

Mental Health Awareness Week Toolkit 2021

Monday 10th - Sunday 16th May 2021

Hosted by the Mental Health Foundation Mental Health Awareness Week 2021 takes place from Monday 10th to Sunday 16th May.



The theme for 2021 is Nature. During long months of the pandemic, millions of us turned to nature. Research on the mental health impacts of the pandemic showed going for walks outside was one of our top coping strategies and 45% of us reported being in green spaces had been a vital for our mental health. Websites which showed footage from webcams of wildlife saw hits increase by over 2000%. Wider studies also found that during lockdowns, people not only spent more time in nature but were noticing it more.

This year's aim is to encourage people to connect with nature, which might be somewhere right on your doorstep. Whether you do this on your own, with a friend or family member, the benefits from spending time in nature and incorporating this into your daily routine can be great!

Key Aims for MHAW 2021

The week is an opportunity for people to talk about all aspects of mental health, with a focus on providing help and advice. The aim is to inspire more people to connect with nature in new ways, noticing the impact that this can have for their mental health. This might be as simple as tending to a house plant, taking a walk, listening to the birds, touching the bark of trees, smelling flowers or writing a poem about a favourite nature spot. #NatureBLMK and #MentalHealthAwarenessWeek #ConnectWithNature are the hashtags for sharing stories/pictures.

How to get involved -

- Experience nature: take time to recognise and grow your connection with nature during the week. Take a moment to notice and celebrate nature in your daily life. You might be surprised by what you notice!
- Share nature: Take a photo, video or sound recording and share the connections you've made during the week, to inspire others. Join the discussion on how you're connecting with nature by using the hashtags #NatureBLMK #ConnectWithNature #MentalHealthAwarenessWeek



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■Talk about nature: use tips, school packs, research and policy guides to discuss in your family, school, workplace and community how you can help encourage people to find new ways to connect with nature in your local environment

Take note of simple things you can do to take care of your mental health and wellbeing during times of uncertainty by visiting www.nhs.uk/oneyou/every-mind-matters/

More ways you can get involved:

- Use the social media messages that are included in this document (Appendix 1)
- Keep an eye on Twitter and Facebook – there will be plenty of Mental Awareness Week content to retweet/re-post! Share what you are doing in the comments.
- Share the article in Appendix 2 through newsletters/email briefs/communications etc.
- Encourage your community/workplace/friends/family to share their stories and pictures of how nature benefits their mental health using the hashtags -#NatureBLMK #ConnectWithNature #MentalHealthAwarenessWeek
- Promote [Every Mind Matters](#) to support mental wellbeing.
- If you work with children and/or young people, please see appendix 5 for further links.

List of Appendices

Appendix 1 – Social and digital Media messages

Appendix 2- Sample Newsletter/email article

Appendix 3- Local Services and Signposting information

Appendix 4- Useful resources – Children & Young People

Appendix 1 -Social and digital media – downloadable images available [here \(released nearer MHAW\)](#) and Every Mind Matters images [here](#) . Email Sophie.jordan@milton-keynes.gov.uk for a file of images.

Example Social Media Posts to post before and throughout the week

Post number	Example content (localise as required)
1.	Share your ideas on how you are connecting with nature this Mental Health Awareness Week. Join in here #NatureBLMK #ConnectWithNature #MentalHealthAwarenessWeek
2.	This year Mental Health Awareness Week is all about nature and how it can benefit our mental health. Whether it's going for a walk or gardening we would love to hear how nature helps you. Let us know in the comments
3.	Taking care of your mind as well as your body is important. Visit Every Mind Matters to find out more #MentalHealthAwarenessWeek



