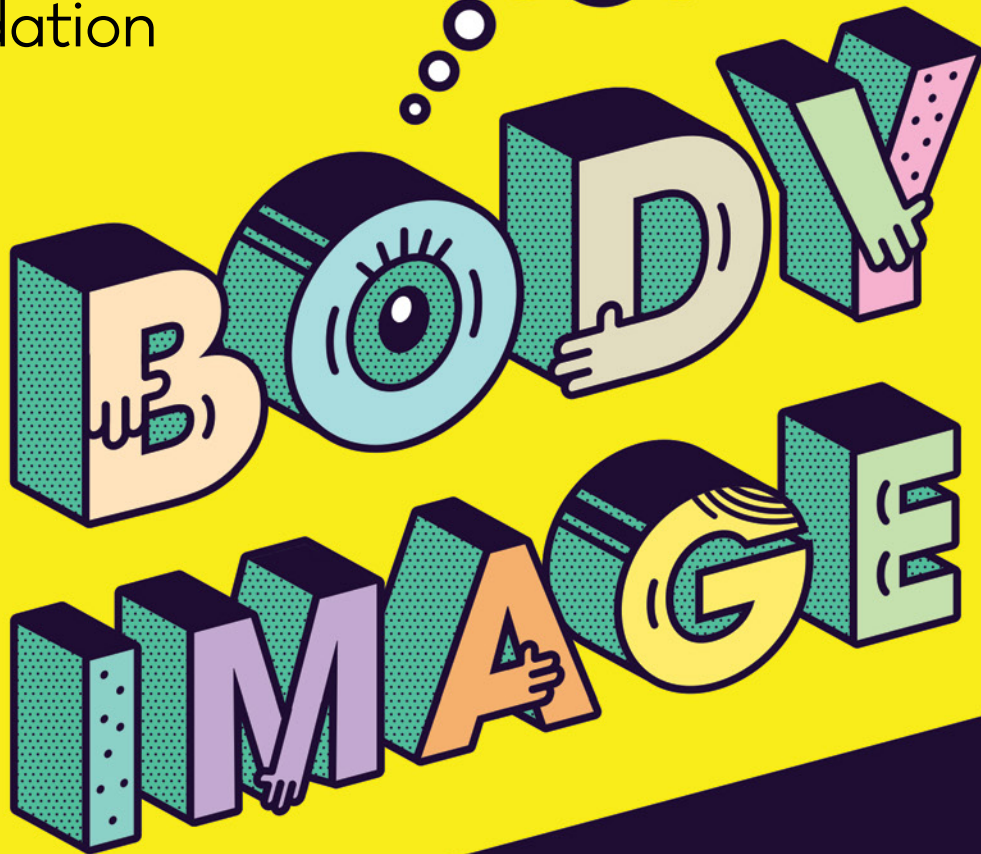




Mental
Health
Foundation

How we think
& feel about
our bodies



Mental Health
Awareness Week
.....

13-19 May 2019
.....

Supporter Pack
.....



Registered with
FUNDRAISING
REGULATOR

Registered Charity No. England 801130 Scotland SC 039714



Mental Health Foundation

70 YEARS

Who We Are

The Mental Health Foundation is the UK's charity for everyone's mental health. With prevention at the heart of what we do, we aim to find and address the sources of mental health problems. We have over 70 years of experience and expertise working towards a world with good mental health for all.

So, how do we do this?



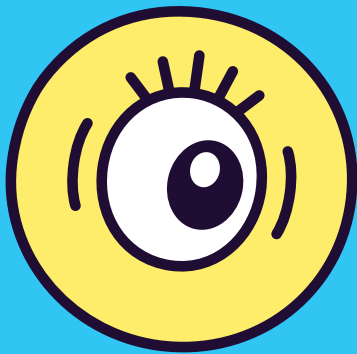
We Start Early

50% of mental health problems are established before the age of 14. We equip families and children with language to speak about mental health and tools to help themselves and others. By intervening early we can protect the mental health of generations to come.



We Push For Change

We want governments across the UK to make policy decisions with mental health in mind. Our ambition is for a society where people can thrive, not just survive.



