



Mental Health Awareness Week

Loneliness and Mental Health
9-15 May 2022

Our Stakeholder Toolkit

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Who we are as a Foundation

The Mental Health Foundation works to prevent mental health problems. We drive change towards a mentally healthy society for all, and support communities, families and individuals to live mentally healthier lives, with a particular focus on those at greatest risk. The Foundation is the home of Mental Health Awareness Week and has been running it for 22 years. Mental Health Awareness Week is the largest mental health awareness campaign in the UK. It is designed to inform and empower people and communities to take action for mentally healthier lives.

The Mental Health Foundation is committed to promoting an anti-racist, inclusive community where we can all be ourselves



A message from our CEO Mark

Thank you for getting in touch to find out more about this year's Mental Health Awareness Week, 9 – 15 May 2022.

Every May, the Mental Health Foundation hosts Mental Health Awareness Week. Now in its 22nd year, this is an opportunity for the whole of the UK to focus on achieving good mental health.

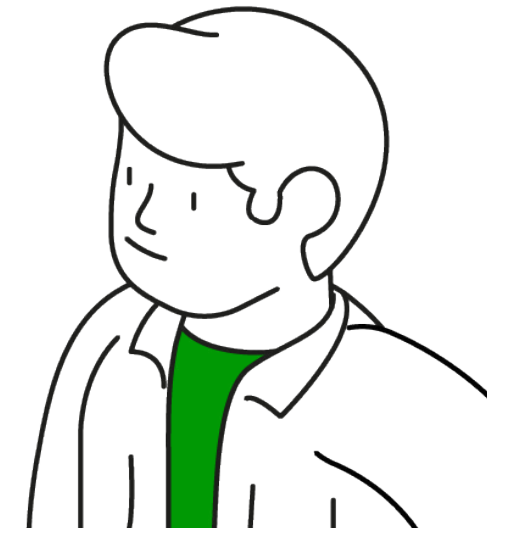
This year, we're raising awareness of the link between loneliness and mental health issues. Loneliness affects the mental health of millions of people across the UK. The longer we feel lonely the more we're at risk of mental health issues such as low mood, anxiety and depression. Loneliness is also still shrouded by shame and stigma for many. We want to challenge by asking people to share their stories of loneliness using the #IveBeenThere.

Inside this toolkit you'll find materials to help you plan your activities. Look out for highlights of our research into loneliness and mental health which we'll share in the coming weeks with the full report and exclusive polling data to be released on Monday 9 May - please do draw on this in your activity for Mental Health Awareness Week.

Thank you again for your support, and please contact press@mentalhealth.org.uk if you need further information.

With best wishes,

Mark Rowland



Our theme for this year and why we chose it

We chose the theme of loneliness this year because of the way it affects the mental health of millions of people across the UK.

We'll explore the impact of inequalities on loneliness as well as sharing help, advice and calling for policy change.

Overcoming loneliness and its impact on mental health cannot be achieved by the individual action of people alone. We must address loneliness together in our communities and across our whole society and together prevent mental health problems.



Key messages around loneliness/a few tips

Keep busy with things that make you feel good:

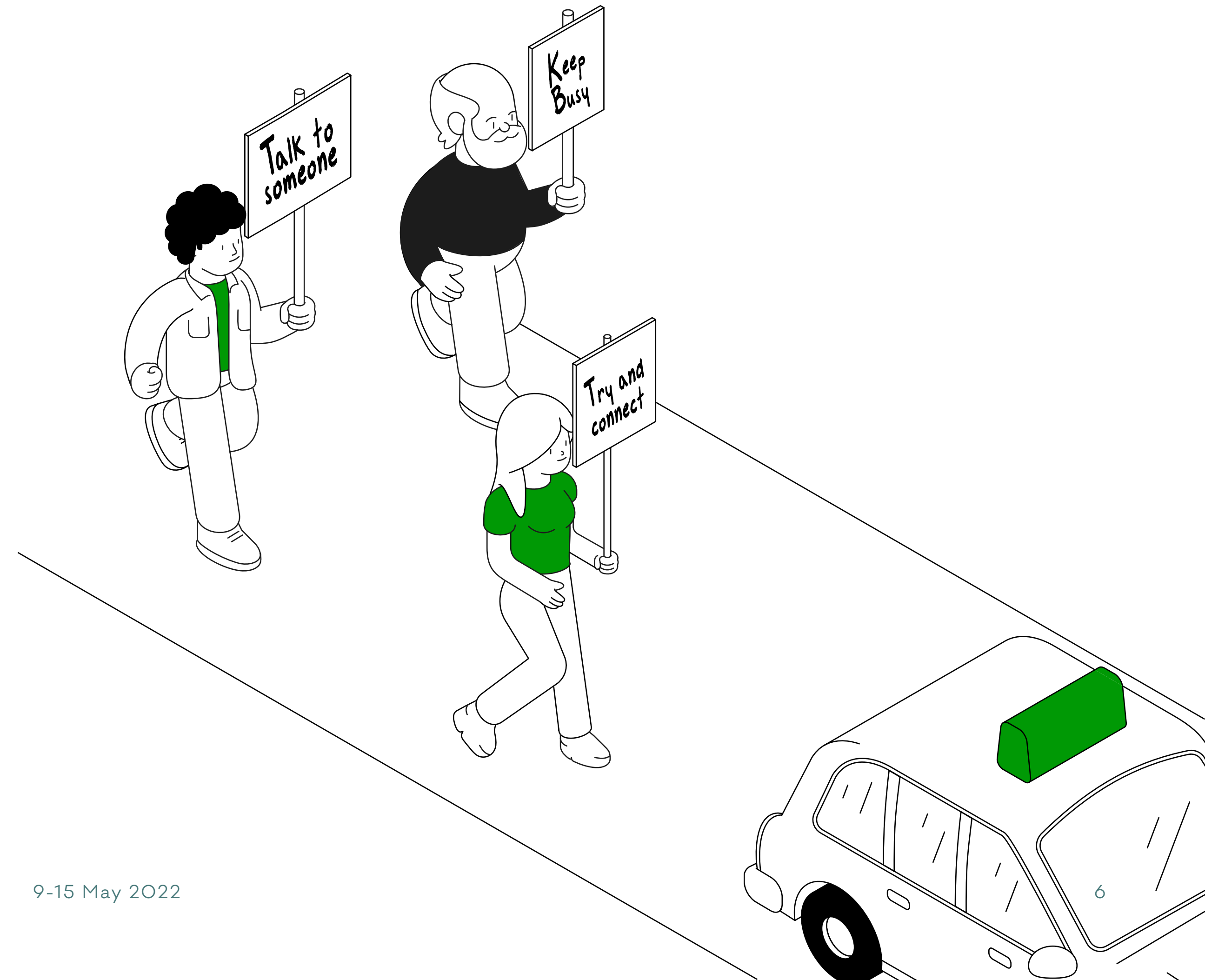
Keeping busy with things you enjoy can be energising and positive, but things such as working too hard or watching too much TV only serve as a temporary distraction and can actually make loneliness worse.

Don't overlook the little connections:

Connecting with others can be hard when you're feeling lonely. However, even connecting at a low level, for example talking to the check-out operator at a shop, can make a difference.

Talking therapies can help:

Talking through your feelings with a counsellor or therapist can help you cope with your feelings of loneliness. Talking therapy can be hard to get – but if you can find a professional, it can really be of benefit.



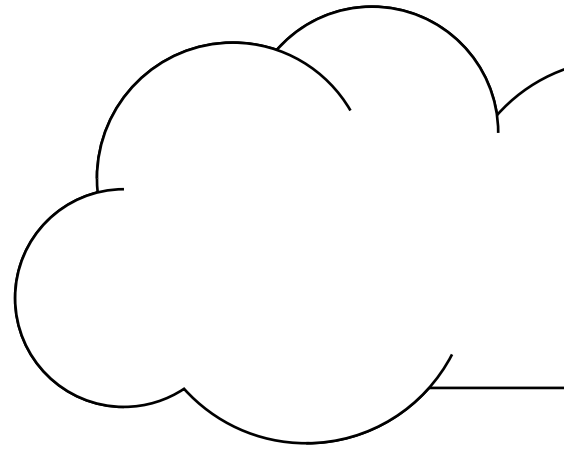
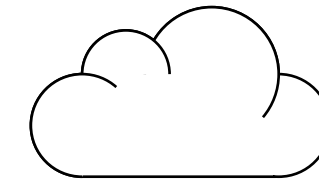
Research

