



WMHD 2020

Campaign Toolkit

This toolkit is provided by Public Health South Tees and is organised to help you promote activities and resources in your own setting whether workplace, face to face in our communities or in digital spaces.

All content was verified on 02/10/2020 and we do not recommend sharing the printable service contacts beyond the next month as details can change. For a full list of local services, we recommend [Middlesbrough Matters](#) or for Redcar, the [Peoples Information Network](#).

This toolkit is to help promotions focus on supporting our **two main objectives for World Mental Health Day 2020** on October 10th 2020, the days leading up to and immediately afterwards.

Our objectives are simple:

- Increase awareness of the signs, symptoms and key local mental health services to all members of the public
- Increase knowledge of mental wellbeing practices that everyone can build into their lives to help prevent some mental health problems

Other local organisations are of course self organising efforts and we would welcome any submissions to promote your own activities through our partners. Just e-mail richie_andrew@middlesbrough.gov.uk

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Public/Employee



Interactions

There are two main interactive promotions for which we are specifically requesting actions from the public.

Firstly, we are encouraging support to **BBC Radio Tees' #PledgeToTalk day** and secondly our own **Think Well Stories campaign launching its first Initiative Shared Journeys.**

Please help us to create a real buzz and draw on the real stories from people with lived experience locally. We aim to promote and remove the stigma of mental health, share the signs and support available as well as hear about how people maintain good mental health and wellbeing in such challenging times.

We already know through our many other campaigns such as [Quit Well](#), [BoroManCan](#) and [FeelGood Redcar](#) how hearing others local stories can inspire others to take action so:

- Please promote these campaigns and;
- if you can, make your own pledge or share your own stories to give hope and inspiration to others.



SAVE THE DATE

BBC RADIO Tees

Your chance on Local Radio Day to #PledgeToTalk

Monday 12th Oct

Listen on **SOUNDS**

BBC Tees #PledgeToTalk day

As part of BBC Tees Make A Difference campaign, “Pledge To Talk” is on Monday 12 October.

(This is all part of Local Radio Day, across a mix of BBC local and community radio stations, with a theme this year of how radio can bring communities together, tackling loneliness and social isolation).

THE PLEDGE

BBC Radio Tees is asking their audience to make a pledge to talk to someone who they haven't spoken to in a while, or at all, with the aim of checking in on how they are. A current example is the student who has just gone to University for the first time, but there are so many others. They really want to emphasise that loneliness can affect all ages and explore ways to help.

How to Make your pledge:

- [Via the web page](https://www.bbc.co.uk/programmes/p086t7jd) on the BBC Radio Tees website <https://www.bbc.co.uk/programmes/p086t7jd>
- Contact BBC Radio Tees directly on the studio number: 08000 85 95 95.
- Text 81199 and start the message with the word Tees.
- Inbox us on Facebook [facebook.com/bbctees](https://www.facebook.com/bbctees)
- Or on Twitter @BBC Tees and the hashtags are #BBCMakeADifference, #PledgeToTalk, #LocalRadioDay.

THINK WELL:



SHARED STORIES

The Think Well campaign is launching its first initiative, Shared Journeys.

We need you to:

- **Contact us if you have a story of improving your own health and wellbeing during the COVID 19 restrictions and may also practical tips to share with others.**
- **You can e-mail Sharon.Chappell@redcar-cleveland.gov.uk or Richie_andrew@middlesbrough.gov.uk**
- **You can call 01287 612456 or 01642 728772 to discuss your story too.**

A programme of short Vlog style videos are going to be created. Detailing an individuals plans at getting through lockdown, set against a back drop of the most beautiful locations South Tees has to offer, our staff and members of the public with lived experience will give tips and advice of things we can all implement into our lives to improve our own mental wellbeing.

‘Shared Journeys’ is the response to improving wellbeing during the winter of 2020/21. As this winter commences we face unprecedented challenges of living through winter during a world wide pandemic, the consequences of which are extensive and far reaching.

