

# World Mental Health Day 2023

Toolkit for trusted partners

**SAMARITANS**



# Contents

- About World Mental Health Day
- Defining mental health
- Tips for looking after your mental health and wellbeing
- Tips for checking in with each other
- Suggested social media posts
- Suggested internal news story
- Assets
- Support Samaritans
- STEP
- Thank you



# About World Mental Health Day

Every year on **10<sup>th</sup> October**, organisations and communities around the world come together to raise awareness of mental health issues and mobilise efforts in support of mental health.

This **World Mental Health Day** the theme is *'Mental health is a universal human right'*

We all have mental health and looking after it is important for all of us.

When people contact Samaritans for emotional support, they often mention several concerns. Some of the primary concerns raised related to **mental health** or illness, family, isolation or loneliness, and relationship problems.

Our volunteers are there 24/7 for anyone struggling to cope, to provide a listening ear, without judgement or pressure, to help stop people reaching crisis point.

This toolkit has been especially designed for you to share through available channels with colleagues and your external audiences to mark Mental Health Awareness Day.

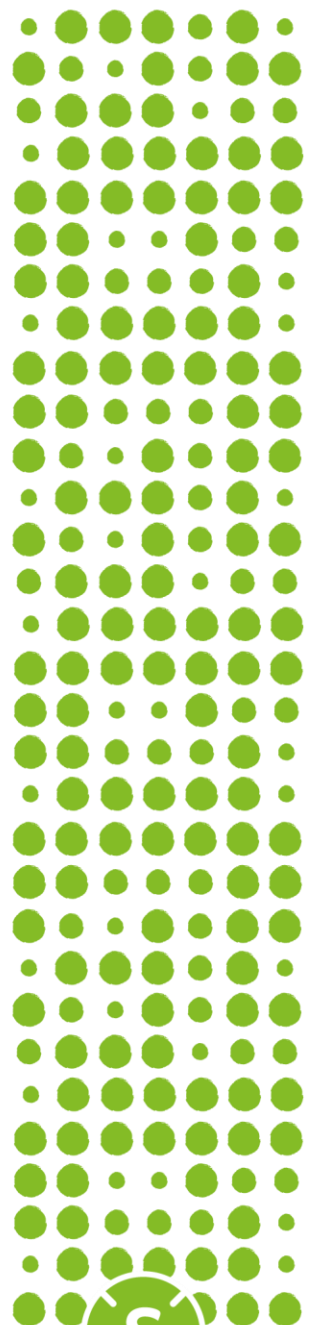
If you have any questions, please get in touch with your Samaritans Account Manager.



# Defining mental health



- We all have mental health, just as we have physical health.
- Mental health can also be described as **emotional health** or **wellbeing**. These terms broadly relate to our happiness and optimism, how we feel about ourselves and those around us, our ability to make and maintain friendships and relationships, and our ability to develop emotionally.
- When we are mentally healthy we can cope with the normal stresses of life.
- We can have poor mental health just as we can have poor physical health.
- **Mental health problems** or **mental health issues** are when we aren't feeling healthy mentally. Mental health problems can be brought on by problems and challenges in our life, for example, experiencing stress at work, being in debt or a relationship breakdown, which can make us feel down, unhappy and anxious.
- If these feelings go on for a long time, get worse, or affect our day-to-day lives then we might struggle to cope.
- **Mental illness** is when someone is clinically diagnosed with a condition, such as psychosis or schizophrenia.
- Samaritans is there for anyone struggling to cope. Samaritans help people look after their mental and emotional wellbeing so that they are less likely to reach crisis point.



# Tips on taking care of your mental health and wellbeing

This World Mental Health Day we're sharing tips on how to take care of your own mental health and wellbeing.

## Talk about how you're feeling

Talking can help put things into perspective and help us feel less isolated. It can be hard to reach out but talking to a trusted friend, colleague or family member could really help.

## Make time for the things you enjoy

It could be something creative, playing sports or taking a copy of the paper to a park for half an hour in the sun. Even stepping away and taking a five-minute break over a cup of tea can help you relax and recharge.

## Pay attention to how you are feeling

Our [self-help web](#) app can help you track your mood and includes practical tips and techniques to help you look after your emotional health.



# Tips on taking care of your mental health and wellbeing

## Take a break from the news and social media

If you find it hard to stay offline, prioritising other activities can help you switch off. Try turning off your notifications or leaving your phone in another room for a few hours. If your job involves lots of screen time, taking a break away from your devices after work might help you relax.

## Try a relaxation exercise

Sometimes something simple like controlled breathing can help us feel calmer. Muscle relaxation exercises can also help reduce feelings of stress or anxiety. If you can, find a quiet space and try out [these exercises](#). They're easy to remember and can be used while you are out and about.



# Tips on taking care of your mental health and wellbeing

## Keep to a routine

Planning your day can help you feel grounded if you're feeling uncertain about the future. Try to prioritise eating well, getting plenty of sleep and exercising – taking a short walk outside at lunchtime can be a great place to start.

## Spend time outdoors

Whatever way you can, taking some time to enjoy the outdoors can have a positive effect on your mood. Our [nature and mental health webpage](#) has lots of tips for different ways to enjoy nature both inside and outside.





# Tips for checking in with each other

On World Mental Health Day, we're asking people to check in with colleagues, friends or family members. When someone is carrying around worries and difficult feelings, it can feel very lonely. Having someone there to listen can help them work through what's going on and feel better able to cope. You don't have to be an expert to help someone open up when something's up. The fact that you care is what matters.

