

London's Great Mental Health Day

Friday, 27 January 2023

Campaign Toolkit
January 2023

Thrive LDN
towards happier, healthier lives



 **Good
Thinking**



Great Mental Health Day

Find out more at
thrivedn.co.uk/greatmentalhealth

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Introduction to Great Mental Health Day

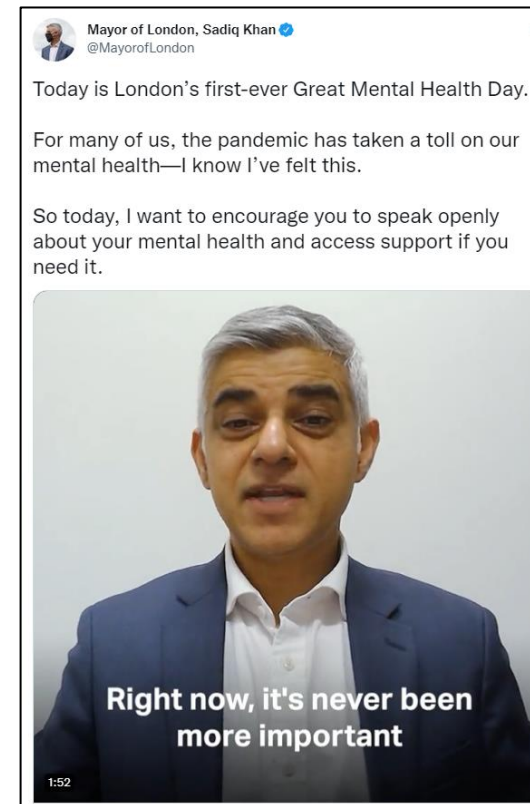
Quick overview of the day

What is Great Mental Health Day?

Great Mental Health Day takes place on Friday, 27 January 2023. It is a London-wide initiative in its second year and for this year will celebrate the power of community kindness, telling the story of how we've come together for one another across London.

The day aims to get Londoners talking about mental health, to highlight the great support available, and, crucially, take the stigma out of asking for help.

The day began as a local celebration in the London Borough of Haringey before expanding to become a day of celebration for all Londoners, facilitated regionally by Thrive LDN and Good Thinking. The day is also supported by the NHS in London, London boroughs and London Councils, OHID - London, and the Mayor of London.



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 working 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 2023 - celebrates the power of community kindness.



Celebrating the power of community kindness

Great Mental Health Day 2023 will celebrate the power of community kindness and tell the story of how we've come together for one another across London.

In a year that's remained challenging for many of us, it has been our communities, friends and families which have played the most important role in getting us through difficult times together.

We want Londoners to use the day as an opportunity to reflect on the person, people, group or organisation who have made a difference to them this year.

We are mindful that many Londoners will be continuing to feel the impact of increased cost-of-living pressures and we recognise January can be a particularly tough time.

Great Mental Health Day seeks to open discussions around mental health, making Londoners who may be struggling aware of the local wellbeing and support services available to them.



Content for digital channels

Spreading the word about
Great Mental Health Day 2023

Great Mental Health Day on social media

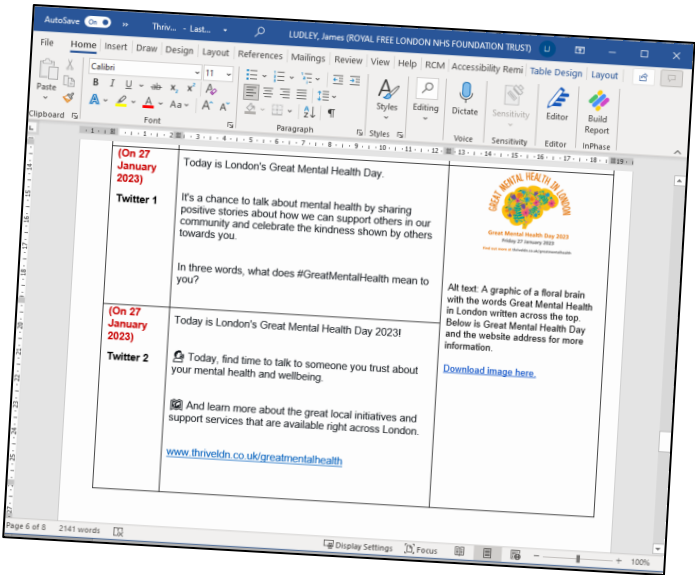
One of the easiest ways to get involved with Great Mental Health Day is to let people know about it!