Our Public Health Teams are extremely concerned about the impact on isolation, loneliness and people’s mental wellbeing during this period. With additional measures, support and messages of hope, the mental health and wellbeing of our residents stand a better chance of being protected from developing into something much more serious.

With restrictions on meeting friends and family already in place and threats of even tighter controls, we are all starting an unknown journey. However, we all have one common thread. We are all facing this unknown journey together.

You will see from our own staff and local communities experiences how we can pull together, make use of local services and learn from each others experiences to forge a better way ahead.



Social Media suggested posts from Monday October 5th till Monday October 12th Inclusive

MONDAY 5th OCTOBER

- We're doing 8 days of practical info to help you for this Weekend's World Mental Health Day on Saturday October 10th, you can download the community and workplace toolkit here to get involved! Insert link. Wear or post a green ribbon to your socials in support. #WorldMentalHealthDay #WMHD

TUESDAY 6th OCTOBER

- Don't Worry, Be Happy! Action for happiness is a campaign full of practical tips to manage your well-being and live a happier life. Optimistic October is their theme this month and you can download and print their month long plan here > <https://www.actionforhappiness.org/optimistic-october> #WMHD

WEDNESDAY 7th OCTOBER

- TIME TO CHANGE is the campaign to encourage more talk and less stigma and discrimination around mental health. They offer a workplace toolkit full of great ideas for World Mental Health Day and much more. Visit <https://www.time-to-change.org.uk/get-involved/world-mental-health-day>

THURSDAY 8th OCTOBER

- Walking is a simple and easy way to improve you mental wellbeing and reduce stress. For walking routes, local groups and more, visit <https://www.letsgeteesvalley.co.uk/ways-to-travel/walk/> #WMHD

FRIDAY 9th OCTOBER

- Keep Learning is one of the five ways to wellbeing. Visit the authentic happiness webpage to see videos and resources to help you live a happier life. https://www.authentic happiness.sas.upenn.edu/resources?field_resources_category_tid=11&sort_by=created&sort_order=DESC

SATURDAY 10th OCTOBER IS WORLD MENTAL HEALTH DAY

- TODAY IS #WORLDMENTALHEALTHDAY The challenge is to raise your knowledge of mental health and your wellbeing. Do you own Every Mind Matters Mind Plan. It's now been adapted for the pressures we all face from COVID 19. Visit <https://www.nhs.uk/oneyou/every-mind-matters/your-mind-plan-quiz/> to complete yours now.

SUNDAY 11th OCTOBER

- After the talk of #worldmentalhealthday yesterday, unwind today and maybe try a bit of mindfulness aimed at Men. Download this 10minute meditation for men to reflect on their own health and wellbeing. <https://focusdaytv.com/mens-health-podcast> Thanks to Jon Lee, a Tees based meditation and mindfulness practitioner.

MONDAY 12th OCTOBER

- #PledgeToTalk for @BBCTees today by getting in touch with someone who you haven't spoken to in a while, especially who might be lonely or isolated, of any age. Call the studio 08000 859595 or text 81199 start message with the word tees to make your pledge right now. #WMHD

DIGITAL RESOURCES TO PROMOTE AND SHARE



This is a page of key links to be shared in whatever way you think works for your workplace, your community, your Facebook page or your notice board or leaflets.

They link to many quality resources, too many to feature here but are really well worth a look. The next two pages after this list is a printable page with the up to date local Mental Health services for the South Tees area.

- **Every Mind Matters Mind Planner**—<https://www.nhs.uk/oneyou/every-mind-matters/your-mind-plan-quiz/>

Share this fantastic and well received Public Health England cutting edge toolkit. It starts by asking you 5 questions to help you create your own mood plan. It then delivers wellbeing tips, ideas and useful resources to you personally through your smart device. It seems to draw from an infinite source of wisdom, and has been recently adapted to meet the additional pressures we are all facing during the Covid 19 pandemic .

- **Time to Change WMHD Campaign Resources/Employers Pack/University Pack** — <https://www.time-to-change.org.uk/get-involved/world-mental-health-day>

Time to Change call on everyone to open up to mental health, to talk and to listen. Time to change has got resources for employers, universities and the general public to help you change attitudes this World Mental Health Day.

