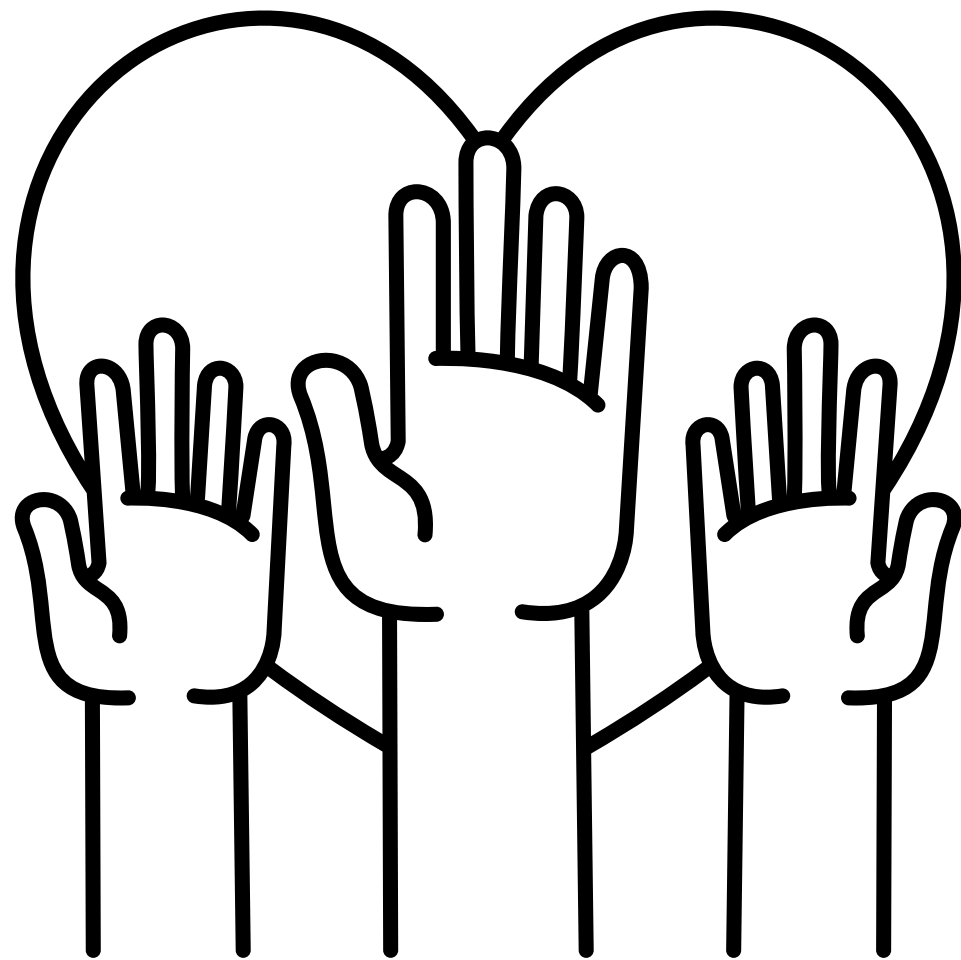
This toolkit is
designed to help you
support Mental
Health Awareness
Week



**MENTAL
HEALTH
AWARENESS
WEEK**

COMMUNICATIONS TOOLKIT

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WHAT IS
MENTAL
HEALTH
AWARENESS
WEEK?



Mental Health Awareness Week 2025 - 12-18th May

Mental Health Awareness Week is an annual event which prompts everyone to focus on achieving good mental health.

The Mental Health Foundation started the event and continues to set the theme, organise and host the week.

