

MENTAL HEALTH AWARENESS WEEK 2021 AND GREEN RIBBON ACTIVITY & COMMUNICATIONS PACK

ABOUT THIS PACK

We have produced this pack to help you understand how you can leverage and promote the Green Ribbon Campaign during Mental Health Awareness Week (10-16 May 2021) to raise awareness and open up conversation about mental health in the workplace.

It includes details about the Green Ribbon campaign, where to download our Mental Health Awareness Week assets, social media posts and templates, and contact details.

WHAT IS MENTAL HEALTH AWARENESS WEEK?

Mental Health Awareness Week, first initiated by The Mental Health Foundation in the UK in 2001, is observed in May every year, with the objective of raising awareness of mental health issues and mobilising efforts in support of mental health. The week provides an opportunity for everyone to speak openly about their mental health, and what more needs to be done to make positive wellbeing a reality for people.

The Mental Health Foundation's mission is to help people understand, protect, and sustain their mental health. Mental Health Awareness Week is an opportunity for people to talk about all aspects of mental health, with a focus on providing help and advice.

In 2021 Mental Health Awareness Week runs from 10-16 May and the theme '**Nature**'. It will celebrate the positive impact nature can have on your wellbeing and explore the barriers that prevent people from being able to experience the natural world's mental health benefits. You can read more here - <https://www.mentalhealth.org.uk/campaigns/mental-health-awareness-week>

WHAT IS THE GREEN RIBBON CAMPAIGN?

Community Business partners with The Lord Mayor's Appeal in the UK to promote the Green Ribbon campaign in Asia during Mental Health Awareness Week and Asia Employee Wellbeing Week, asking businesses to wear green ribbons as a sign of solidarity and support for mental health, and a commitment to #endthestigma.

The Green Ribbons:

- Create a visible movement of support for ending the stigma.
- Show those struggling that there is support and that they are not alone.
- Demonstrate the level of support for wellbeing within your workplace.
- Encourage people to share their story to create inclusive workplace cultures.

In May 2020 the campaign was digital for the first time, as COVID-19, social distancing, and isolation meant that colleagues and businesses could not gather together. It was hugely successful, and we want to build on its success for this year's Mental Health Awareness Week once again. We are creating a virtual movement of support. Some people may be back in the offices and some people are working remotely. Wherever we are, we can still support one another.

So, for Mental Health Awareness Week, from 10-16 May 2021, we have created materials and assets to support your internal activity and show your commitment to ending the stigma by being part of a global campaign.

We encourage you to:

1. Share stories to #endthestigma for everyone, everywhere.
2. Wear a Green Ribbon to #endthestigma for everyone, everywhere.
3. Give a Green Ribbon to #endthestigma for everyone, everywhere.

It's an opportunity to come together, even at this time when we may be physically apart and reinforce the importance of investing in your employee's mental health and our commitment to #endthestigma for everyone, everywhere.

ASSETS

We have created a range of digital assets to help raise awareness around mental health and have a variety of different options available to help you show kindness to yourself and others.

Simply download the free resources that you would like to use from Community Business' [Green Ribbon website](#).

ACTIVITIES

There are several ways that you can get involved and mark Mental Health Awareness Week 2021.

Here are a few suggestions:

SHARE STORIES TO #ENDTHESTIGMA FOR EVERYONE, EVERYWHERE.

Share your story

Our research shows that sharing stories from employees who have experienced mental health challenges is one of the most powerful ways to open up the conversation, reduce the stigma and create a culture within an organisation that is supportive of mental health. Sharing employee stories may feel harder when we are working remotely but there are some great ways to ask your employees to share digitally. You can ask employees to share their experiences via blogs, or through holding virtual events, such as a tea and talk

[Register for This is Me here](#) to receive our Employer's Guide on creating a *This is Me* storytelling campaign in your workplace.

WEAR A GREEN RIBBON TO #ENDTHESTIGMA FOR EVERYONE, EVERYWHERE.