- **Action for Happiness**—<https://www.actionforhappiness.org/>

The evidence based positive psychology international campaign full of stacks of great resources. Monthly happiness calendars, free webinars, 51 actions for every week of the year (with a week off) and their 'ten keys to happiness' and promotion of '5 ways to wellbeing'. A happiness one stop shop.

- **Authentic Happiness videos**—https://www.authentichappiness.sas.upenn.edu/resources?field_resources_category_tid=11&sort_by=created&sort_order=DESC

Authentic Happiness is the home page of researcher and Professor, Martin Seligman at the University of Pennsylvania in USA. His work and website provides a rich and diverse range of articles, videos, research questionnaires, learning resources on the area of practice known as Positive Psychology and is useful to the public, students and professionals alike.

- **Couch to 5k**—<https://www.nhs.uk/live-well/exercise/couch-to-5k-week-by-week/>

A 9 week popular running plan for absolute beginners or those returning to running after a break, free app, or download and print the plans.

- **Stretch Well**—<https://www.youtube.com/channel/UCNWyJYmXGhVfANQCuZRUAqw>

Delivered by Craig Postgate, from our health improvement team, these YouTube videos are mostly chair based exercises you can complete that have been used across Middlesbrough Council for some time. They are to combat the common types of injuries and strains experienced by those who work from home, at a desk or in less mobile professions.

- **Making Every Contact Count North East**—<https://www.meccgateway.co.uk/nenc/services/Mental%20Health>

Information for Health Professionals/Front Line Workers and Volunteers to use the brief intervention of Ask, Assist and Act for multiple health issues. In this link, you have the key messages for mental health and a newly updated directory to refer to for the north east area too!

Printable/Digital resources

to promote and share



The next seven pages feature four printable resources that if shared digitally also feature live links to many more useful resources. They offer mixed media from music apps, to videos for online learning and inspiration to free local library e book and audiobook borrowing through to idea to cook a range of meals with what you have in the house. We even have tips from the latest research for getting better sleep. In other words, stacks of ideas to help fill your time and support your mental wellbeing during difficult times.

14 days of Wellbeing

The list of 14 ideas is geared to wards people who may have to self isolate under Covid 19 restrictions but can really be used by anyone to build some healthy ideas into your routines. There are also two links at the top of the page to get many more ideas from the Public Health England Every Mind Matters resource and the Action for Happiness campaign.

Thanks to our Redcar Health Improvement Team for compiling this list.

Action for Happiness – Optimistic October

Action for Happiness is an evidence based happiness campaign that delivers practical ideas every day of the year to enhance your wellbeing and increase your overall levels of happiness. There is so much we can do to help ourselves and others that we don't know and action for happiness is a treasure trove of those ideas.

They are all based in evidence from studies about what works for us humans in maintaining happier lives and staying resilient. Each month the campaign produces a monthly long themed daily happiness ideas with October this year being themed around optimism. We highly recommend downloading the Action for Happiness smart phone app too so you get these ideas directly to your pocket.

14 Days of Wellbeing



You can use this list by clicking the web links or searching on the internet for the resources. More ideas are available from [Action for Happiness here](#) OR by taking part in this [Every Mind Matters mind plan here, now tailored for COVID 19.](#)

1. Look for a YouTube video of an exercise programme you can do during lockdown. Plan which of the 14 days you intend to do it on and write it on the calendar as though it's a very important appointment. [Our own Stretch Well videos](#) focussing on working from home are a good place to start.
2. Call or text someone you have been meaning to contact for a long time. Ask how they are. Pledge to Talk and share your pledge with BBC Radio Tees ([see the website here for more information](#)).
3. Clear out a drawer or a cupboard that you know needs a little bit of attention.
4. Learn the fascinating story of Saltburn from our friends at Kirkleatham Museum <https://youtu.be/3i4Ijd8BAEY> or search for other videos about the heritage of our wonderful area. You never know what you might discover.
5. Get BorrowBox to borrow, download and enjoy free eBooks and audiobooks from your library.

