



Anxiety.



**mental
health
foundation**

www.mentalhealth.org.uk

Supporter kit

Mental Health Awareness Week

May 12-18 2014



**1 in 10
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Who we are

The Mental Health Foundation is the UK's leading mental health and learning disability charity providing information, carrying out research, campaigning and working to improve services for anyone affected by mental health problems, whatever their age and wherever they live.

We are the charity for everyone's wellbeing. Your support helps people survive, recover from and prevent mental ill-health.

You can find out about our latest work on our website
www.mentalhealth.org.uk

Did you know?

1 in 10 of us in the UK struggle with mental health issues at any one time, and each year 1 in 4 of us will experience a mental health problem such as anxiety or depression. What's more, 1 in 100 of us will have a severe mental health problem, and personal financial stresses resulting from the current economic climate are a major cause of anxiety and depression.

At least 30% of GP consultations are for a mental health problem, but this is the tip of the iceberg as many people never seek help and only 25% of common mental illnesses are treated at all.

Around 750,000 people in the UK over 65 have some form of dementia, which accounts for 25% of all NHS beds. Dementia is also associated with other mental illnesses.

The economic cost of mental illness to the UK is about £100bn – greater than the total cost of crime (£60bn) and equivalent to the entire NHS budget. Despite this, we worryingly only spend £10bn on mental health services and support.

What is Mental Health Awareness Week?

For one week each May, we campaign around a specific theme for Mental Health Awareness Week, a week in which we help raise awareness of mental health and wellbeing issues.

Since our first Mental Health Awareness Week in 2000, we've raised awareness of topics like loneliness, altruism, sleep, anger, fear, alcohol and friendship into the public sphere.

Last year's campaign, "Let's Get Physical", focused on the link between exercise and wellbeing and resulted in the most successful campaign we have ever had. Over 400 organisations engaged in the campaign, and 1,500 copies of our report were downloaded. More than 51,000 people visited our website, and the number of followers on our dedicated Mental Health Awareness Week Facebook page jumped 400%. Over 60 million people read about Mental Health Awareness Week in the national press in 2013.

This year, with your support, we want to reach even more people, raise awareness of anxiety and promote positive mental health.

This Mental Health Awareness Week...

May 12-18 2014: Anxiety

Everyone has feelings of anxiety at some point in their life, however what can begin as normal, everyday anxiety, can develop into something more serious, like a panic, phobia, or obsessional disorder. Evidence shows that the number of cases of anxiety is growing in the UK, with 8.2 million people diagnosed in 2010. The Mental Health Foundation wants to speak out (loudly) about ways we can all manage anxiety before it seriously harms our wellbeing.

The aim of this year's Mental Health Awareness Week is to address anxiety as a public health issue, and promote ways to reduce anxiety in everyday life.