Our research team have been focusing their work on how loneliness impacts, and is impacted by, our mental health. Some of the key messages they unpack in their report are:

- Recognising that loneliness is not necessarily linked to being a particular age, to living alone, or living in a particular area can help breakdown the stigma of loneliness that can make it hard for people to seek help.
- The stigma of loneliness makes it hard for people to talk about – people worry about being judged or feeling a burden to the people they are in contact with.
- The public overlook some of the key groups that are at risk of severe loneliness, including carers and LGBTQ+ people.



Social media copy



Twitter

Option 1

Join @mentalhealth movement to tackle loneliness this #MentalHealthAwarenessWeek. Share stories. Break the stigma. **Get involved.** #IveBeenThere

Option 2

We're joining @mentalhealth mission to let everyone living in loneliness know that their mental health matters. **Get involved** with #MentalHealthAwarenessWeek now. #IveBeenThere

Option 3

Millions of us feel lonely and it can impact our mental health – but many of us still find it hard to talk about. So, this #MentalHealthAwarenessWeek let's break the stigma. **Join** @mentalhealth campaign #IveBeenThere

Instagram

Option 1

Millions of us feel lonely - but many of us still find it hard to talk about. So, let's tackle loneliness together this #MentalHealthAwarenessWeek.

Join @mentalhealthfoundation movement. #IveBeenThere

Option 2

This #MentalHealthAwarenessWeek we're joining @mentalhealthfoundation mission to let everyone living in loneliness know that their mental health matters. #IveBeenThere

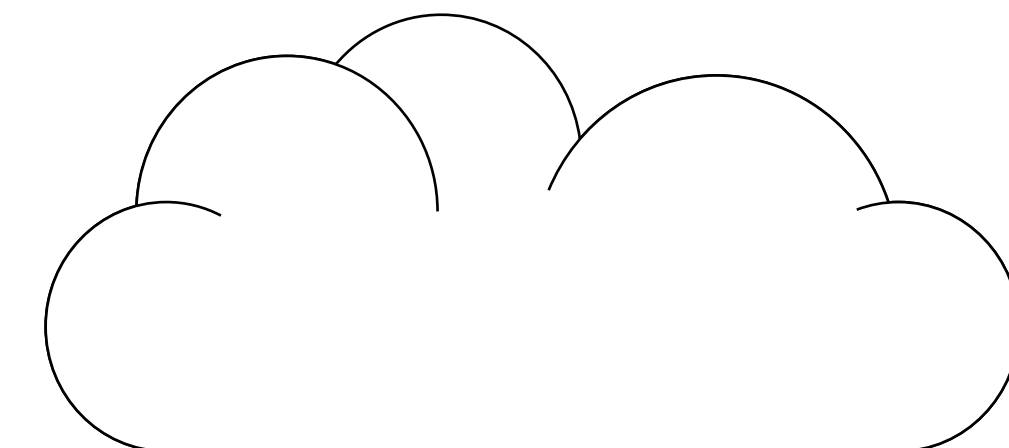
Facebook

Millions of us feel lonely and it can impact our mental health - but many of us still find it hard to talk about. So, let's tackle loneliness together this #MentalHealthAwarenessWeek.

Join @mentalhealthfoundation movement. #IveBeenThere

LinkedIn

We're joining @mental-health-foundation mission to let everyone living in loneliness know that their mental health matters. Get involved with #MentalHealthAwarenessWeek **now.** #IveBeenThere



Key assets

Here is an example suite of lockups that are available. This shows the full suite of lockups available for England – this is the same for Scotland and Wales. There are 2 lockups available for Northern Ireland. These are:

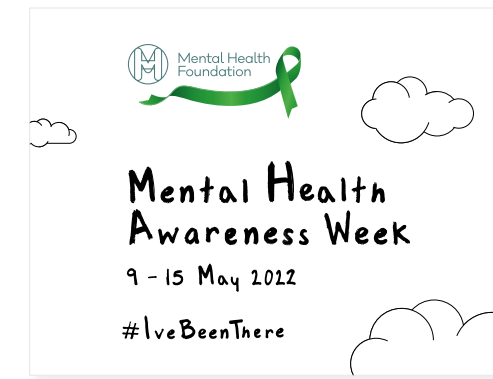
Logo + MHAW + date + #

Logo + MHAW + date + # + tagline

Versions without the tagline and reference to loneliness should only be used where they're alongside content that refers to loneliness.