We Inform & Educate

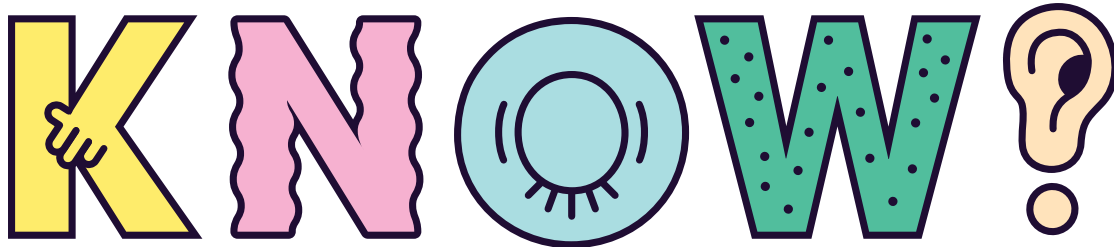
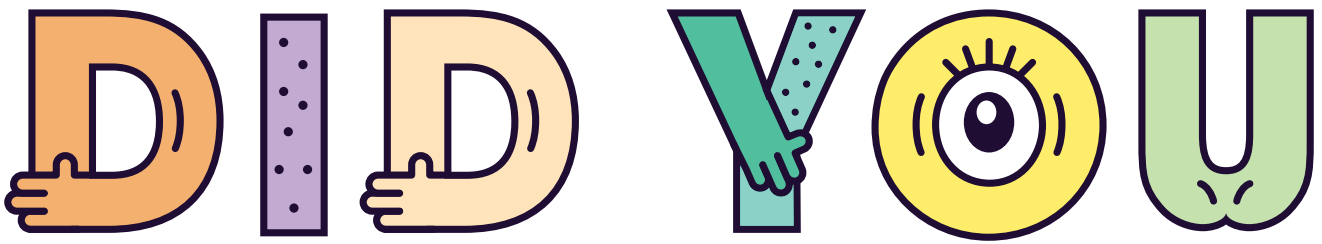
We want to know what works to prevent mental health problems. This underpins our life-changing mental health research. We package this information into tools and tips that anyone, anywhere, can access and benefit from.



And that's not all. You can read more about our innovative programmes, national campaigns and transformative mental health research here:

[mentalhealth.org.uk/our-work](https://www.mentalhealth.org.uk/our-work)

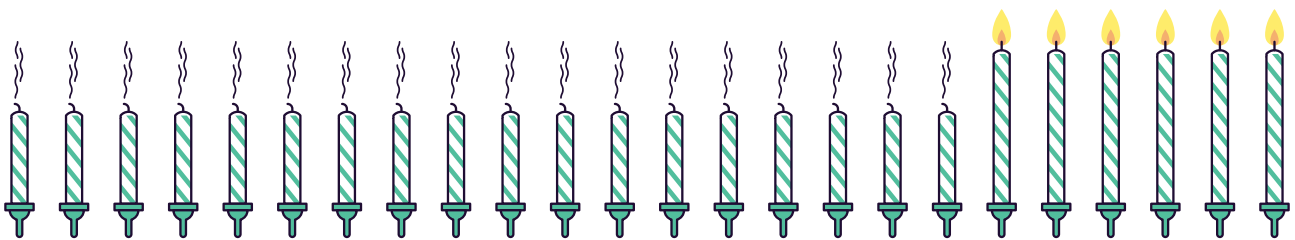




MENTAL HEALTH STATISTICS ACROSS A LIFETIME



50% of mental health problems are established by age 14 and 75% by age 24 ¹



1 in 6 adults in the past week experienced a common mental health problem such as anxiety or depression ²

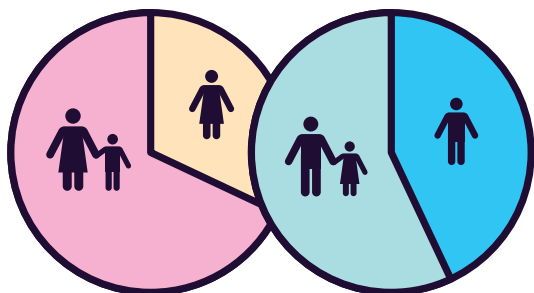


¹Kessler RC, Berglund P, Demler O, Jin R, Merikangas KR, Walters EE. (2005). Lifetime Prevalence and Age-of-Onset Distributions of DSM-IV Disorders in the National Comorbidity Survey Replication. Archives of General Psychiatry, 62 (6) pp. 593-602. doi:10.1001/archpsyc.62.6.593

²McManus S, Bebbington P, Jenkins R, Brugha T. (eds.) (2016) Mental health and wellbeing in England: Adult Psychiatric Morbidity Survey 2014. Leeds: NHS Digital. Available at: <http://content.digital.nhs.uk/catalogue/PUB21748/apms-2014-full-rpt.pdf>

300,000

300,000 people a year leave the workplace because of mental health problems ³

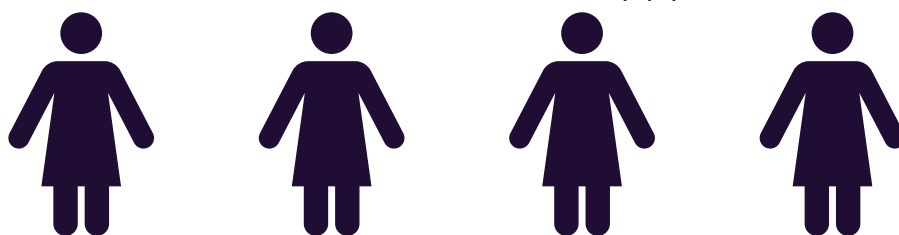


68% of women and 57% of men with mental health problems are parents ⁴

Working people with mental health problems contribute £226m a year to the UK economy – that's 12.1% of GDP ⁵