Help us raise awareness about Great Mental Health Day 2023 by spreading the word about the day with your 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, posters, and more.

We have put together some suggested content for sharing on social media:


[Click to download the suggested copy for social media \(Word doc\)](#)




Tell your network about Great Mental Health Day 2023

Here's an example post you can share on social media about Great Mental Health Day 2023:

Today is London's Great Mental Health Day 2023!

 *Today, find time to talk to someone you trust about your mental health and wellbeing.*

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

www.thriveldn.co.uk/greatmentalhealth

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



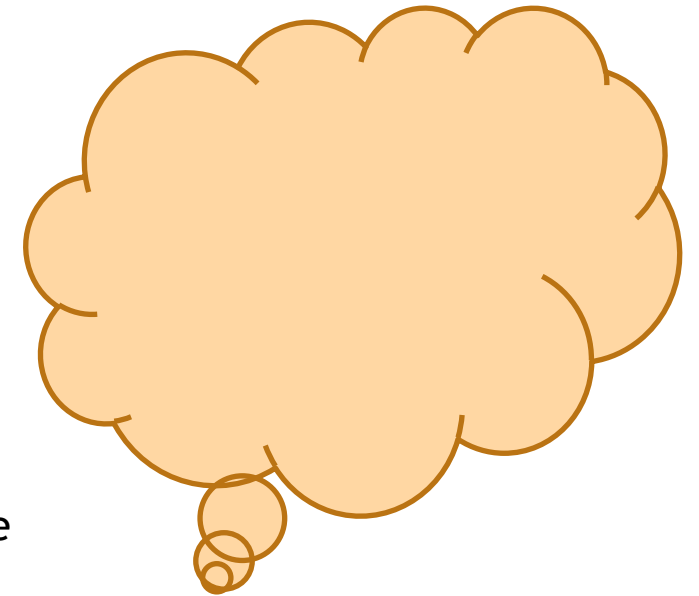
Examples of community kindness

For Great Mental Health Day 2023, we're also inviting Londoners to tell us:

- 1- In three words, what does #GreatMentalHealth mean to you?
- 2- How have you been supporting others in your community?
- 3 - What examples of community kindness have stayed with you?

We want to use responses to these as part of the campaign for the day to capture the real examples of community kindness Londoners have experienced.

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



GMHD online and regional events

You can get involved on the day by participating in one of our regional or online events.

These range from an introductory session on radical self-care to a hands-on workshop which uses the power of nature to boost your mood. As well as a webinar from Good Thinking, London's digital wellbeing service, outlining three simple steps to help you support others.

[All regional and online events will be listed on the Thrive LDN website.](#)

You can also [sign up for news, updates and stories about the day.](#)

We're also in the process of finalising a public danceathon with SPEAKER BOX STREET PARTY. We'll keep the Thrive LDN website updated with details or follow their [Instagram account](#).





Preparing for Great Mental Health Day 2023

Getting the most of out the day

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

While Great Mental Health Day is facilitated by Thrive LDN and Good Thinking, at its core, the day is created for Londoners, by Londoners.

Essentially we're counting on you to help us make the day a success. Ultimately, you know your community best.



Great Mental Health Day - 27th January 2023

In 2022, 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!)

The rest of this toolkit contains some ideas for celebrating Great Mental Health Day as well as examples of how others got involved last year. If you have any questions or need further info please get in touch at info@ThriveLDN.co.uk.

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 is facilitating an [interactive map of London](#) which will list events, resources and initiatives across London's boroughs. That means anything you organise for Friday, 27 January 2023 (and tell us about!) will be listed on our site and available for all Londoners to search and engage with.

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 2023 aims to celebrate the power of community kindness. Look for opportunities to create a safe space or opportunity for those in your local area to get together
- [Grab inspiration from last years list of events which you can find on our website.](#)

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.