All **lockups** are available in both RGB and CMYK.

Logo + MHAW + date +



Stacked:

- 1x teal logo
- 1x black logo
- 1x white variant



Landscape:

- 1x teal logo
- 1x black logo
- 1x white variant

Logo + MHAW + date + tagline



Landscape:

- 1x teal logo
- 1x black logo
- 1x white variant

Logo + MHAW + date + # + tagline



Landscape:

- 1x teal logo
- 1x black logo
- 1x white variant

Logo + tagline



Logo + tagline +



MHAW + date



MHAW + date +



Key assets

Zoom backgrounds



Key assets

Posters

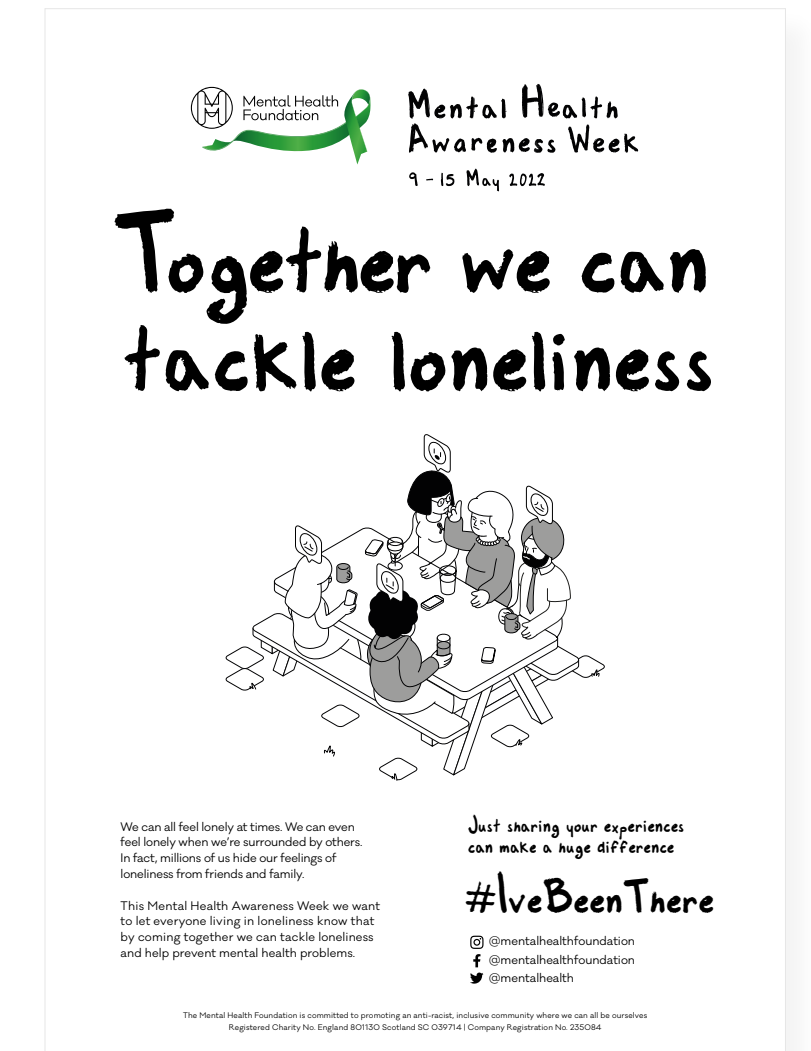
A3



A4



A4



Press release template

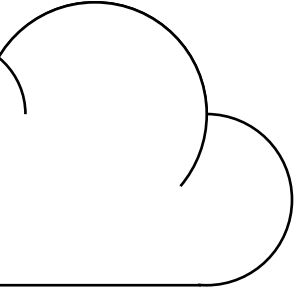
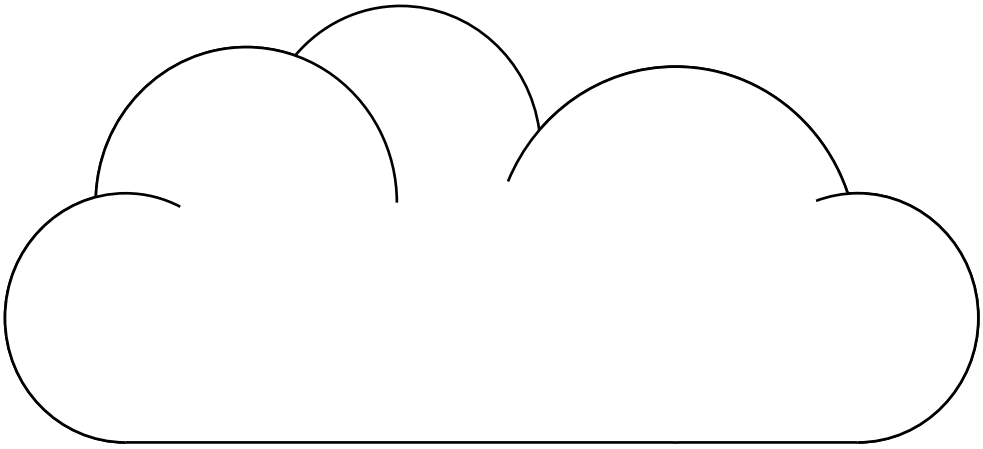
We've created a press release template for you to use and adapt which you can access [here](#).



Fundraising activities



We have a wide variety of fundraising challenges for you to get involved in! Spread the word and get your office involved too!



80 Miles in May Challenge

In support of Mental Health Awareness Week this year, we're asking you to walk, jog or run 80 miles throughout the month of May. Join our supportive community on Facebook, where you can set up a fundraising page and also secure a free water bottle!

[80 Miles in May | Facebook](#)

Skydive

We're offering a 50% discount to all skydive bookings, during Mental Health Awareness Week. For just £35, you can experience the incredible adrenaline rush as you jump from 10,000 feet at more than 100 mph, to help us create a world with good mental health for all. Secure your spot here:

<https://www.mentalhealth.org.uk/events/mental-health-awareness-week-skydive>

Tea and Talk

Don't fancy doing something physical? Well we have just the answer: cake! This is a great way to come together with friends, family, colleagues or at school, and raise money for the Mental Health Foundation over a cuppa and some treats!

<https://www.mentalhealth.org.uk/get-involved/tea-and-talk>



Loneliness school pack

Explore our school pack – it explains what loneliness is and how it affects our mental health.



What this pack includes:

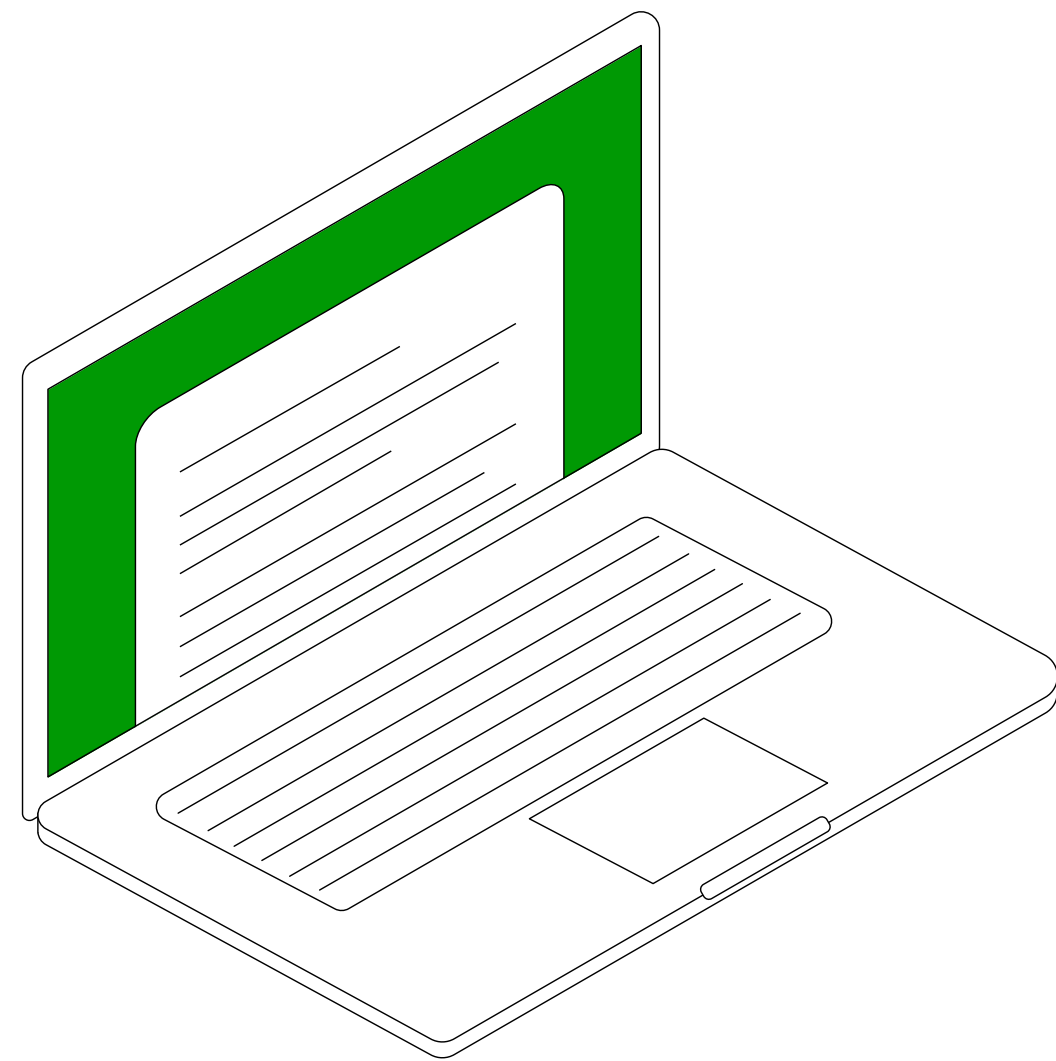
- A lesson plan with PowerPoint slides and a script, as well as accompanying worksheets that have the option for greater individual pupil engagement on the topic.
- An assembly plan with PowerPoint slides and script to support the development of a whole-school approach to loneliness and mental health.
- Helpful guides for pupils, school staff, and parents/caregivers on understanding what loneliness is, how it can affect our mental health and how children and young can find connections with themselves, others, and the world around us to feel less lonely.
- Posters to display within schools, to encourage pupils to reach out for support when they feel lonely.

[Access our pack here](#)

Loneliness student pack

Access our loneliness pack aimed at sixth form and university students.

[Explore our pack](#)



Full-time students are among those at higher risk of feeling lonely, during the pandemic, 26% of students reported feeling lonely often or always.

Other ways to get involved

Sharing our experiences sends a powerful message to others that we've been there too. Loneliness is a universal feeling so this **Mental Health Awareness Week** we're creating a universal call to action - follow us on our social media channels and tag us in your posts about your experience of loneliness using the hashtag.

#IveBeenThere

Instagram: [@mentalhealthfoundation](https://www.instagram.com/mentalhealthfoundation)

Twitter: [@mentalhealth](https://twitter.com/mentalhealth)

Facebook: [@mentalhealthfoundation](https://www.facebook.com/mentalhealthfoundation)

You can also purchase our green ribbon pin for yourself or a loved one to get involved this Mental Health Awareness Week and spread the word of good mental health for all.

Purchase your pin **[here](#)**.



Get in touch

For more info on Mental Health Awareness Week, visit our website:
www.mentalhealth.org.uk/mhaw or email press@mentalhealth.org.uk

Scotland and Northern Ireland – Claire Fleming
scotlandpress@mentalhealth.org.uk

Wales – Charlie Hughes
chughes@mentalhealth.org.uk