The event has grown to become one of the biggest awareness weeks across the UK and globally

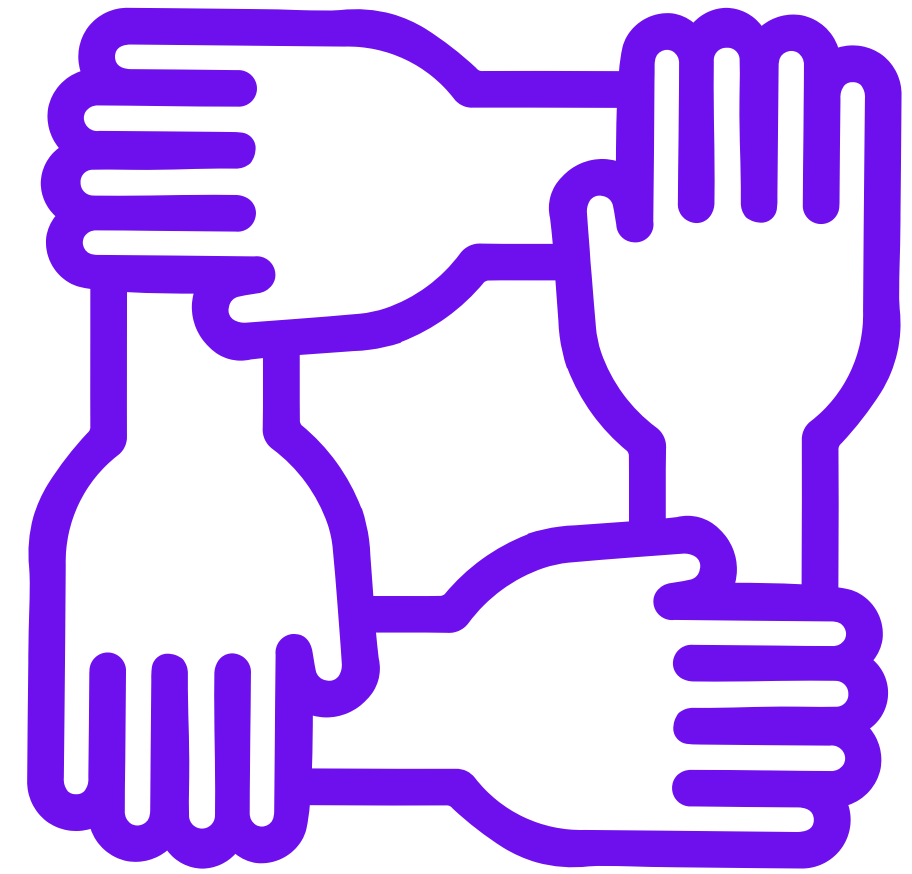


This year the theme is
Community.

The theme for 2025 is 'Community', and we want to use Mental Health Awareness Week to celebrate the power and importance of community.

Being part of a safe, positive community is vital for our mental health and wellbeing. We thrive when we have strong connections with other people and supportive communities that remind us, we are not alone.

Communities can provide a sense of belonging, safety, support in hard times, and give us a sense purpose.





This years' theme is
Community

What is a Community?

There are many different types of community, and you can belong to more than one.

A community is a group of people brought together through something which they share in common. It can be found with either the people who live around us in a geographic location or with people we connect with through similar values and interests. You might find your community at school or work, through your faith, at a club where you enjoy a hobby, as part of a group inspiring action for positive change, an online game, or even through a love of Taylor Swift.

Importantly, a community should make you feel good about yourself, feel safe, and feel empathy towards others. A community is there to help you through the hard times such as illness, bereavement, or natural disasters. Throughout covid we saw so many examples of communities coming together to support one another, find joy, and ensure that those most in need were looked after.

Of course, not all communities are safe or healthy. If a community makes you think badly of yourself, encourages hateful or discriminatory actions towards others, or puts you in danger, it will be damaging to your mental health and wellbeing.

Do one thing - 10 ways to get involved within the community

1. MAKE IT FUN -

Choose an activity you enjoy. You could join a club or group centred around your interests.

2. GET OUTDOORS -

Get out and moving in nature for more mental health benefits.

3. FIND LIKE-MINDED PEOPLE -

Build connections with people who share your interests and values. But try to also meet people who are different from you, too.

4. SHOW KINDNESS TO OTHERS -

Connect with your community through small acts of kindness, which will benefit both you and others.

