M·H·E
Mental Health Europe

European Mental Health
WEEK
10-16 May 2021

Engagement Toolkit

My mental health matters.

Your mental health matters.

Our mental health matters.

More than ever.

Everyone is involved.

Every day is impacted.

Every society is stronger.

When mental health matters.

We are all experiencing a different pandemic. Suffering the loss of a loved one, missing family or friends, losing workplace security, makes us feel lonely, stressed or uncertain.

The good news is that our mental health can always improve.

We are all on a different path, at different stages on our mental health journey. Let's now answer the questions that really matter.

Move your mind. Move your body. Move forward.

Mental health matters. More than ever.

ABOUT THE WEEK

[European Mental Health Week](#) is a pan-European initiative that aims to raise awareness about the importance of mental health in our everyday lives. Set up and run by Europe's largest independent mental health NGO [Mental Health Europe](#) (MHE) , the second edition of the European Mental Health Awareness Week will take place from **10 May until 16 May 2021**.

This year's theme **'Mental Health Matters'** will shine a spotlight on mental health as a high-profile societal issue as well as a deeply personal experience for everyone during the Covid-19 times.

Over a year of pandemic, lockdowns and coronavirus restrictions have put a strain on many people's mental health. We are all experiencing a different pandemic. **Now, more than ever, our mental health matters.**

This week-long online action is a chance for people to talk about all aspects of mental health, share personal stories of how people cope with difficulties during the coronavirus crisis and highlight the need for action focusing on advice and support.

More than ever it's important to come together, start conversations, support each other and act to tackle the long-lasting consequence of the pandemic and its aftermath.

WHO CAN TAKE PART

The week is for everyone – **we all have mental health**. **So the more people involved the better!** Get your colleagues, networks and friends involved. We want to get as many people talking about mental health in Europe this week.

JOIN US

Become part of this pan-European initiative and make your organisation one of the frontrunners leading the mental health movement: **join us!** Together we can support one another and prioritise our mental health during the Covid-19 pandemic and beyond.
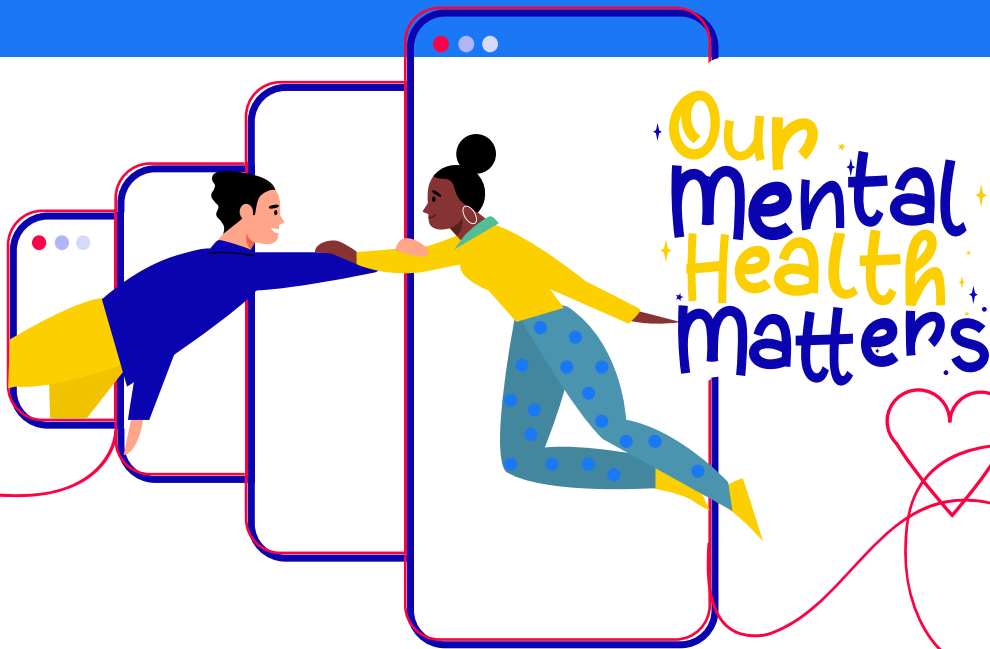
HOW YOU CAN GET INVOLVED?

This year the European Mental Health Week is an online action. There are a few ways you can get involved. We invite everyone to:

1. SPREAD THE WORD

This European Mental Health Week, we need your support to help us spread the news about European Mental Health Week and raise awareness of mental health as widely as possible

We've created assets and example posts to make it as easy as possible for you to shout about the week. Feel free to adapt the content according to your needs, or develop your own.

Please help spread the word about European Mental Health Week on social media by using the hashtag **#EuropeanMentalHealthWeek** and by tagging Mental Health Europe in your posts. This way, we can share and retweet your posts!