Wear a physical Green Ribbon

Green Ribbons are back! For colleagues that will have returned to the office, Green Ribbons and Green Ribbon pin badges are available to order from the Lord Mayor's Appeal. [Get your Green Ribbons here](#) and wear it with pride.

Wear a Green Ribbon on your profile picture

[Use our Profile Picture Frame](#) to add the Green Ribbon to your social media profile picture.

Wear a Green Ribbon in Nature

Celebrate this year's Mental Health Awareness Week theme by doing an outdoor activity. Wear your green ribbon and share your photo.

Change your cover photo

Update your social media cover photo to demonstrate your support to The Green Ribbon campaign visibly and get your contacts and followers talking. Get your [LinkedIn Green Ribbon cover photos here](#) and your [Twitter cover photo here](#).

Special signature

Show your support online with the [Green Ribbon email signature](#) by adding the Green Ribbon email signature to your emails to #endthestigma in every mailing in the run up to World Mental Health Day.

GIVE A GREEN RIBBON TO #ENDTHESTIGMA FOR EVERYONE, EVERYWHERE.

Give a Green Ribbon

Connect with others using the [Give a Green Ribbon image](#) and messaging. Share this image with five of your colleagues, or people in your network to let them know you're thinking about them. This can be someone you haven't spoken to in a long time, or someone you speak to all the time but miss! Don't forget to use #endthestigma so that we can see how many Green Ribbons are worn across the region and globally!

Create a film of your organisation passing a Green Ribbon through your global offices

For Mental Health Awareness Week 2020, Acuris created a video virtually passing their origami Green Ribbons around their offices globally. You can watch it here: <https://acuris.wistia.com/medias/sotwssm8mn>

For Mental Health Awareness Week 2021, we'd like your organisation to do the same. First, use this [Origami Green Ribbon template](#) to create a Green Ribbon. Then ask your team to film a short clip on a laptop webcam or phone camera, of themselves receiving the Green Ribbon on one side of the screen, and passing it to the other. Next, stitch them all together and you'll have a video giving the Green Ribbon to #endthestigma for everyone, everywhere!

Don't forget to upload it to social media and tag us:

Twitter: @CB_Asia

Instagram: @CB_Asia

LinkedIn: Community Business

Facebook: @communitybusinessltd

Hashtags: #endthestigma #MentalHealthAwarenessWeek #MHAW2021

RUNNING YOUR CAMPAIGN

Every organisation will approach this in a different way, but, whatever strategy you choose, there are a few things to think about.

- Download the resources that you would like to use from [Community Business' website](#)
- Think about who can help support your Green Ribbon campaign and get the word out. Identify your key stakeholders (senior managers, heads of department, mental health network, comms team, etc.)
- Engage your colleagues in other departments and lead the communications by sending an email to all colleagues to show how you or your organisation plan to support wellbeing throughout the run up to Mental Health Awareness Week.
- Think about innovative ways to bring your activity online. Could you host a panel event or webinar via Zoom to show your organisation's commitment to wellbeing as an important issue?
- Create a plan to communicate the campaign both internally and externally with agreed deadlines. Could you lean on your internal comms and social media teams here?
- Consider how best to communicate your commitment internally. When, where and how will you best communicate with your employees about the green ribbon?
- You may consider:
 - All staff mailer – think about when and by whom this should be sent. Will your CEO send it?

- Putting something on your intranet page signposting to your organisation's support services including EAP and private medical care.
- Changing screensavers on all computers – can your IT team do this remotely?
- Linking the Green Ribbons to your wider *This is Me* campaign.

INTERNAL COMMUNICATIONS

Here is a short piece to use for internal emails or Intranet posts:

As a business we are committed to supporting the wellbeing of all our employees. We want to create an environment where everyone feels free to be themselves. We want everyone be able to speak up, and are doing our bit to end the stigma of talking about mental health. We are a supportive community for all our employees, no matter who they are, where they work, or what they do.

COVID-19, social distancing, and isolation have all had an impact on mental health. For many months we have been physically apart from our colleagues, but we can still support one another. The mental health of employees and colleagues is more important than ever.