5. SHOW YOUR APPRECIATION -

Sharing a compliment or showing appreciation can strengthen your relationships.

6. CONNECT ONLINE -

Find others who share similar experiences or interests online. Remember, healthy online communities should make you feel safe and valued.

7. GIVE BACK -

Helping others is a great way to build community and give you purpose.

8. CARE FOR YOUR LOCAL COMMUNITY -

Increase your sense of belonging by getting involved in your local community.

9. WELCOME OTHERS -

Make new people joining your community feel welcome and included.

10. FIND PEER SUPPORT IF YOU'RE STRUGGLING -

Connect with others going through similar experiences through peer support groups.



SAMARITANS

This year we're reminding people of the importance of community and connections, especially when people are feeling low or struggling to cope.

Our message is simple: you are not alone.

When we're struggling with our mental health, worries about everyday life like work, relationships and money can become overwhelming. This can lead to us feeling isolated and withdrawn. When we're in a dark place, it can feel difficult to connect with others, but often that is when we need connection more than ever.

Our aim for this year's Mental Health Week is to remind people about the **importance of community and connections**, and, how opening up and sharing what's on your mind can really help.

We have asked our audience on social media for their tips on how they supported their friends, family and colleagues who were going through a difficult time, or how they were best supported themselves. Throughout the week, we'll be sharing these tips from our community and reminding everyone that no matter what you're going through, you don't have to face it alone.

Things to remember if you're struggling with your mental health:



You're not alone



It's OK to ask for help



Your feelings are valid



Support is available

SAMARITANS

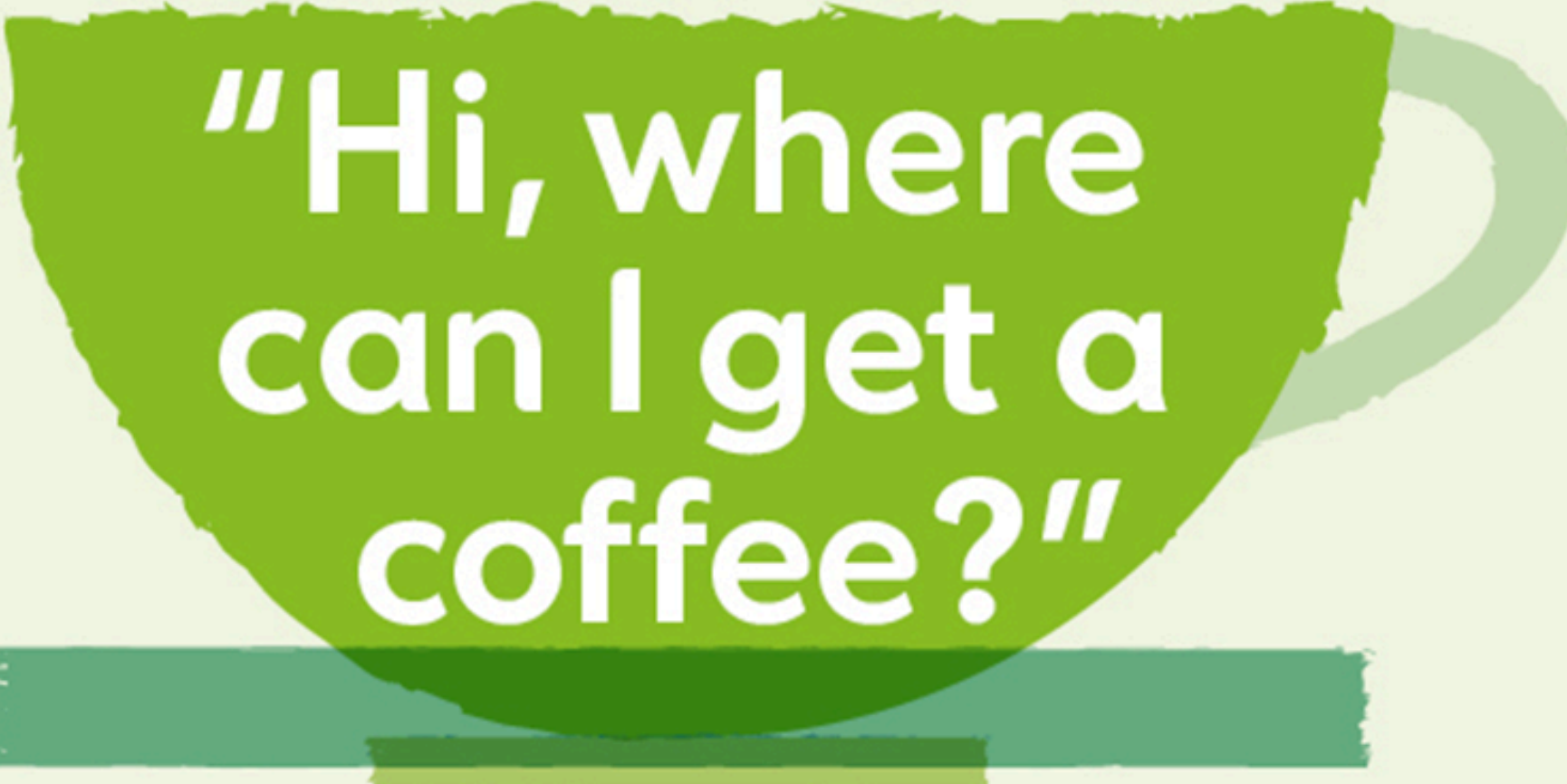


Connect with others



Talking and Active listening

A little small talk like...



**"Hi, where
can I get a
coffee?"**

**can be all it takes to
start someone on a
journey to recovery.**

**If you think someone needs help,
trust your instincts and start a
conversation. You could save a life.**

Join thousands of people
looking out for one another.

Find out more at
[samaritans.org/smalltalksaveslives](https://www.samaritans.org/smalltalksaveslives)

#SmallTalkSavesLives



in partnership with



MIND BLMK

MHA Lunchtime Webinar 16th May 12pm - 1pm

The aim of the session is to raise awareness and develop skills in mental health awareness and wellbeing.

To book your place please email:
training@mind-blmk.org.uk



Lunch and Learn - Mental Health Awareness

Date: Friday 16th May 2025
Time: 12:00pm - 1:00pm
Where: Online training via TEAMS

The aim of the session is to raise awareness and develop skills in mental health awareness and wellbeing.

Creating a positive ethos amongst our workforce and communities which enables people to feel supported, gain skills in supporting self and others. Unlocking the confidence to speak about mental health and wellbeing reduce stigma.

By attending you will:

- Identify what is mental health and mental ill health
- Awareness of signs and symptoms of mental health
- Awareness of common mental health problems in the workplace
- How to approach a person who you believe is struggling with their emotional wellbeing
- Tools and techniques that can support mental health
- What professional support is available

To book your place please email:
training@mind-blmk.org.uk

 **MIND BLMK**
www.mind-blmk.org.uk
Charity No. 1068724



Wear Blue for Mind BLMK!



12th May – 18th May
Mental Health Awareness Week!

At Mind BLMK, we are dedicated to supporting mental health and wellbeing.

We would love for you to get involved!
How it works:

- Choose one day during Mental Health Awareness Week to wear blue!
- Ask participants to donate £1 to take part.
- Help us raise awareness and promote positive conversations about mental health!

 **MIND BLMK**

 fundraising@mind-blmk.org.uk



Luton Central Mosque are holding an event on mental health which anyone is welcome to attend.