DOING GOOD DOES YOU GOOD

Work-life balance



Mood



Loneliness



Sleep



Stigma



Anger



Out at work



Alcohol



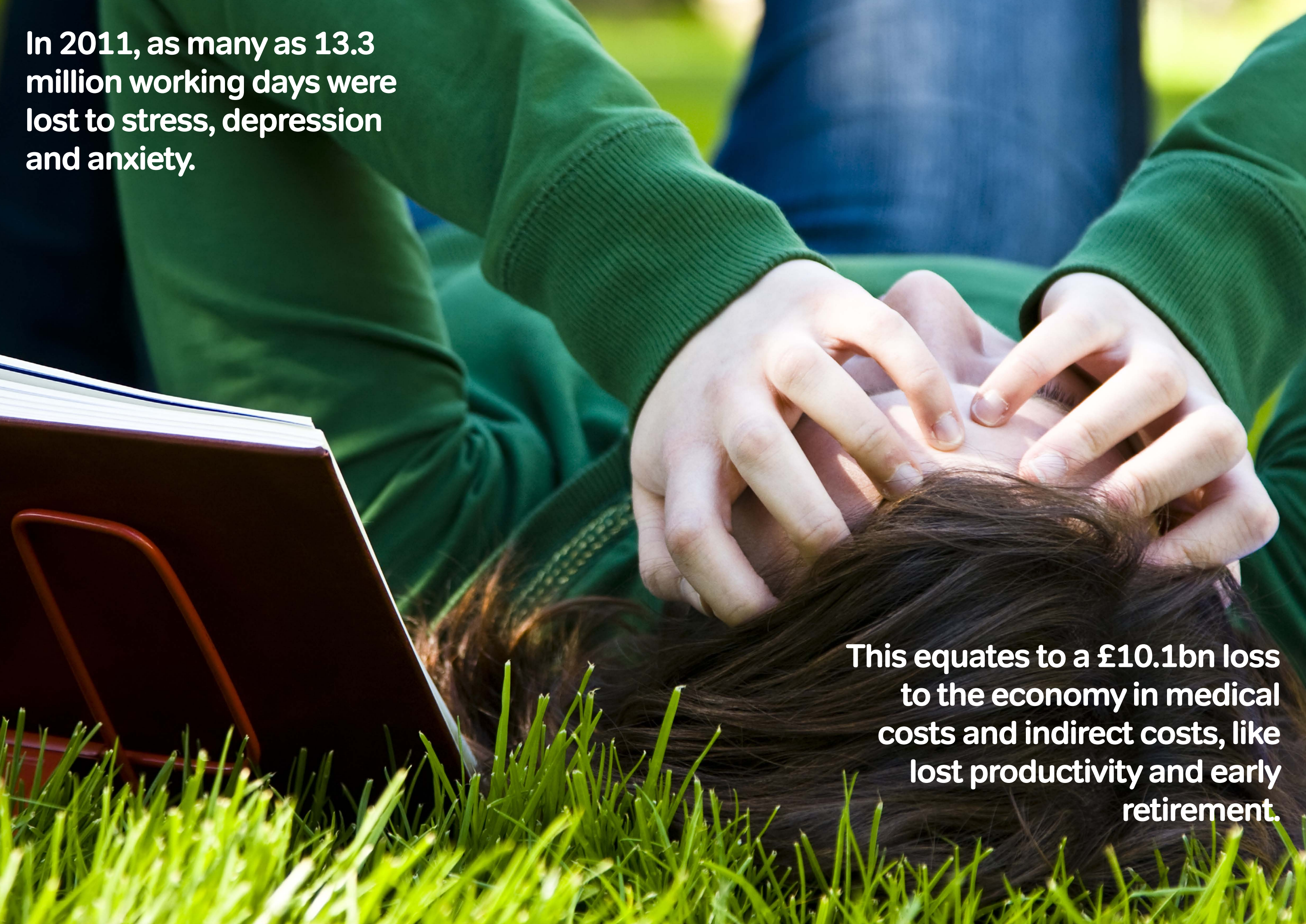
Fear



Friendship

Let's Get Physical

Exercise

A close-up photograph of a person lying on their back on a patch of green grass. They are wearing a green long-sleeved sweater. Their hands are pressed against their temples, and their face is partially visible, showing a look of distress or pain. A brown book is open to the left of the person's head. The background is a blurred green field.

In 2011, as many as 13.3 million working days were lost to stress, depression and anxiety.

This equates to a £10.1bn loss to the economy in medical costs and indirect costs, like lost productivity and early retirement.

What you can do to raise awareness this Mental Health Awareness Week

1

Plan an event or activity

Identifying escalating stress levels in their early stages and working to release this stress is a great way to manage your own mental health and wellbeing and reduce anxiety overall. While everyone is different, getting together with some of your friends for fun and relaxing activities can reduce anxiety, and also help raise awareness of the importance of taking care of our mental health and wellbeing.

There are a huge number of different ways to release stress, for example dancing, meditation, gardening, and forest walks to name a few. Finding activities which feel right for you and which you enjoy is likely to increase motivation to continue and lead to a less stressful lifestyle.

Help us raise awareness in your community by hosting an event or activity in Mental Health Awareness Week. This could include:

- Organise an open mic comedy night- laughter is the best medicine!
- Have a picnic in your local park with a book and some healthy snacks
- Encourage your community centres to host free yoga or meditation sessions during the week
- Organise a walk around your local area with colleagues at lunchtime
- Get creative! See the next few pages for ways to raise awareness and look after your mental health!

Attending an event in your area is also a great way to show your support for the cause, so be sure to get involved if there are Awareness Week activities already going on around you.

Tell us about your event!

To see just how many communities have been reached by Mental Health Awareness Week, we will have a Google Map featuring the events on the MHF website.

We would love to feature your activities! If you would like to show the world what you are doing for Mental Health Awareness Week, fill in the form at www.mentalhealth.org.uk/our-work/mentalhealthawarenessweek/get-involved.

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 marketing@mentalhealth.org.uk.