If you can't download the BorrowBox app, [access the Web version here](#), You can also access the Borrowbox Mobile App in four easy steps: Install the BorrowBox app (available on the App Store (iOS), Google Play and Amazon Appstore) > Select your library service > Activate with your library membership (Library ID and PIN required) > Borrow free eBooks and eAudiobooks > Any issues? Contact your local Library for help!

6. Log onto YouTube.com or [other music players](#) and make a playlist of all your favourite songs. Sing like no one is listening.
7. Have social media detox day! [Why? Click here](#). Limit the number times you check your phone or read social media. Read a book or a magazine. Watch a film or your favourite TV show. Make a delicious meal from the food you have [in using supercook](#), be inventive and use your best crockery to serve it. Anything. But no social media!
8. Have a bath!! Ok, you may have a bath every day, but have a relaxing bath. Take your time. Enjoy it. Soak away the time in lovely warm water.
9. Get out a nice notebook and do some lists. Think big and imaginatively. Allow yourself to daydream. When do you ever get the chance to do that normally? Here's some ideas that will help:

Films I want to watch, Things that make me happy, Things that worry me, Habits I want to break, Things I want to let go of, Things I want to do more of, Things that give me energy, Adventures I want to go on.

10. 2020 has been a weird year for everyone. Start a plan for 2021. Where are you going to go? What are you going to do? Who will you visit? What is going to be your focus and goals? Anything in yesterdays lists you need to work towards doing?
11. [Plan a good night's sleep](#). Put freshly washed sheets on your bed and lay your clean PJs out. Spray the room with lavender. Do not eat too late. Turn the TV off 2 hours before bedtime and try some meditation. Take a cup of hot chocolate and good book to bed with you. Enjoy the end of day wind down!
12. [Embrace the science of gratitude](#). Write a list of all the things you are grateful for and at the end of the day, write down 3 things that went well today and why it went well. Practice doing this every day. Soon you start to focus more on the positives rather than the negatives.
13. Order a takeaway to be delivered. Worry about the calories tomorrow. Treat yourself, guilt free; its about the balance and we all deserve a treat now and then right?
14. Play the alphabet game. Going through the alphabet starting at A think of a boy's name beginning with every letter of the alphabet. Do it with your whole household. Then do the same for: Girls names, Food, Places in the UK, Countries, Animals, Sports, Musical instruments, Drinks, Cartoon or Disney characters names, TV shows.



ACTION CALENDAR: OPTIMISTIC OCTOBER 2020



MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

"Choose to be optimistic. It feels better" - Dalai Lama



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|---|---|---|--|---|--|---|
| 5 Start your day with the most important thing on your list | 6 Do something constructive to improve a difficult situation | 7 Remember that things can change for the better | 8 Make progress on a project or task you have been avoiding | 9 Avoid blaming yourself or others. Just find the best way forward | 10 Take time to reflect on what you have achieved this week | 11 Focus on a positive change that you want to see in society |
| 12 Look for the good intentions in people around you today | 13 Put down your To-Do list and let yourself be spontaneous | 14 Do something to overcome an obstacle you are facing | 15 Look out for positive news and reasons to be cheerful today | 16 Thank yourself for achieving the things you often take for granted | 17 Share your most important goals with people you trust | 18 Make a list of things that you are looking forward to |
| 19 Set hopeful but realistic goals for the week ahead | 20 Find the joy in completing a task you've put off for some time | 21 Let go of the expectations of others and focus on what matters | 22 Share an inspiring idea with a loved one or colleague | 23 Write down 3 specific things that have gone well recently | 24 Recognise that you have a choice about what to prioritise | 25 Plan a fun or exciting activity to look forward to |
| 26 Start the week by writing down your top priorities & plans | 27 Be kind to yourself today. Remember, progress takes time | 28 Ask yourself, will this still matter a year from now? | 29 Find a new perspective on a problem you face | 30 Set a goal that links to your sense of purpose in life | 31 Think of 3 things that give you hope for the future | |

ACTION FOR HAPPINESS



www.actionforhappiness.org

Learn more about this month's theme at www.actionforhappiness.org/optimistic-october

Keep Calm · Stay Wise · Be Kind





Mental Health

recommended training for Volunteers/Staff

during COVID 19 Pandemic PAGE 1/2

Please note that this list is not exhaustive and is being added to as more courses come to our attention. If you discover new courses you would like adding to the guide, please e-mail richie_andrew@middlesbrough.gov.uk with the link or details to be reviewed.