Topic: Mental health Talk

Date: Friday 16th May

Time: 1.30pm -2.30pm

Venue: Luton Central Mosque, 2-12
Westbourne Road Luton Beds LU4 8JD



Children, and young people

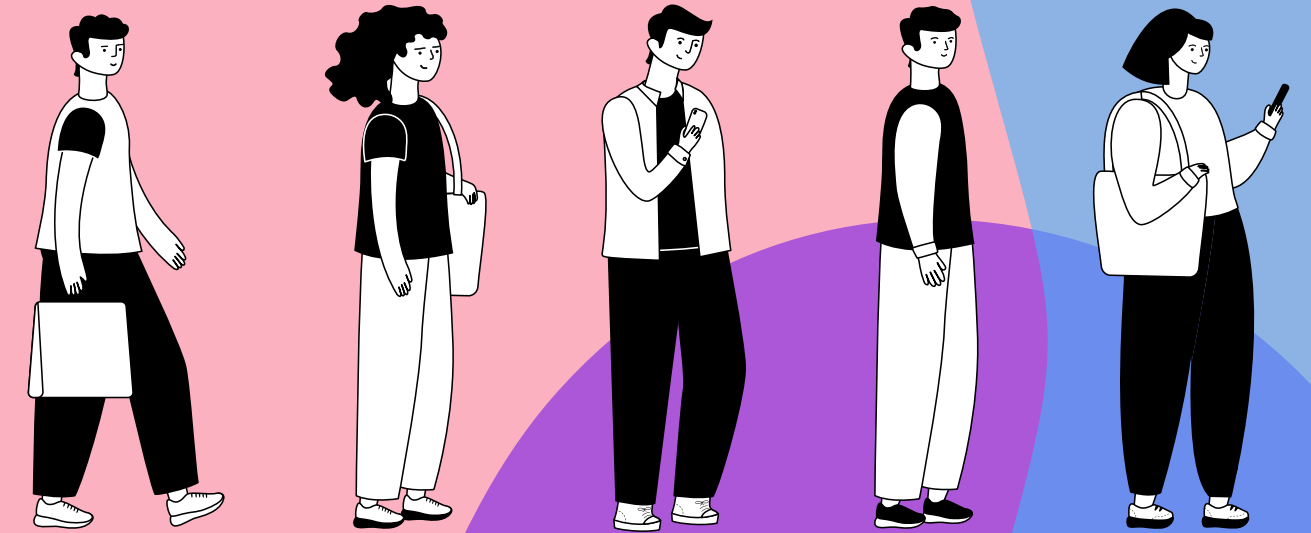
All children and young people will feel worried at some point this is part of growing up. This can leave a young person feeling worn out and isolated.

Visit Young Minds for tips on how to support young people with anxiety.

Every Mind Matters also provides information on supporting young people with their mental health including tips for parents and carers.

How you feel matters: Getting help in Milton Keynes, Bedford Borough, Central Bedfordshire, and Luton.

Calm: National campaign providing services, tools, and knowledge for people in crisis.



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 problems you are facing.

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

For further information
or copies of posters,
please call: 0300 330
0648



The poster is for Mind BLMK Young Person's Sanctuary in Milton Keynes. It features the Mind BLMK logo at the top left, which includes a stylized 'M' with a person inside. To the right of the logo is the text 'Mind BLMK'. Below this is 'Young Person's Sanctuary' in a large, bold, pink font, followed by 'Milton Keynes' in a smaller, bold, white font. A white star icon is to the right of 'Sanctuary'. Below the title, there is a location pin icon followed by 'CAMHS', 'Eaglestone Health Centre', 'Standing Way', 'Milton Keynes', and 'MK6 5AZ'. To the right of this is the text 'For more information:' followed by a phone icon, '0300 330 0648', an email icon, 'YPS@mind-blmk.org.uk', and a globe icon, 'www.mind-blmk.org.uk'. At the bottom left, there is a clock icon followed by 'Open every day 4pm - 10pm'. At the bottom right, there is the NHS logo and the text 'Central and North West London'. At the very bottom, in small white text, it says 'Registered charity number: 1068724 Registered company number: 3511342'.