2

Get your workplace involved

Your workplace can make a big difference by engaging its employees and customers/stakeholders to identify and reduce their anxiety. Whether it be putting up posters in the shop front, or encouraging employees to think about their wellbeing and own stress levels via an internal newsletter, or setting up a lunchtime walking group. Mental Health Awareness Week is all about taking care of one's mental health, including while you work!

If your organisation does not have the capacity to host an event, it can still get involved by providing a quote and/or a logo on why managing anxiety is so important for positive mental health. The quote and logo will be used as part of our promotional materials we will be using to reach the public throughout 12-18 May 2014. We would be grateful for your organisation's endorsement to help raise further awareness of our campaign.

3

Share your story

The key to reducing stigma around mental health is talking about it. We are always looking for people to share their story with us and our social media followers. Has actively managing your anxiety helped you overcome mental health issues and improved your wellbeing? We would love to hear about it! Contact the press office on press@mentalhealth.org.uk and tell them your story.

4

Raise some money

Mental Health Awareness Week is, true to its title, about raising awareness. However, our work, including our awareness raising campaigning, relies on fundraising from voluntary sources. If you would like to raise money to support the work of the Mental Health Foundation (i.e. through raffles or collections) then please see our tips on hosting a fundraising event over the next few pages. Please contact events@mentalhealth.org.uk for further information.

5

Spread the word

Your networks are a powerful tool to raise awareness of mental health and wellbeing. During the week we will be posting stories and information on our Facebook and Twitter. Please add and follow us, share our messages and engage in the discussion. Copy and paste the following as an update:

Facebook

This year's theme for Mental Health Awareness Week 12-18 May 2014 is Anxiety. We've/I've partnered with the Mental Health Foundation to raise awareness of physical activity and mental health. To find out more about the campaign, visit <http://bit.ly/SmhXp3>

Get involved by following @MHF_tweets on twitter and by 'liking' their Facebook page and sharing their posts from www.facebook.com/mentalhealthfoundation or www.facebook.com/mentalhealthawarenessweek

Twitter

Before the week

This year's theme for Mental Health Awareness Week 12-18/05 is Anxiety <http://bit.ly/SmhXp3> [#anxiety](#)

We've partnered with @MHF_tweets to raise awareness of anxiety and mental health: <http://bit.ly/SmhXp3> [#anxiety](#)

Get involved in Mental Health Awareness Week & help us raise awareness of anxiety <http://bit.ly/SmhXp3> [#anxiety](#)

How do you manage your anxiety? Help raise awareness of the benefits of stress reduction by sending a paragraph and your details to press@mentalhealth.org.uk

During the week

Anxiety is the leading factor in mental ill-health. Learn how to manage yours: <http://bit.ly/SmhXp3> [#anxiety](#)

Help @MHF_tweets change the way we view anxiety in the UK: <http://bit.ly/SmhXp3> [#anxiety](#)

Anxiety is growing in the UK, start practicing self-management to reduce it: <http://bit.ly/SmhXp3> [#anxiety](#)

Managing your anxiety can help protect your mental health: <http://bit.ly/SmhXp3> [#anxiety](#)

What do you do to manage your anxiety? We all need a stress release: <http://bit.ly/SmhXp3> [#anxiety](#)

Stress release needs to be core to your health regime, not a lifestyle luxury: <http://bit.ly/SmhXp3> [#anxiety](#)

Do you have time to relax? Make time to reduce long term health concerns: <http://bit.ly/SmhXp3> [#anxiety](#)

Everyone has anxiety, but has yours gone too far? <http://bit.ly/SmhXp3> [#anxiety](#)

What have you done to manage your anxieties today? <http://bit.ly/SmhXp3> [#anxiety](#)

Do your anxieties rule your life? Learn how to manage them, not the other way around: <http://bit.ly/SmhXp3> [#anxiety](#)

What makes you feel good? Protect your mental health and wellbeing by actively reducing anxiety: <http://bit.ly/SmhXp3> [#anxiety](#)



Planning a fundraising event?

Here is all the important information you need to know to help keep things as simple as possible for you and to ensure you're doing everything legally. If you need any extra advice, please do get in touch with our Events Team at events@mentalhealth.org.uk.

Keep it legal

Raffles

For small raffles that are part of a bigger event, where you sell the tickets and have the prize draw at the event, you do not need a licence. This also applies to any raffles to members of local clubs, raffles at private events or raffles held a work.

You must apply to your local council for a licence permit if you are running large scale raffles and lotteries where you are selling tickets to members of the public.