Last year we used our interactive map to signpost Londoners to existing useful resources and services by including both regional and local signposting on each individual borough page.

Why not 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.



Good Thinking

London's digital wellbeing service



In these challenging times many Londoners are struggling with **stress, anxiety, low mood and sleeplessness**.

Good Thinking is a digital service that helps Londoners look after their mental health and wellbeing in a way that works for them.

Good Thinking have a range of free, NHS-approved tools, advice and resources available directly from www.good-thinking.uk, including:

- [Cost of living crisis: how to look after your mental health](#)
- [Five ways to wellbeing guide](#)
- [Tailored wellbeing guides](#) co-created with faith and belief communities across London
- [Free mental health and wellbeing apps](#)

Look out for yourself and those around you this **Great Mental Health Day**.

If someone you know is struggling we are here to help. Visit Good-Thinking.uk for free, NHS-approved support and resources.

Good
Thinking



Event: Good Thinking's guide to looking out for those around you in tough times

11:00 AM - 11:45 AM, Friday 27 January 2023

To celebrate the power of community kindness and to mark Great Mental Health Day, Good Thinking is creating quick guides to lead Londoners through supporting friends, family, colleagues and those in their local communities who may be struggling with their mental wellbeing.

The team is running a free, 45-minute webinar to run through three simple steps to help you support others.

[Register via Eventbrite to join and find out more.](#)



This Great Mental Health Day, alongside sharing local initiatives and stories you could also help to promote the range of support available from Good Thinking.

[You can download a communications toolkit](#) which contains information about the Good Thinking service.

It will support you in raising awareness of the free, personalised advice, and NHS-approved apps and resources available through our website to help support positive mental health and wellbeing across your network and within your local community.

If you have any questions, please contact the Good Thinking team at info@good-thinking.uk.



**We all need help from time to time.
If you're feeling low or just need a little
boost, visit [Good-Thinking.uk](https://www.good-thinking.uk)**

Local spotlight

How Haringey are celebrating Great
Mental Health Day 2023

Local spotlight: How Haringey are celebrating Great Mental Health Day 2023

What happened last year?

18
events
held across
Haringey

400+
residents
attended GMHD
activities

It was a roaring success in Haringey. We have publicly committed to hosting Great Mental Health Day activities for the next 4 years!

Activities included:

- Mediation and yoga sessions
- Panel discussions
- Coffee mornings
- Gardening session
- Ethiopian women’s group
- Kickboxing classes
- Father’s groups
- Massage and beauty workshops
- Craft sessions
- Guided parkland walk
- Stress workshop
- Self-defence classes

online & in-person

A suite of activities designed to boost mood and improve resilience

And so much more!

What are we doing this year?

Connected Communities

Our Social Prescribers are hosting 3 **Warm Hubs** in each Haringey ward (63 in total).

A ‘pay it forward’ initiative and the kindness wall will mean residents can donate lots of things - not just money/food. They can donate some time for a conversation with a resident, or an offer to go for a walk - anything!



Tottenham Hotspur Foundation are hosting a ‘Sporting Memories’ coffee morning bringing together older adults to talk about and remember sport.



Following the success of last year’s guided Mindful Parkland Walk, Mind in Haringey will be hosting a day of health wellness activities.

To find out more about the activities we are hosting, visit the interactive map of London and click on the London Borough of Haringey.

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

Individuals

The Great Mental Health Day enabled residents to have fun, build new friendships and social connections over a common interest. Resident feedback was overwhelmingly positive finding the day enjoyable and coming ‘at the perfect time’.

The case study is a great example of the long-lasting impact initiated by the Great Mental Health Day. It speaks to the strength of connections formed, building support networks in accessible languages, directly benefitting multiple generations of residents.

When asked what impact the Great Mental Health Day had on Londoners, all were in agreement that it was a positive one.

One respondent said, *“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.”*

A case study: Latin American women’s group

Hosted in Haringey’s Children’s Centre, Latin American mothers discussed the stigma surrounding the phrase ‘mental health’ in Latin American culture, barriers to achieving great mental health and coping techniques. Disclosures of domestic violence and clinical experience engaging with mental health services in the borough were powerful experiences shared.