In 2017/8 mental health problems accounted for 15.4 million sick leave days in the UK ⁶



Depression affects around 22% of men and 28% of women aged 65 years and over ⁷



³ Thriving at Work: the Stevenson/Farmer review on mental health and employers (2017)

⁴ Royal College of Psychiatrists. (2016). Parental mental illness: The impact on children and adolescents. Information for parents, carers and anyone who works with young people. Retrieved from rpsych.ac.uk/healthadvice/parentsandyounginfo/parents/carers/parentalmentalillness.aspx

⁵ Mental Health Foundation (2016). Added Value – Mental Health As A Workplace Asset. <https://www.mentalhealth.org.uk/addedvalue>

⁶ ONS (2018). Working days lost in Great Britain. <http://www.hse.gov.uk/statistics/dayslost.htm>

⁷ Health and Social Care Information Centre, (2007). Health Survey for England, 2005: Health of Older People. [online] Available at: <http://www.hscic.gov.uk/pubs/hseO5olderpeople>

WHAT IS MENTAL HEALTH AWARENESS WEEK



Mental health problems can affect anyone, at any time. We believe that mental health is everyone's business.

So for one week each May, we campaign around a specific theme for Mental Health Awareness Week.

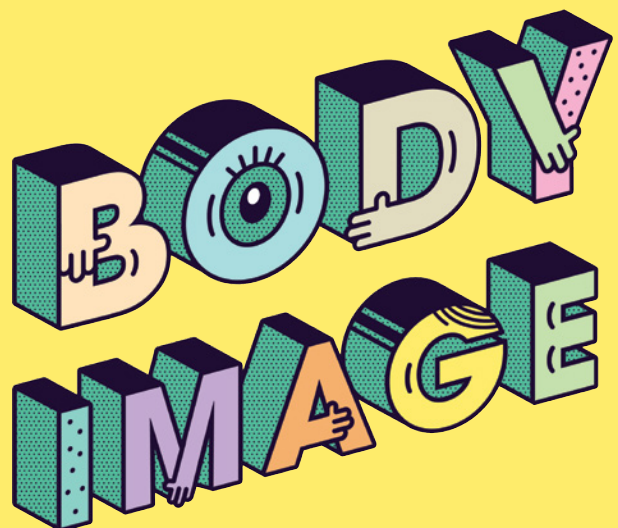
Since our first Mental Health Awareness Week in 2001, we've raised awareness of topics like stress, relationships, loneliness, sleep, alcohol and friendship.

Hundreds of schools, businesses and communities have come together to start conversations around mental health that can change and even save lives.

This year, with your support, we want to reach more people than ever.

13-19 May 2019:

**BODY
IMAGE**



Last year we found that 30% of all adults have felt so stressed by body image and appearance that they felt overwhelmed or unable to cope⁸. That's almost 1 in every 3 people.

Body image issues can affect all of us at any age and directly impact our mental health.

However there is still a lack of much-needed research and understanding around this.

As part of Mental Health Awareness Week, we will be publishing the results of a UK-wide survey on body image and mental health.

We will look at body image issues across a lifetime – including how it affects children and young people, adults and people in later life.

We will also highlight how people can experience body image issues differently, including people of different ages, genders, ethnicities and sexualities.

The good news is that we can tackle body image through what children are taught in schools, by the way we talk about our bodies on a daily basis and through policy change by governments across the UK.

We will use our research to continue campaigning for positive change and publish practical tools to help improve the nation's relationship with their bodies.

Want to join us?

mentalhealth.org.uk/mhaw



Last year we found that 30% of all adults have felt so stressed by body image and appearance that they felt overwhelmed or unable to cope⁸

HOW

CAN I GET

INVOLVED

WITH

MENTAL

HEALTH

AWAWARENESS

WEEK?






GET SOCIAL

We want to get the nation talking about body image and mental health. By joining us online, you can even reach people from around the world.



Download our social media graphics here -
mentalhealth.org.uk/mhaw

FOLLOW US AND HELP US SPREAD THE WORD!

 @mentalhealthfoundation  @mentalhealth  @mentalhealthfoundation

It's also the best way to receive updates on the campaign in the lead up to the week!