We are asking you to take part in The Lord Mayor's Appeal and Community Business's Green Ribbon campaign. This year, for Mental Health Awareness Week, which runs through 10th – 16th May, we would like you to both wear and share a green ribbon virtually to show your support for ending the stigma around mental health in the workplace. In doing so, we will be joining a nationwide virtual movement.

Here are a few things you can do:

- *Help turn LinkedIn green by updating your profile picture with the green frame available. We want to be part of a sea of green throughout Mental Health Awareness Week.*
- *Give a green ribbon to a colleague to show your support*
- *Update your email signature to show everyone you contact your commitment to #endthestigma.*
- *Take five minutes to be in nature, or do some mindful crafting with these origami templates colouring sheets.*

We hope that you are able to join us in the Green Ribbon campaign. Wherever we are, whoever we are, we can come together to #endthestigma.

SOCIAL MEDIA POSTS

Our activity will be primarily on LinkedIn this year, but feel free to post on other platforms too.

In the spirit of Mental Health Awareness Week, we'd like to see how many Green Ribbons are worn, so make sure you share your photos and messages using #endthestigma.

Please tag us:

Twitter: @CB_Asia

Instagram: @CB_Asia

LinkedIn: Community Business

Facebook: @communitybusinessltd

Hashtags: #endthestigma #MentalHealthAwarenessWeek #MHAW2021

LINKEDIN

To mark #MentalHealthAwarenessWeek colleagues from [BUSINESS] are sharing their story of mental health and wellbeing. It's all part of @The Lord Mayor's Appeal and @Community Business' #Green Ribbon campaign, supporting businesses and employees to #endthestigma around mental health for everyone, everywhere.

I'm taking part in a movement to turn social media green and #endthestigma around mental health for everyone, everywhere this #MentalHealthAwarenessWeek. If you want to take part, and turn your photo green as symbol of solidarity, get involved here - <https://www.communitybusiness.org/programmes-campaigns/green-ribbon-campaign/>

We may be apart, but we are online together. Give a green ribbon and #endthestigma as we turn social media green with @The Lord Mayor's Appeal and @Community Business for #MentalHealthAwarenessWeek <https://www.communitybusiness.org/programmes-campaigns/green-ribbon-campaign>

I'm doing my bit to #endthestigma around mental health and turning LinkedIn green this #MentalHealthAwarenessWeek

This year, for Mental Health Awareness Week 2021, @The Lord Mayor's Appeal and @Community Business are encouraging employees to digitally share green ribbons to show their support for ending the stigma around mental health for everyone, everywhere. Follow colleagues from [BUSINESS] to see how we're turning LinkedIn green! #endthestigma

TWITTER

We're taking part in @LMAppeal and @CB_Asia green ribbon campaign to #endthestigma of mental health for everyone, everywhere – we'll be wearing our ribbons & turning our social media green proudly throughout #MentalHealthAwarenessWeek

Check out our colleagues from X countries proudly sporting their green ribbons to show solidarity to #endthestigma around mental health for everyone, everywhere this #MentalHealthAwarenessWeek #ThisIsMe

[BUSINESS] is delighted to share our employee's stories as part of the @LMAppeal & @CB_Asia #ThisIsMe campaign to #endthestigma of mental health for everyone, everywhere. Watch (Name)'s story here.

Colleagues from [BUSINESS] are sharing their story as part of @LMAppeal & @CB_Asia #ThisIsMe #MHAW2021 #MentalHealthAwarenessWeek – watch them here

Proud to support @LMAppeal & @CB_Asia #GreenRibbon campaign to #endthestigma for everyone, everywhere this #MentalHealthAwarenessWeek <https://www.communitybusiness.org/programmes-campaigns/green-ribbon-campaign> #ThisIsMe #MHAW2021

During #MentalHealthAwarenessWeek we're going green to #endthestigma around #mentalhealth for everyone, everywhere #ThisIsMe <https://www.communitybusiness.org/programmes-campaigns/green-ribbon-campaign> #MHAW2021 #greenribbon