Strangers upon entering the session, mothers left with translated flyers for future groups, strong connections and continued access to a free translator via a WhatsApp group. Mental Health and Domestic Violence training was later offered to all Children’s Centre staff in the borough.

Local signposting

As a result of Great Mental Health Day promotion, 7,000 residents visited Haringey’s Mental Health Resource Hub which contains information about how to maintain personal wellbeing, access local services and support others. By participating in Great Mental Health Day we successfully started dialogue about the importance of maintaining positive mental health and signposting to the available support.

Organisations

Great Mental Health Day offers the opportunity for collaboration between organisations and groups improving mental health and wellbeing. It fostered new relationships, assisting future joint working.

It also enabled organisers to trial new support offers and if popular, embed into the routine offer.

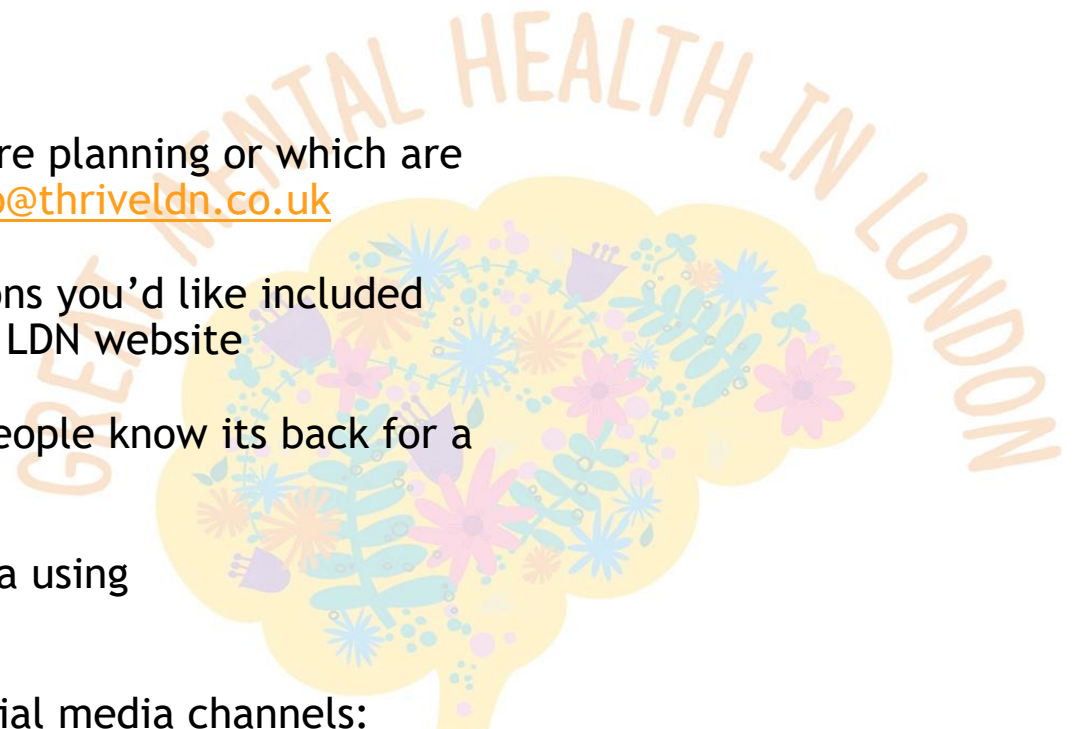
Actions & Next Steps

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, 27 January 2023 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 27 Jan 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 2023 by letting people know its back for a second year! [Download the digital copy and assets](#)
4. Share your thoughts about the upcoming day on social media using #GreatMentalHealth.
5. Or - most simply - asking 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 for social media](#) to help promote

Tuesday, 17 January 2023, 3PM - 4PM

- **The next date of London's Public Mental Health Communications Group.** It's 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, 27 January 2023**
Happy Great Mental Health Day 2023!



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 NHS in London, London boroughs and London Councils, the Office for Health Improvement and Disparities - London, and the Mayor of London.