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4.	This mental health awareness week connect with nature. Try visiting local outdoor spaces or spend some time in your garden if you have one. Share your ideas in the comments and by using #NatureBLMK #MentalHealthAwarenessWeek #ConnectWithNature
5.	Whether it's gardening, discovering new walks, having a picnic with a friend or taking your workout outside, share your tips and help others connect with nature this Mental Health Awareness week #NatureBLMK #ConnectWithNature #MentalHealthAwarenessWeek
6.	This mental health awareness week discover new walks on your doorstep by visiting – (localise as required) For MK - https://www.getsmartertravelmk.org/walking/where-to-walk For Bedfordshire - https://www.walkingbritain.co.uk/Bedfordshire-walks-list
7.	Take notice this mental health awareness week. Be mindful, be more aware of the simple things in nature that give you joy. Mindfulness can positively enhance wellbeing. Find out more here #NatureBLMK #MentalHealthAwarenessWeek #5waystowellbeing
8.	Take time to recognise and grow your connection with nature during mental health awareness week. Take a moment to notice and celebrate nature in your daily life. You might be surprised by what you notice #NatureBLMK #MentalHealthAwarenessWeek #5waystowellbeing
9.	This mental health awareness week think about taking your workout outside - it is important to stay active as this will have a direct effect of your mental health. Why not take your home workout in the garden or a nearby park! #MentalHealthAwarenessWeek #NatureBLMK #ConnectingWithNature
10.	Gardening has been shown to improve your wellbeing and is a great way of keeping active. if you are lucky enough to have a garden, why not take some time to plant some new flowers to brighten up your space, or perhaps start a veg patch or allotment? #MentalHealthAwarenessWeek #NatureBLMK #ConnectingWithNature
11.	Spending time in green spaces and nature daily, can have great benefits for your mental health and wellbeing. Share your favourite local green space in the comments. Find out more here #NatureBLMK #MentalHealthAwarenessWeek
Other support & information	
12.	Kooth is a safe, confidential and anonymous mental health and emotional wellbeing platform for children and young people, accessible through any connected device. Find out more: www.kooth.com/
13.	Are you a frontline worker in health or care across BLMK? The Keeping Well service provides free, fast and confidential wellbeing and psychological support by care professionals for care professionals. For support call 01908 724227 or visit www.keepingwellblmk.nhs.uk/ Also available to NHS, emergency services, and key workers is Our Frontline https://www.mentalhealthatwork.org.uk/ourfrontline/
14.	Are you a man? Feeling anxious? Not quite yourself at the moment? Take our online check up and get a #heads up on what to do this #MentalHealthAwarenessWeek Here www.thisisheads-up.uk
15.	See the Signs Save a Life - If you are worried that someone you know is struggling with life try to encourage them to talk openly about how they are feeling. For more information on how you could save a life visit: https://www.milton-keynes.gov.uk/seethesigns (this resource is available across Bedfordshire as well as MK)
16.	Samaritans volunteers are available to listen to anyone who is struggling day or night,