Suicide Prevention – 20 mins free e-learning

Save a Life...Take the Training: The Zero Suicide Alliance free e-learning suicide prevention training takes 20 minutes <http://www.zerosuicidealliance.com/training/>

TEWV ‘Coping during the Pandemic’ e-learning - To help staff in all areas, patients, families and the general public, TEWV Recovery College online have developed a new course “Coping during the pandemic”. The course includes information on preventing the spread of coronavirus (COVID-19), advice on managing concerns and supporting wellbeing, and advice on supporting children and young people. This course is free to access via the link below:

<https://lms.recoverycollegeonline.co.uk/course/view.php?id=373>

Huge range of online training available for NHS professionals and those working or volunteering to improve the population health. Use link below...

<https://www.e-lfh.org.uk/>

Tees Training Hub – Commissioned by Public Health South Tees, Redcar and Cleveland Mind provide the free training offer to professionals, volunteers and the public in the South Tees area. Courses are being adapted for a virtual environment and a number of test courses have recently been delivered including Mental Health First Aid. Visit <https://rcmind.org/resources/free-accredited-training/> page to find out more about the changes and course available.

<http://www.stopsuicidenenc.org/visitor/professional/> The North East and Cumbria Stop Suicide regional ICS programme web site contains reference to a number of courses and more will be added as they come online.

Domestic Violence Training for Health Visitors and Nurses - Domestic Violence and Abuse programme, including details of how to access, please visit: <https://www.e-lfh.org.uk/programmes/domestic-violence-and-abuse-e-learning-for-health-visitors-and-nurses/>



Mental Health

recommended training for Volunteers/Staff

during COVID 19 Pandemic PAGE 2/2

FutureLearn

Future Learn offers access **to free online courses** from leading universities and specialist organisations, with groups of learners taking part together (but at a time to suit themselves). To view available courses, see: <https://www.futurelearn.com/> e-mail alerts can be set up to be notified of start dates and new courses. **Every run of a course has a set start date but you can join it and work through it after it starts.**

COVID-19: Psychological First Aid	Get psychological first aid (PFA) training and help people with different needs to cope with the emotional impact of COVID-19. https://www.futurelearn.com/courses/psychological-first-aid-covid-19	3 weeks, 1 hour per week,
Mindfulness for Wellbeing and Peak Performance	Learn mindfulness techniques to reduce stress and improve your wellbeing and work/study performance in this online course. https://www.futurelearn.com/courses/mindfulness-wellbeing-performance	4 weeks, 3 hours per week. Available now.
Emotional Intelligence at Work	Explore how emotional intelligence helps us to understand ourselves and others, resolve conflict and build better relationships. https://www.futurelearn.com/courses/emotional-intelligence-at-work	2 weeks, 3 hours per week. Available now.

Mental Health at Work E-learning Toolkit

Offers a variety of resources from working from home to managing worries during the pandemic.

<https://www.mentalhealthatwork.org.uk/toolkit/coronavirus-and-isolation-supporting-yourself-and-your-colleagues/>