Find us on social media:

mhesme   mentalhealtheurope   mhesmebxl   mental-health-europe

Example posts:

After a year of pandemic & lockdowns, we all realise our #MentalHealthMatters, more than ever. Save the date for Mental Health Europe's #EuropeanMentalHealthWeek on 10 – 16 May 2021! Find out more: www.mhe-sme.org/emhw

We/I are/am proud to support #EuropeanMentalHealthWeek because our #MentalHealthMatters – now more than ever. Learn more: www.mhe-sme.org/emhw

You will find all the assets and other example posts following this link.

2. SHARE A WELLBEING TIP

Share a tip that helps your wellbeing in these challenging times: record a **short video message** and share a video with us **before 3 May 2021** via WeTransfer / Dropbox / email directly. Once we receive the video, we will add the European Mental Health Week branding and return the video clip to you to promote it on social media during 10-16 May 2020. You can use these guidelines to support you in recording the message.

3. TELL EVERYONE WHY MENTAL HEALTH MATTERS

We've created a shareable, fillable image for Twitter, Facebook, LinkedIn or Instagram and for sharing it on your Stories. Please download it and share your personal commitment **with your own message**. Tell the world why mental health matters to you.

Nominate **3 friends or colleagues** to do the same and use the hashtags **#EuropeanMentalHealthWeek** and **#MentalHealthMatters.** Raising awareness of mental health starts with a simple conversation.

4. SHARE OUR MATERIALS

Include our materials in your **newsletter, announcements**, or on **your website**. You can select from a range of visuals, plus, there will be multilingual resources available too.

5. ATTEND ONE OF OUR EVENTS

Show your support by showing up to **one of our virtual events** – please see the details via this link.

6. ORGANISE YOUR OWN EVENT

Join the action and inspire others by **hosting your own event** under the banner of the 2021 European Mental Health Week.

You can raise awareness of mental health and wellbeing in so many ways: from free film screenings or record-breaking attempts to flash mobs, tag-on challenges or fun runs.

Get inspiration from some of these ideas.
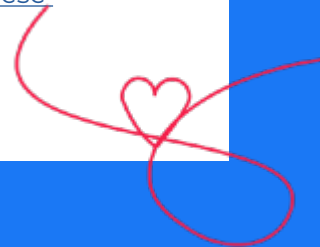
7. RAISE AWARENESS ABOUT MENTAL HEALTH
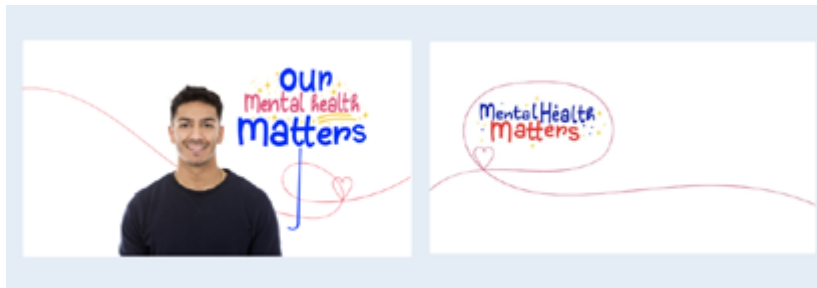
Show your support for mental health by using the virtual meeting background **with the 'Mental Health Matters' message**. It can be also a great conversation starter with your colleagues. Encourage your team to use the background at your next video call, take a screenshot and share on social media by using the hashtag **#EuropeanMentalHealthWeek** and by tagging Mental Health Europe in your post.

8. WEAR SOMETHING GREEN

Green is the colour of mental health representing hope, strength and support. It symbolizes the continual awareness of mental health in order to help fight the stigma that is often associated it. The green ribbon, for example, is the international symbol of mental health awareness.

Wear something green proudly during the European Mental Health Week to show your colleagues, family and friends that you are committed to influencing positive change and that you care about mental health, both of ourselves and others. You can also wear green in memory of a loved one. Alternatively, you could dye your hair green if you feel brave and daring enough. **Share your snaps of 'Wear Something Green Day'** on social media by using the hashtag **#EuropeanMentalHealthWeek** and by tagging Mental Health Europe in your post.

9. CHANGE YOUR EMAIL SIGNATURE

Change your email signature and raise awareness of mental health amongst your colleagues, partners and customers. Show your network that you're getting behind the European Mental Health Week.

10. LEARN MORE

Learn more from our resources. Our resources are available in many European languages. Can't find your language? Please get in touch with us and we can localize them in your language together.

#MentalHealthMatters

**For more information
and resources,
check out our website**

www.mhe-sme.org/emhw

**Questions? Please contact Tetiana Sykes,
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via tetiana.sykes@mhe-sme.org**

ABOUT MENTAL HEALTH EUROPE

Mental Health Europe is the largest independent European network organisation working to promote positive mental health, prevent mental health problems and advance the rights of people with mental ill-health or psychosocial disabilities. The United Nations Convention on the Rights of Persons with Disabilities is the foundation of our work. Our members are 70+ organisations in 32 European countries. Learn more about MHE from this video.

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