Tickets must not be sold by anyone under the age of 16. For further information visit the Gaming Board's website: www.gbgb.org.uk

Collections

For collections on private property, such as a pub, shopping centre, supermarket etc, you will need to get permission from the Manager. Street collections do require a street collection permit from your local council.

Door-to-door collections are illegal without a permit.

The legal minimum age for collections is 16 across the UK, except for London where the minimum age is 18.

We require all fundraisers to notify us 2 weeks prior to your collection so we can send out MHF collector's badges and MHF sealed collection boxes.

Alcohol

If you're selling alcohol at an event you will need to apply for a Liquor Licence from your local magistrate's court.

Entertainment

Entertainment such as singing, music or dancing at your event requires a licence. You will need to check if your venue holds a Public Entertainment Licence, if not you need to obtain one from your local authority.

Fundraising materials

All fundraising/promotional materials for your event need to say you are raising money "in aid of the Mental Health Foundation". If you would like to use our logo please contact our Events Team and we can send this over to you and check that it is being used correctly.



Food hygiene

Food poisoning can be really nasty! If you are preparing or serving food at your event, please take time to read the following information about food hygiene from the Food Standards Agency.

It includes tips on food storage, how to stop bacteria spreading and how to prepare food safely.

www.food.gov.uk

www.eatwell.gov.uk

Keep it safe

It's really important to consider health and safety, but don't get too hung up on it, most of the time it's common sense! Always follow the advice from the venue staff or manufacturer. If you are holding an event for the public it's important to conduct a risk assessment. This will help you plan for any eventualities whilst ensuring the safety of those attending.

It will also prompt you to think about accessibility and address any concerns you may have before opening it up to the public.

The Health and Safety Executive have a downloadable risk assessment template which we would recommend, plus you can read lots more information and advice on keeping safe and legal: www.hse.gov.uk

The Mental Health Foundation cannot accept liability for the loss or damage of property or injury suffered by you or anyone else taking part in the event.

Please ensure that any events you are holding in the public will be covered by the local authority public liability insurance.

Here are a few key recommendations from us:

Ensure that attendees are fully briefed about the event including (where relevant) any risks, fitness requirements, special equipment or clothing required and the standard of behaviour that is expected.

Ensure that your event is properly and adequately supervised where children are involved. This includes:

Providing proper adult supervision.

Checking that the children's parents or guardians have given permission for their child to take part.

Carrying out appropriate background checks if adults are to have unsupervised access to children.

Consider what insurance cover you need for the event.

Check whether you need any special licences, such as a public entertainment licence or licence to sell alcohol.

10 ways to look after your mental health and raise awareness to help change lives

We've been inspired by our popular 10 ways to look after your mental health to come up with fun, practical and original ideas to help you care for yourself or raise awareness during Mental Health Awareness Week.

2

Talk about your feelings

Hold a Tea & Talk! Get together with friends, family or colleagues and have a good old natter!

See more information at www.mentalhealth.org.uk/tea

1

Keep active

Take on one of our challenges at www.mentalhealth.org.uk/get-involved or find something local to take part in. If running is your thing, look for local runs at www.runnersworld.com/events.

Organise an activity yourself such as a yogathon or a forest walk! Talk to your local gym or community club about getting a room and advertise locally.

3

Eat well

Come Dine with Me: Take your ticketed dinner party to the next level by organising a dinner challenge with your friends, modelled on the popular TV show!

Smoothie sale at work: Bored with the usual bake sales in the office? Try making and selling healthy, nutritious smoothies instead. We've tried it and it works a treat! Alternatively, you can go head-to-head with colleagues and hold a "bake off".



4

Drink sensibly

Mocktail party: Substitute alcohol for your favourite juices and bring out your mixers to create exciting and healthy non-alcoholic cocktails! Choose recipes from the hundreds available online and invite your friends to a Mocktail competition.

Down at the pub: Combine your love for the odd pint with raising awareness. Speak to your pub landlord about organising a pub quiz or karaoke night.

5

Keep in touch with friends and loved ones

Dinner party, BBQ or picnic: This provides the perfect opportunity for you to open up to friends and family and share your reason for raising awareness for the Mental Health Foundation.