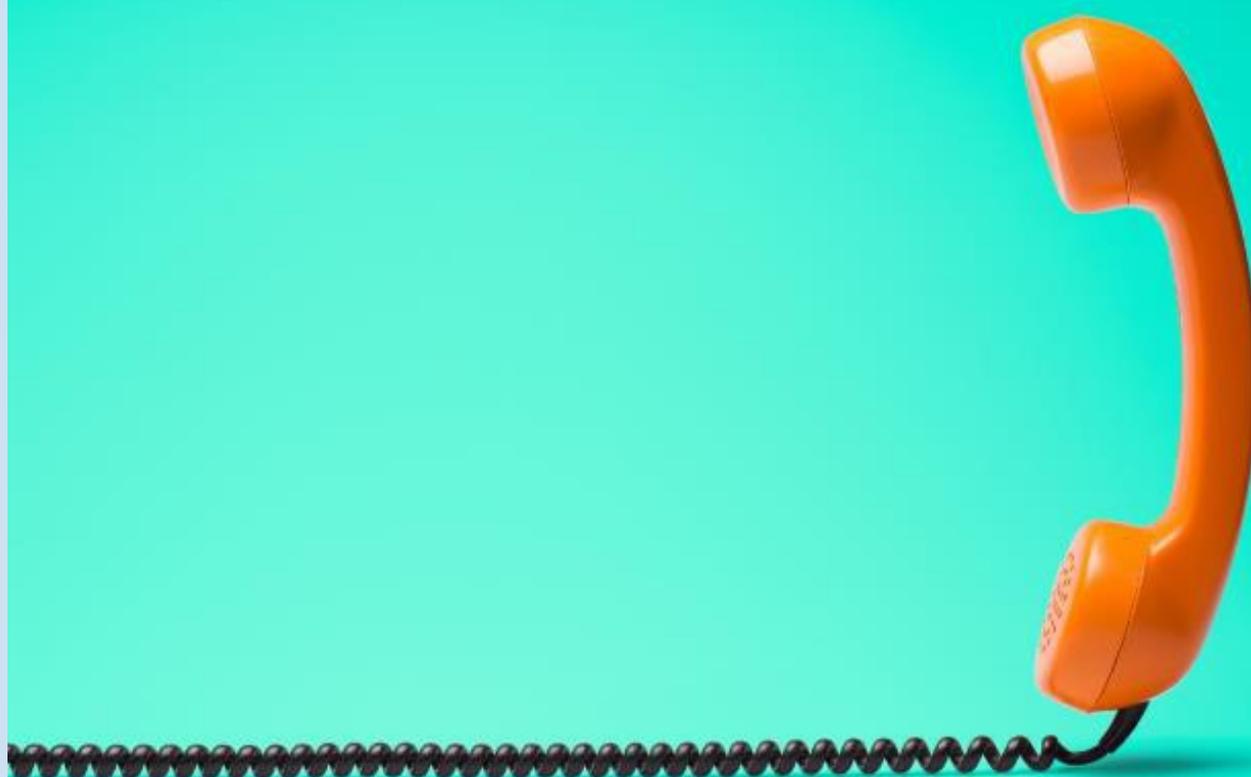
Local Services/Links	Tel / Contact
Mental Health Support in North East – Comprehensive list	https://www.stopsuicidenenc.org/visitor/need-support/
<u>IMPACT ON TEESSIDE IAPT</u> – Self refer or GP/clinical referral for all levels of none crisis Mental Health problems	01642 573924 / enquiries@impactonteesside.com
<u>Mental Health Emergency crisis – Tees Wide</u> – 24 hours/7 days a week	0800 0516171
<u>Redcar and Cleveland MIND</u>	01642 296052
<u>Middlesbrough and Stockton MIND</u>	01642 257020/01642 796630
Cruse Bereavement	MBRO 01642 210284 / GUISBOROUGH 01287 610734
National Services	Tel / Contact
MIND Info line	0300 123 3393
National Debt Line	0808 808 4000
No Panic	0300 7729844
Relate	0300 0030396
Samaritans	116 123 or Jo@samaritans.org
Shout crisis text support	Text shout to 85258
Calm Helpline	0800 585858 – 5pm to midnight 365 days a year



Tees, Esk and Wear Valleys
NHS Foundation Trust

Call on us...

in a mental health emergency.



Tel. 0300 0200317

For those living in County Durham and Darlington,
Teesside and North Yorkshire and York.

Our new, all age, single point of access telephone number is available
24 hours a day, seven days a week; making it easier to get crisis support
when and where you need it.

www.tewv.nhs.uk/crisisadvice