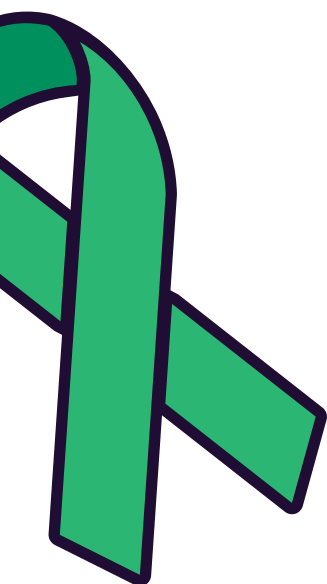
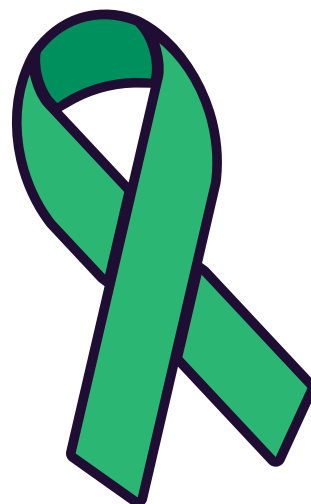
#BeBodyKind

From 13-19 May we will be running a body image challenge.

It's easy to take part and we would love to have your support. Simply post on social media a picture of a time or a place when you felt comfortable in your own skin – this could be now, five years ago or at the age of five. It can be a photo of yourself or something else that reminds you of the moment.

Use the hashtags **#BeBodyKind** and **#MentalHealthAwarenessWeek**

WEAR A GREEN RIBBON



The green ribbon is the international symbol for mental health awareness.

By wearing the green ribbon you create a walking safe space for people to talk about mental health.



Show colleagues, loved ones or simply those you walk past that you care about their mental health. It can also be worn in memory of a loved one.



Get yours here: mentalhealth.org.uk/greenribbon

DONATE

Your gift could allow us to continue our vital research and strengthen the evidence on how to prevent mental health problems.

Online:
mentalhealth.org.uk/donate

Text
THRIVE to
70300 to
donate £3



Why not raise money through Facebook Donate during Mental Health Awareness Week?

Visit facebook.com/fundraisers and follow the steps below:



1. Click Raise Money
2. Select Nonprofit/Charity
3. Select Mental Health Foundation, choose a cover photo and fill in the fundraiser details
4. Click Create

Mental Health Foundation will receive **100%** of your donation. We would like to tell you a bit more about our work and ask for support, there is no obligation to give. To opt out of future calls/texts include the words **NO INFO** at the end of your message e.g. **THRIVE NO INFO**



Post:
Send a cheque payable to
Mental Health Foundation to:



Mental Health Foundation
First Floor, Colechurch House
1 London Bridge Walk
London SE1 2SX

HOST A FUNDRAISING EVENT

Raising awareness is vital for changing the way people think about mental health. Fundraising events like yours help us to reach more people and raise more money than we ever could alone. In past years people just like you have...

Organised a flashmob to raise awareness of anxiety

Held a pottery-making event for students

Have fun and get creative!

Organised yoga sessions for the office

Sent mental health posters to shops on the high street

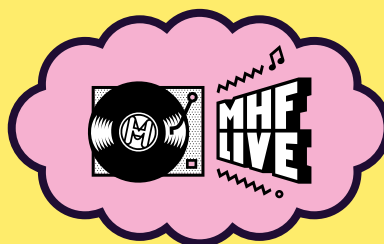
Why not try one of our flagship fundraising events?

Whether you want to hold an event at work, at home or at school we have the event for you.



Curry & Chaat

Get together with your colleagues, friends, family and tuck in for mental health mentalhealth.org.uk/get-involved/curry-and-chaat



MHF Live

Hold a live music event and raise awareness, raise money and raise the roof! mentalhealth.org.uk/get-involved/mhf-live