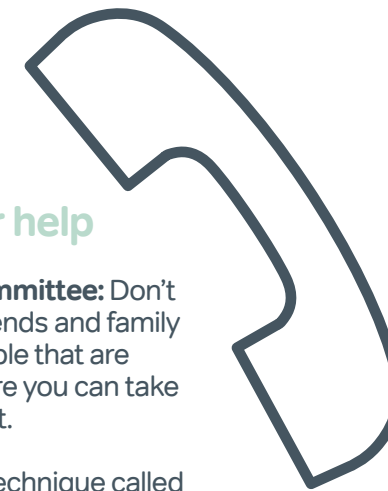


6

Ask for help

Awareness raising committee: Don't go it alone! Get your friends and family involved, the more people that are supporting you the more you can take time to enjoy your event.

Mindfulness: Learn a technique called mindfulness to help yourself cope during stressful times and donate to the Mental Health Foundation while doing so. Visit www.bemindfulonline.com and register for our 4-week online course.



7

Take a break

Pamper party: Get the facemasks, nail varnish and foot spas at the ready! Kick back, relax and enjoy.

Overseas trek: Combine a longer break with a unique and challenging experience by joining one of our overseas treks! You could trek up Machu Picchu or Petra and raise significant funds for our work. For more information visit our website: www.mentalhealth.org.uk/trek

9

Accept who you are

We're all different. Your Mental Health Awareness Week plans will no doubt reflect this. Be true to yourself, make sure you feel comfortable with your plans and set yourself realistic goals. Share with others your reason for supporting MHF. By talking about mental health locally, you will be helping to break down some of this stigma surrounding mental health issues.



Become a media volunteer: If you have personal experience of mental health issues and are comfortable with sharing your story, consider becoming a media volunteer. This means that you would talk to the press about your experiences when the opportunity arises (anonymously, if you wish). To find out more, please email: press@mhf.org.uk

8

Doing something you're good at

Use your skills: Are you particularly talented at something? Why not organise a small class to share your skills and teach other people how to do it? By doing something you're good at and enjoy, you will help motivate others to get involved and this will help you to raise more awareness!

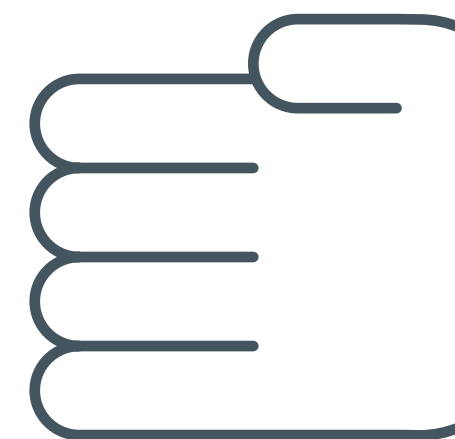


10

Care for others

In celebration: Ask friends and family to donate to the Mental Health Foundation instead of buying you gifts for a special occasion such as your birthday or wedding. All they need to do is send in a cheque made payable to the Mental Health Foundation with a note explaining what the money is for. We can even send you a certificate if you like!

Auction of promises: offer your services to help people and ask for a small donation in exchange. Auction off the promises to the highest bidders (e.g. cleaning a car, chauffeur for the day, decorating a room, haircut etc.)



You can find lots more ideas on our website: www.mentalhealth.org.uk/get-involved

A man in a dark suit and white shirt is seen from the side, looking out of a train window. His hand is resting on a white disposable cup on a table. The background outside the window is blurred, suggesting motion.

1 in 4 people in the UK will experience a mental health problem each year, 1 in 6 a neurotic disorder such as anxiety or depression.

These figures have steadily increased over the past 20 years.

Materials

The Mental Health Foundation will be printing materials to help individuals and organisations promote the Week.

These materials are A3 and A4 posters, and a booklet which is a summary of our in depth report into anxiety.

For updates on when materials will become available and all other Mental Health Awareness Week information, please visit www.mentalhealth.org.uk/our-work/mentalhealthawarenessweek/

For individuals and small organisations

To pre-order these materials, please email marketing@mentalhealth.org.uk.

For larger organisations

If your organisation is planning an event that requires a substantial order, we can provide the digital versions of materials for you to print for your event.

For the digital versions of the materials, please email marketing@mentalhealth.org.uk.



**Thank you
for getting
involved in
Mental Health
Awareness
Week 2014**

**With your
support, we can
continue
to change
lives.**



Mental Health Foundation

**Colechurch House
1 London Bridge Walk
London SE1 2SX
United Kingdom**

**Telephone
020 7803 1101**

**Email
info@mentalhealth.org.uk
Website**

www.mentalhealth.org.uk

Including the
 **foundation for
people with
learning disabilities**

**Registered Charity No.
England 801130
Scotland SC039714
Company Registration No. 2350846**

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