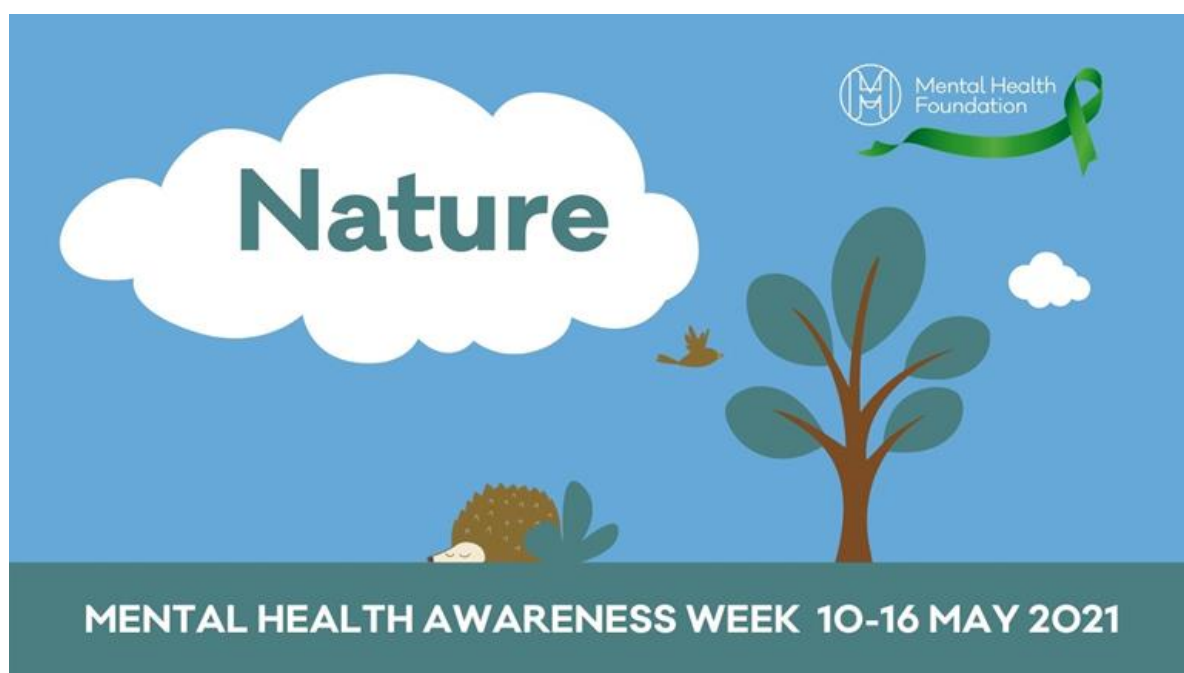


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	24 hours a day, seven days a week. Anyone can contact Samaritans for free from any phone on 116 123, even a mobile without credit, or you can email: jo@samaritans.org www.samaritans.org has a number of resources and tools available to use for emotional and mental wellbeing.
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Appendix 2- Copy and paste this article into newsletters, email briefs or staff communications

Mental Health Awareness Week 10th -16th May 2020



This week it is [Mental Health Awareness Week](#) and the theme is **Nature**. During long months of the pandemic, millions of us turned to nature. Research on the mental health impacts of the pandemic showed going for walks outside was one of our top coping strategies and 45% of us reported being in green spaces had been a vital for our mental health. Websites which showed footage from webcams of wildlife saw hits increase by over 2000%. Wider studies also found that during lockdowns, people not only spent more time in nature but were noticing it more.

This year's aim is to encourage people to connect with nature, which might be somewhere right on your doorstep. Whether you do this on your own, with a friend or family member, the benefits from spending time in nature and incorporating this into your daily routine can be great!

**Join in with Mental Health Awareness week by sharing your story or pictures (with permission) of connecting with nature using #NatureBLMK and #MentalHealthAwarenessWeek
#ConnectingWithNature**

For tips on how to take care of your mental health and wellbeing visit [Every Mind Matters](#)



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Every Mind Matters

The campaign provides useful resources to help you spot the signs of common mental health concerns, offering practical self-care tips and guidance, and explains when to seek further support. There is a free NHS-approved online tool on Every Mind Matters website, which helps you build an action plan to deal with stress and anxiety, boost your mood, improve your sleep and help you feel more in control. The campaign also features specific information for young people aged 13-18 years and information for parents and carers of children aged 5-18 years. To learn more about how to look after your mental health and create your own action plan, visit: <https://www.nhs.uk/oneyou/every-mind-matters/>

Appendix 3- Local Service and Signposting information

Local Services

Bedfordshire Wellbeing Service

Offers a range of confidential talking therapies and specialist support

Tel: 01234 880400 email: elt-tr.bedfordiapt@nhs.net

<https://bedfordshirewellbeingservice.nhs.uk/>

Keeping Well Service - Free, fast and confidential wellbeing and psychological support for care and health staff. By care professionals for care professionals in BLMK. Tel: 01908 724227 (Monday-Friday 9am-12pm 1pm-5pm) www.keepingwellblmk.nhs.uk/