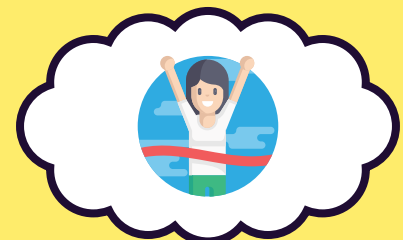


Tea & Talk

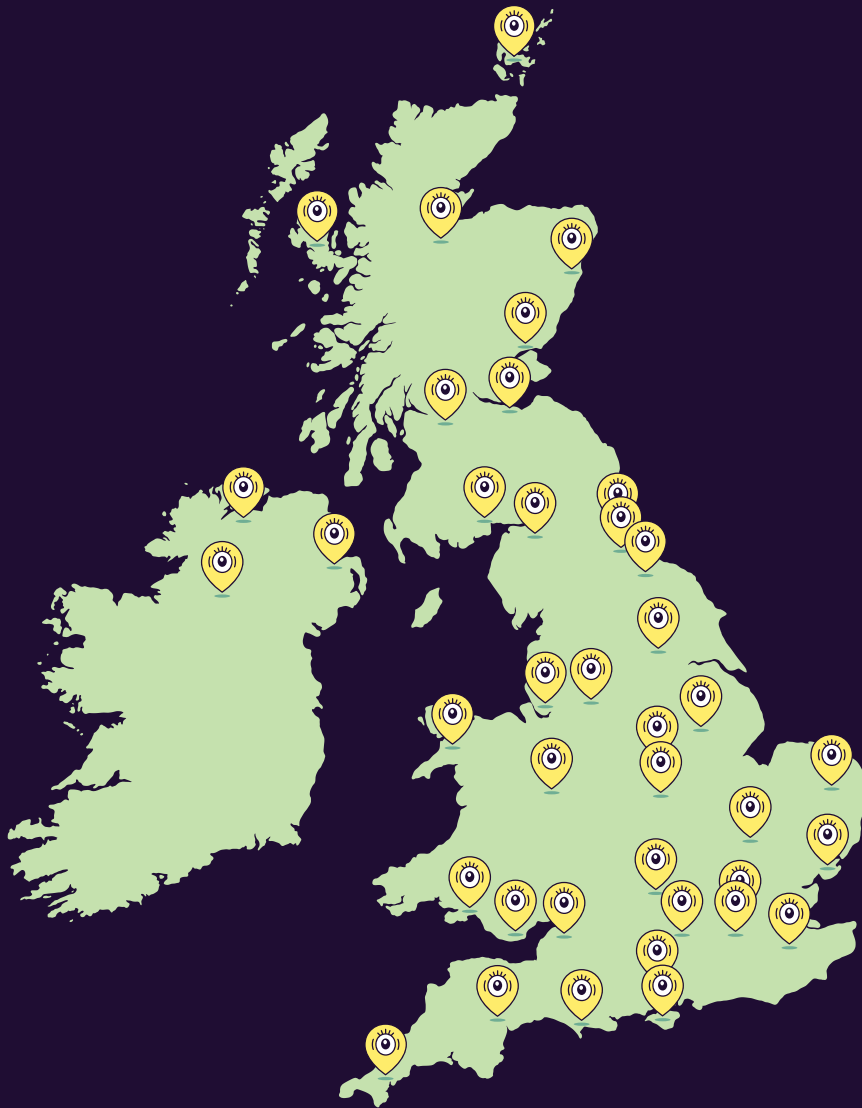
Hold a Tea & Talk at work or at home. Enjoy a cuppa and cake and help challenge mental health stigma - mentalhealth.org.uk/get-involved/tea-and-talk

Wellbeing Week

Our fundraising initiative for schools to provide young people with the tools needed to maintain good mental health - mentalhealth.org.uk/get-involved/wellbeing-week



TELL US ABOUT YOUR EVENT



To see just how many communities have been reached by Mental Health Awareness Week, we will have an activity map on our website.

We would love to feature your event.

If you would like to show the world what you are doing for Mental Health Awareness Week, fill in the form at:

mentalhealth.org.uk/mhaw

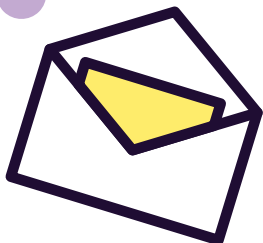
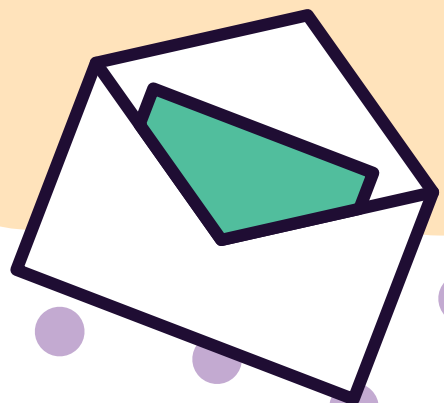
Posting your event details on the website is optional, and the events can be private (at educational institutions), or public events (at the local park) on your request.

We would also love to hear how your event went, as well as see any photos or videos. Send them through to events@mentalhealth.org.uk

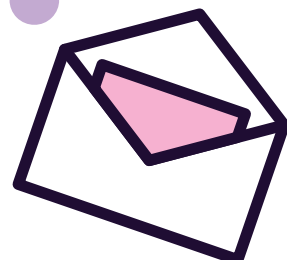
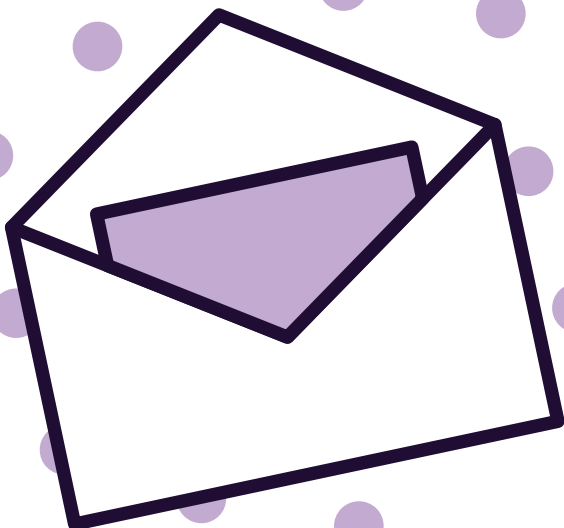
INVITE

EVERYONE!