GETTING THROUGH THIS TOGETHER

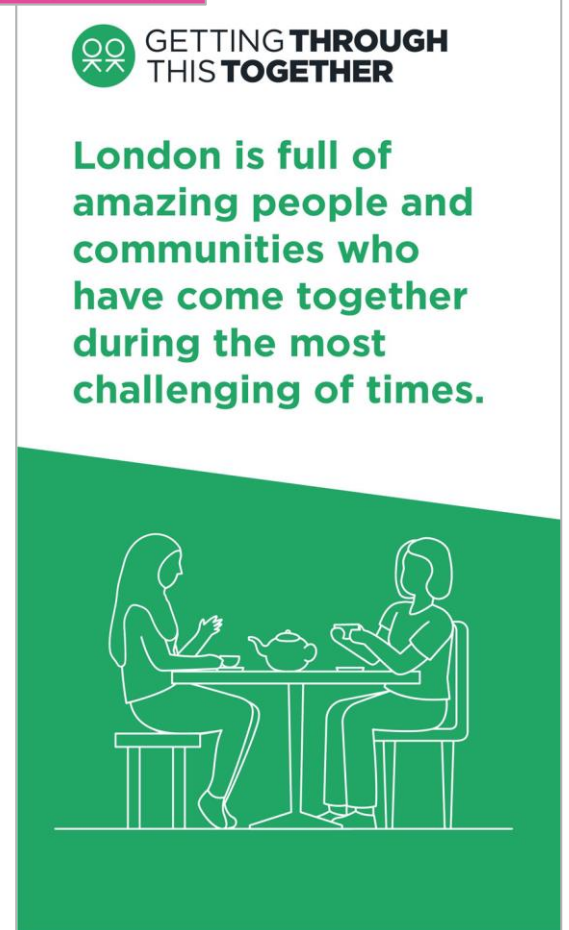
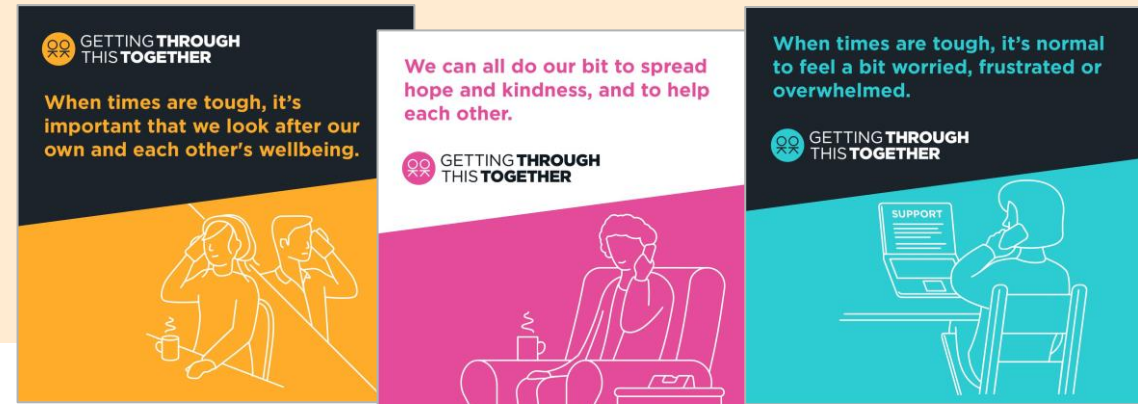
Great Mental Health Day 2023 falls during a testing winter period when Londoners are again face a challenging and uncertain time with the economic pressures and wider threats.

[Getting Through This Together](#) is a new campaign which has been developed by Thrive LDN in response to the increased cost-of-living pressures. It aims to encourage Londoners to strengthen their social networks with family members and friends, and trusted others in their community. As well as highlighting the professional support and advice services which are available.

Great Mental Health Day - 27th January 2023

In the lead up to Great Mental Health Day, the Getting Through This Together campaign offers partners a resilience-based narrative which looks to protect and enhance people's mental wellbeing. The campaign is designed to allow an ease of flow into GMHD.

To find out more you can explore our [Getting Through This Together campaign toolkit](#) and use the assets across your own digital channels, and signpost to localised services or resources.



Thank you

If you have any questions please get in touch.

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

thriveldn.co.uk