Mind BLMK - Existing services replaced with phone and/or email support on Tel: 0300 330 0648 or email: hq@mind-blmk.org.uk <https://www.mind-blmk.org.uk/>

Mind BLMK Crisis Café

If you find yourself or someone you know needs urgent or crisis support with mental health in the evening, the Crisis Café is there to listen and help. To book an appointment or find out more, please contact the team between 5pm and 11pm on **01525 722 225** or crisiscafe@mind-blmk.org.uk

MK Talk for Change

Offers access to talking therapies and mental health care

Tel: 01908 725099 email: support@talkforchange.org.uk

<https://www.talkforchange.org.uk/>

Mental Health Crisis – Milton Keynes

If you or someone you know needs urgent mental health support, you can call the CNWL crisis line
Tel: 0800 0234650

Mental Health Crisis – Bedfordshire & Luton

24hr Mental Health Crisis support for all ages Call NHS 111 Option 2

Kooth

Provides online mental health support for children and young people (from age 11 until their 26th birthday). Access to professional help and support from



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qualified counsellors 7 days per week, until 10pm. An adult struggling due the mental health of their child can access Kooth. www.kooth.com/

See the Signs, Save a life - www.milton-keynes.gov.uk/seethesigns

See the Signs, save a life is a local campaign across Bedfordshire and MK to encourage everyone to recognise the signs of someone who is experiencing suicidal thoughts and know what actions to take to support them. The campaign uses social media, provides printed leaflets and offers awareness training to local communities and workplaces encouraging people not to be afraid to ask directly about suicide.

Signposting – Other Useful Contacts & information

Samaritans

Samaritans volunteers are available to listen to anyone who is in distress or is struggling day or night, 24 hours a day, seven days a week. Anyone can contact Samaritans for free from any phone on **116 123**, even a mobile without credit, or you can email: jo@samaritans.org.

Shout

Shout is the UK's first 24/7 text service, free on all major mobile networks, for anyone in crisis anytime, anywhere. It's a place to go if you're struggling to cope and you need immediate help. Shout is powered by a team of volunteers, who are at the heart of the service. **Text 85258** free on all major mobile networks, for anyone in crisis anytime, anywhere. It's a place to go if you're struggling to cope and you need immediate help

Papyrus

Are you, or is a young person you know, not coping with life? For confidential suicide prevention advice contact HOPELINEUK. We are open Weekdays 9am–10pm, Weekends and Bank Holidays 2pm–10pm:
0800 068 4141 pat@papyrus-uk.org

Hub of Hope

The Hub of Hope is a first of its kind, national mental health database which brings together organisations and charities, large and small, from across the country who offer mental health advice and support, together in one place.

<https://hubofhope.co.uk/>

CALM

The Campaign Against Living Miserably (CALM) is leading a movement against suicide, the single biggest killer of men under 45 in the UK and the cause of 18 deaths every day.

365 days per year 5pm – 12pm Tel: 0800 068 4141

<https://www.thecalmzone.net/>

Our Frontline

Our Frontline offers round-the-clock one-to-one support, by call or text, from trained volunteers, plus resources, tips and ideas to look after your mental health for frontline staff and key workers.



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Text: FRONTLINE to 85258 or call 0800 069 6222 for a conversation with a trained volunteer or visit www.mentalhealthatwork.org.uk/ourfrontline/

Appendix 4- Further resources and information for Children and Young People

Young Minds	https://youngminds.org.uk/
The Mix	https://www.themix.org.uk/
Charlie Waller Memorial Trust	https://www.cwmt.org.uk/
Every Mind Matters - looking after children and young people during the coronavirus outbreak -	https://www.nhs.uk/oneyou/every-mind-matters/looking-after-children-and-young-people-during-coronavirus-covid-19-outbreak/
Kooth -Online counselling for young people	www.kooth.com

Let us know your plans!

If you would like to share any comments on the week or how you plan to get involved please email Sophie.Jordan@milton-keynes.gov.uk .



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