Join in with @LMAppeal & @CB_Asia #GreenRibbon campaign and give a green ribbon to #endthestigma #MHAW2021 #ThisIsMe <https://www.communitybusiness.org/programmes-campaigns/green-ribbon-campaign>

We may be apart, but we are online together. Give a green ribbon and #endthestigma for everyone, everywhere. Join in @LMAppeal @CB_Asia #MentalHealthAwarenessWeek movement <https://www.communitybusiness.org/programmes-campaigns/green-ribbon-campaign> #ThisIsMe

We believe that more inclusive workplaces are healthier workplaces, and that is why we're committed to #endthestigma for everyone, everywhere. We're giving a #GreenRibbon – from home! It's all part of @LMAppeal & @CB_Asia #ThisIsMe campaign <https://www.communitybusiness.org/programmes-campaigns/green-ribbon-campaign>

INSTAGRAM

Here are colleagues from [BUSINESS] sporting their #greenribbons online, as we come together to #endthestigma for #MHAW2021 #MentalHealthAwarenessWeek as part of @thelordmayorsappeal & @CB_Asia #ThisIsMe initiative. #mentalhealth #wellbeing #endthestigma

We may be apart, but we are online together. Give a @thelordmayorsappeal & @CB_Asia #GreenRibbon to #endthestigma for everyone, everywhere #ThisisMe

Proud to support @thelordmayorsappeal & @CB_Asia #GreenRibbon campaign to #endthestigma around mental health this #MentalHealthAwarenessWeek

I'm working from home, but am still supporting my colleagues @[BUSINESS NAME] as we work to #endthestigma for everyone, everywhere this #MentalHealthAwarenessWeek. Take part in @CB_Asia & @thelordmayorsappeal's #ThisisMe #greenribbon campaign and learn more about how you can promote positive wellbeing in the workplace. <https://www.communitybusiness.org/programmes-campaigns/green-ribbon-campaign>

FACEBOOK

Here are colleagues from [BUSINESS] sporting their #greenribbons online, as we come together to #endthestigma for everyone, everywhere #MHAW2021 #MentalHealthAwarenessWeek as part of @lordmayorsappeal & @CommunityBusinessLtd #ThisisMe initiative <https://www.communitybusiness.org/programmes-campaigns/green-ribbon-campaign>

We may be apart, but we are online together. Give a @lordmayorsappeal & @CommunityBusinessLtd Green Ribbon and #endthestigma for everyone, everywhere #ThisisMe

Proud to support @lordmayorsappeal & @CommunityBusinessLtd #ThisisMe #GreenRibbon campaign to #endthestigma around mental health this #MentalHealthAwarenessWeek

I'm working from home, but am still supporting my colleagues @[BUSINESS NAME] as we work to #endthestigma this #MentalHealthAwarenessWeek. Take part in @thelordmayorsappeal & @CommunityBusinessLtd's #ThisisMe #greenribbon campaign and learn more about how you can promote positive wellbeing in the workplace. <https://www.communitybusiness.org/programmes-campaigns/green-ribbon-campaign>

ABOUT THE LORD MAYOR'S APPEAL

Helping one million people thrive.

The Lord Mayor's Appeal brings together businesses, employees, neighbouring communities, and charities to find solutions to some of London's most pressing societal issues.

Website www.thelordmayorsappeal.org/a-healthy-city
LinkedIn www.linkedin.com/company/the-lord-mayor's-appeal
Twitter www.twitter.com/lmappeal
Instagram www.instagram.com/thelordmayorsappeal
Facebook www.facebook.com/LordMayorsAppeal

ABOUT COMMUNITY BUSINESS

Community Business is a not-for-profit organisation whose mission is to lead, inspire and support businesses to have a positive impact on people and communities.

Website: www.communitybusiness.org
Twitter: @CB_Asia
Instagram: @CB_Asia
LinkedIn: Community Business
Facebook: @communitybusinessltd

LINKS

CONTACT

For general enquiries, please email kate.vernon@communitybusiness.org