**The more people
you invite the more
awareness and money
you will raise.**

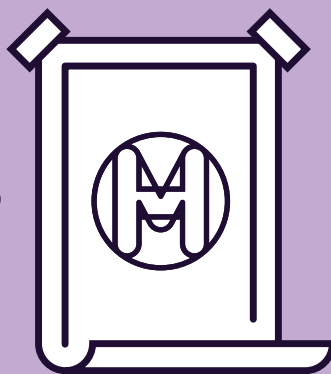


**Use social media, email
and the posters included in
this pack to invite as many
people as possible.**



RESOURCES

Help us spread the word with posters and social media graphics!



You can also order boxes of green ribbon pins to sell at your school, workplace or fundraising event.



Simply go online to order or download your materials here:



We have also included posters for you at the back of this pack, including a blank colouring-in poster if you'd like to get creative.



Mental Health
Foundation

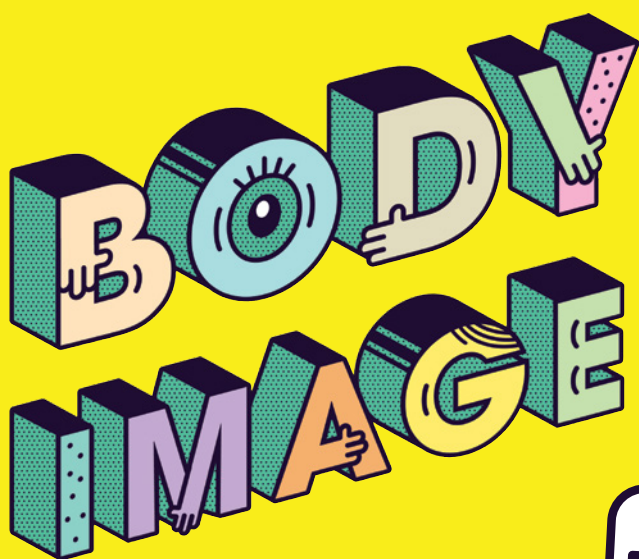
Mental Health Awareness Week - 13-19 May 2019

Event Details:

Where:

When:

Contact:



This year, we are focusing on Body Image – how we think and feel about our bodies.

Body image issues can affect all of us at any age. During the week we will be publishing new research, considering some of the reasons why our body image can impact the way that we feel, campaigning for change and publishing practical tools.

Find out more about the week:

mentalhealth.org.uk/mhaw

To support the Mental Health Foundation text **THRIVE** to **70300** to donate **£3** and help ensure good mental health for all.



Mental Health Foundation will receive **100%** of your donation.

We would like to tell you a bit more about our work and ask for support, there is no obligation to give.

To opt out of future calls/texts include the words **NO INFO** at the end of your message e.g. **THRIVE NO INFO**



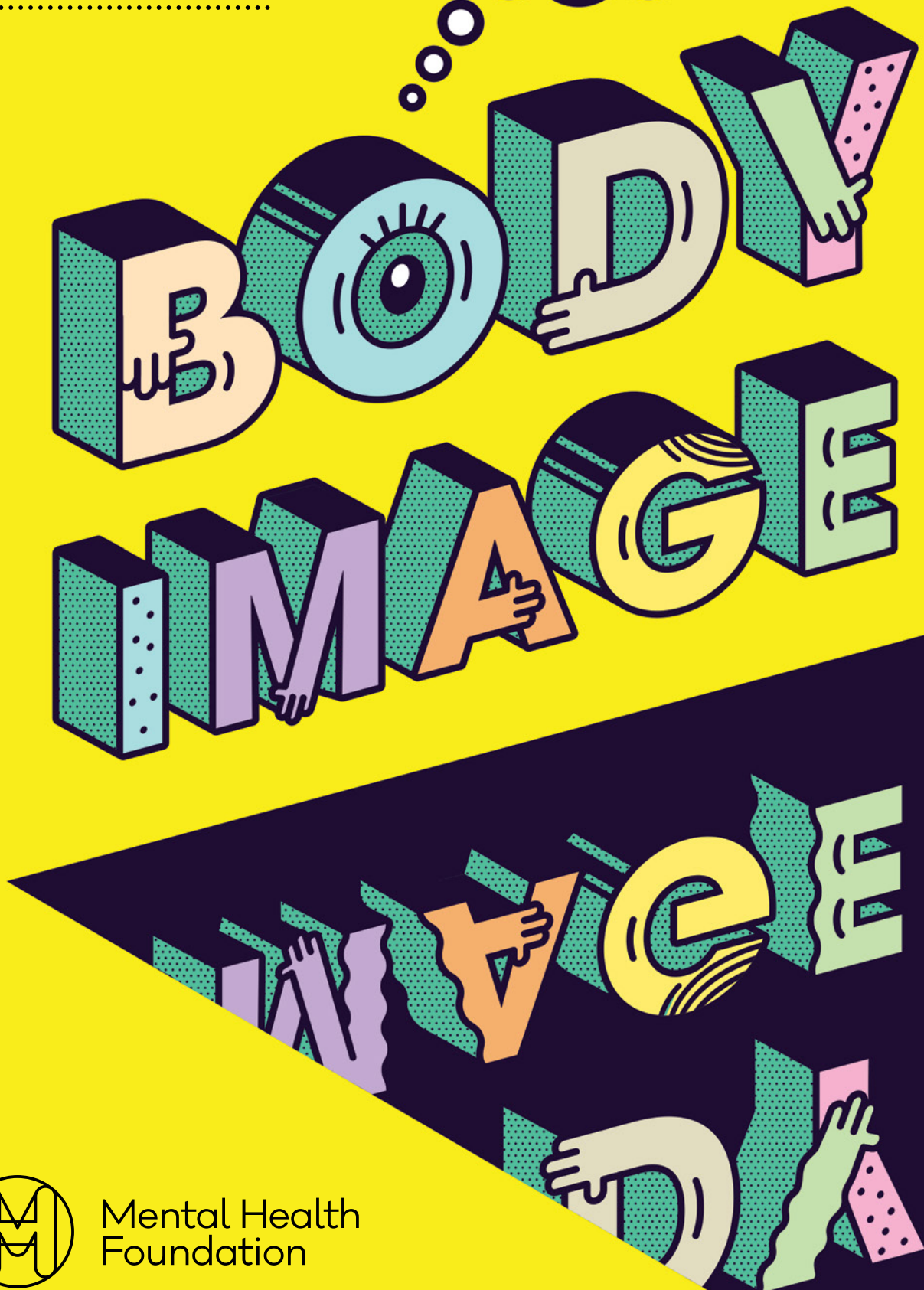
Registered Charity No.
England 801130
Scotland SC 039714