Mind BLMK
Young Person's Sanctuary
Milton Keynes

 CAMHS
Eaglestone Health Centre
Standing Way
Milton Keynes
MK6 5AZ

For more information:
 **0300 330 0648**
 YPS@mind-blmk.org.uk
 www.mind-blmk.org.uk

 **Open every day 4pm - 10pm**

NHS
Central and
North West London

Registered charity number: 1068724 Registered company number: 3511342

Mental Health BLMK Resources

The Suicide Prevention Hub is a single point of reference for suicide prevention information and resources for those working across Bedfordshire, Luton and Milton Keynes. The content is supported and maintained by the BLMK Integrated Care Partnership and BLMK Suicide Prevention Network.

A list of local and national mental health and suicide prevention organisations can be found, which can be filtered by location or support type.

SPH



Ways to support Mental Health Awareness Week:



Share the example messages on social media and re-share messages from key organisations during the week using the hashtag #BLMKMHAW



Put information on local services, campaigns and support in newsletters and email briefs or web pages.



Signpost to local support and campaigns on your website



#BLMKMHAW

Example Social Media Posts

Show your support and spread awareness this Mental Health Awareness Week on social media. Choose from a variety of social media graphics to promote your activity and spread awareness of the mental health benefits of community.

**We're [or I'm]
supporting
@mentalhealth on
#MentalHealthAwarenessWeek by... [add your activity or event].**

**We're [or I'm] supporting
the Mental Health
Foundation on Mental
Health Awareness Week
by... [add your activity or event].
#MentalHealthAwarenessWeek
#ThisIsMyCommunity**

**This
#MentalHealthAwarenessWeek celebrates
community, together
for good mental
health. We all need
community - what's
yours?
#ThisIsMyCommunity**



Be sure to use our local hashtag on your posts: #BLMKMHAW



#BLMKMHAW

Example Social Media Posts

**every mind
matters**

This Mental Health Awareness Week is all about celebrating community, and how it supports our mental health and wellbeing. Communities connect, support, and give us a sense of belonging and purpose. From local to global, online to in-person, we all need community. What's yours?

#MentalHealthAwarenessWeek
#ThisIsMyCommunity



Be sure to use our local hashtag on your posts: #BLMKMHAW

RESOURCES TO HELP YOU SUPPORT MHAW

Mental Health Foundation Resources

Follow the link [here](#) to posters, logos and background images to use for the week

Mental Health UK Resources

Follow the [link here](#) to posters, logos and background images to use for the week

Mental Health First Aid England

Follow the [link here](#) to posters, logos and background images to use for the week



Mental Health Support and Information :

Every Mind Matters - for expert advice and practical tips to help you look after your mental health and wellbeing

SHOUT - Text REFLECT to 85258 24/7. The service is focused on supporting young people aged 11-25.

Calm - Our suicide prevention helpline is for anyone affected by suicide or suicidal thoughts

Mind BLMK -Mental health support across BLMK Phone: 0300 330 0648

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

PAPYRUS - Prevention of Young Suicide is the UK charity dedicated to the prevention of suicide and the promotion of positive mental health and emotional wellbeing in young people.

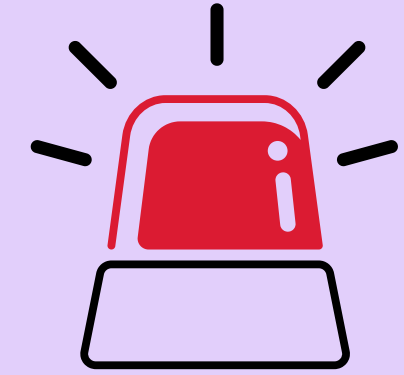


Urgent Help and support

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 or Bedford Borough. If you are in Milton Keynes you can, call **NHS 111** and **select the mental health option**. The service offers 24/7 advice and support.

Samaritans offers a listening service for those in crisis, who have suicidal thoughts, or just need someone to talk to. Samaritans is **available 24 hours** a day, every day of the year on **116 123** (free), via email at jo@samaritans.org, or go to www.samaritans.org for access to webchat in the evenings and a range of resources

Mind BLMK's Recovery Lounge's 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 please 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

If you're struggling with your mental health, talking about what's on your mind might help.

Call free, day or night, on

116 123

SAMARITANS

Thank You

*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*