Mental Health
Awareness Week

13-19 May 2019

mentalhealth.org.uk

How we think
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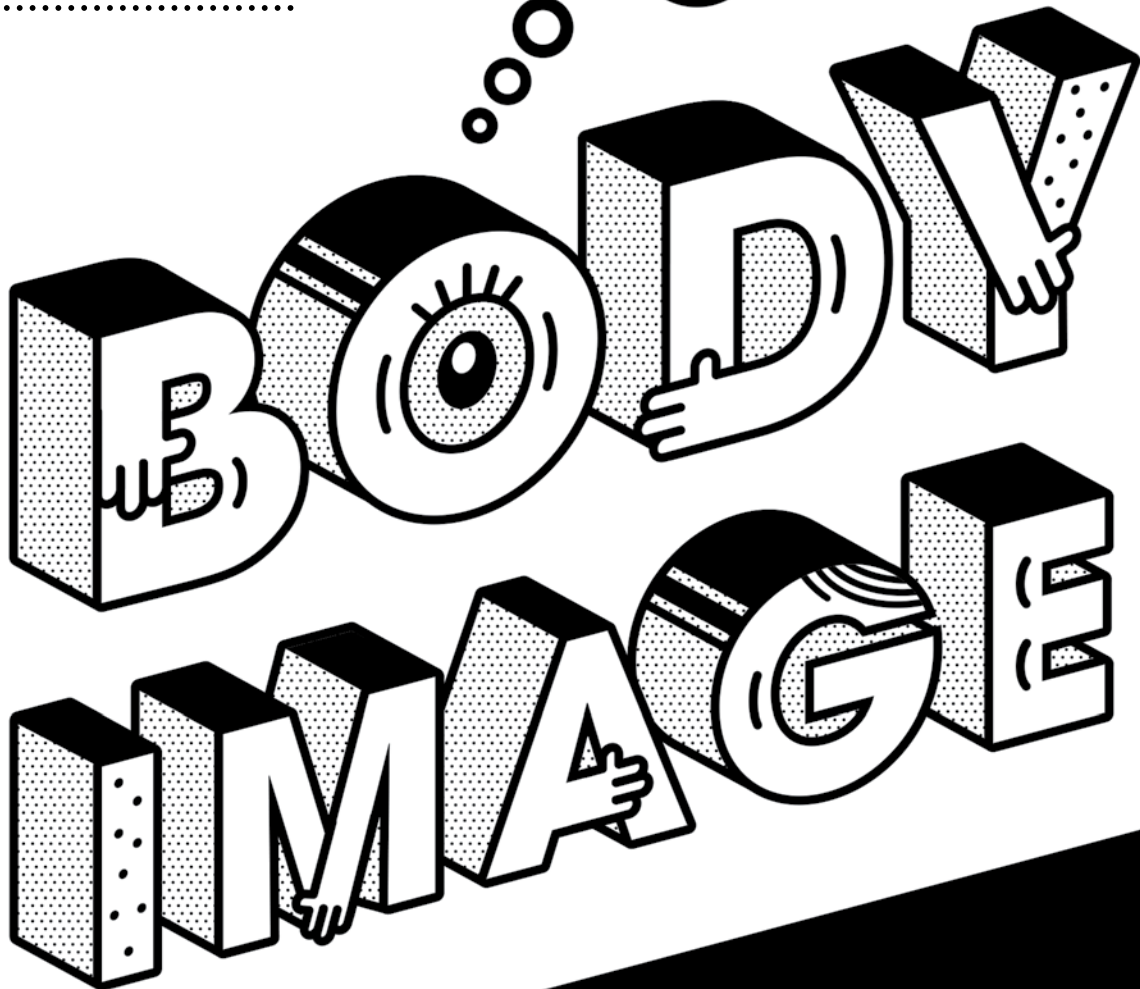
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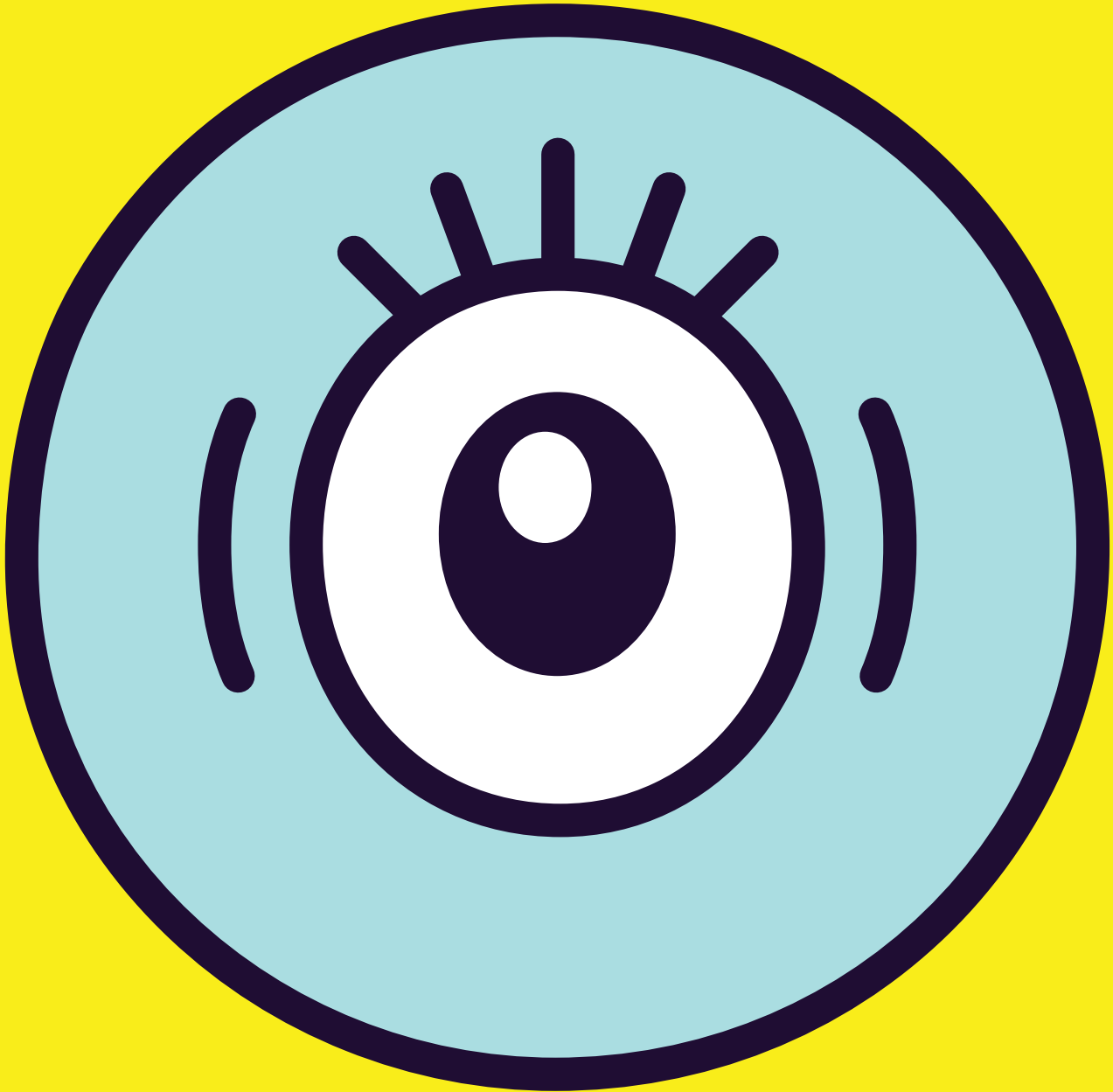


Mental Health
Foundation

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i @mentalhealthfoundation



mentalhealth.org.uk/mhaw
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Design by David Peasland
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