**Here are some tips to help you spot when something might be up, open up a conversation and be a good listener.**

**Everyone copes and reacts in their own way, but here are some general signs to look out for:**

- Not wanting to do things they usually enjoy.
- Finding everyday things overwhelming.
- Not replying to messages, or being distant.
- Avoiding people or seeming quiet.
- Appearing restless or agitated.
- Easily tearful.
- Drinking or using drugs to cope with feelings.





# Tips for checking in with each other

## How to open up a conversation:

- Choose a good time, and somewhere without distractions.
- Use open questions that need more than a yes/no answer.
- 'How are things? I've noticed you don't seem quite yourself.'
- Listen well. 'How's that making you feel?'
- Avoid giving your view of what's wrong, or what they should do.

## How to be a good listener:

- Make eye contact and put away your phone.
- Focus completely on the other person.
- Pauses are fine, try not to jump in to fill a silence.
- Say back what you think it is they are wanting you to hear.
- Resist putting your own interpretation on it.
- Don't give up. Sometimes it can take a few tries!



# Tips for checking in with each other

How to help someone get more help:

If it feels like the person is really struggling to cope:

- 'Would you like to get some help?'
- 'Have you tried your GP?'
- 'Would you like me to come with you?'
- 'Did you know you don't have to be feeling suicidal to call Samaritans?'
- 'Samaritans is free, 24 hours a day if you're feeling low or worried too.'
- 'If it helps, you can talk to me any time.'

Visit our website for advice on what to do if you are worried about someone: <https://www.samaritans.org/how-we-can-help/if-youre-worried-about-someone-else/>

*No matter how big or small your problems feel, it is important to remember that you are not alone. Whatever you're facing, Samaritans are here to listen. Call free anytime on 116 123 or email [jo@samaritans.org](mailto:jo@samaritans.org)*



# Suggested social media posts

## Twitter and LinkedIn

This #WorldMentalHealthDay we're helping to raise awareness of @Samaritans vital service.

Experiencing poor mental health can feel isolating, but the charity's volunteers are always there to listen, anytime of day or night.

No matter what you're facing, you're not alone 💖

**Suggested asset:** You are not alone\_social graphic

We're proud to support @Samaritans this #WorldMentalHealthDay

Just talking about what you're going through may be a huge help when struggling with your mental health.

Whenever you need to talk, Samaritans is there for you, no matter what 💖

**Suggested asset:** You are not alone\_social graphic



# Suggested social media posts

## Facebook and Instagram

This #WorldMentalHealthDay we're helping to raise awareness of @samaritanscharity vital service.

Experiencing poor mental health can feel isolating, but the charity's volunteers are always there to listen, anytime of day or night.

No matter what you're facing, you're not alone 

**Suggested asset:** You are not alone\_social graphic

We're proud to support @samaritanschairty this #WorldMentalHealthDay

Just talking about what you're going through may be a huge help when struggling with your mental health.

Whenever you need to talk, Samaritans is there for you, no matter what 

**Suggested asset:** You are not alone\_social graphic



# Suggested internal news story

## Look out for yourself, and others, this World Mental Health Day

This World Mental Health Day our charity partner Samaritans is reminding people of the importance of taking care of their own mental health and wellbeing, as well as looking out for others.

Many people struggle to cope at one point or another in their lives. So, it's important to recognise that reaching out to someone will help them see that someone cares and that they are valued.

When someone is carrying around worries and difficult feelings, it can feel very lonely. Having someone there to listen can help them work through what's going on and feel better able to cope. You don't have to be an expert to help someone open up when something's up. The fact that you care is what matters.

If you're worried about someone, just let them know there is always someone they can turn to, whether that's a colleague, family, friends or a 24/7 helpline like Samaritans. No matter how big or small your problems feel, it is important to remember that you are not alone.

You can read more advice and tips on how to help someone open up, when something's up on [Samaritans website](#).

It's important to look after your own mental health and wellbeing too, and pay attention to how you're feeling. You can find practical ways to help yourself cope on [Samaritans' website](#).

Thank you for supporting Samaritans. Every 10 seconds, its volunteers respond to a call for help. With your support in raising vital awareness and funds, the charity can continue to be there for anyone struggling to cope, 24/7.

*Remember, you're never alone. Anyone can contact Samaritans, free, 24/7, 365 days a year. If you're going through a tough time, you don't have to face it alone. You can call 116 123, email [jo@samaritans.org](mailto:jo@samaritans.org), or visit [www.samaritans.org](http://www.samaritans.org).*



# Assets

## Tips for looking after your mental health' PDF

**Tips** for looking after your mental health and wellbeing



Here are some tips and resources to help you look after your mental health and wellbeing.

- Keep to a routine.** Planning your day can help you feel grounded if you're feeling uncertain about the future. Try to prioritise eating well, getting plenty of sleep and exercising – taking a short walk outside at lunchtime can be a great place to start.
- Spend time outdoors.** Whatever way you can, taking some time to enjoy the outdoors can have a positive effect on your mood. Our nature and mental health webpage has lots of tips for different ways to enjoy nature both inside and outside.
- Talk about how you're feeling.** Talking can help put things into perspective and help us feel less isolated. It can be hard to reach out but talking to a trusted friend, colleague or family member could really help.
- Make time for yourself.** It could be something creative, playing sports or taking a copy of the paper to a park for half an hour in the sun. Even stepping away and taking a five-minute break over a cup of tea can help you relax and recharge.
- Take a break from the news and social media.** If you find it hard to stay offline, prioritising other activities can help you switch off. Try turning off your notifications or leaving your phone in another room for a few hours. If your job involves lots of screen time, taking a break away from your devices after work might help you relax.
- Try a relaxation exercise.** Sometimes something simple like controlled breathing can help us feel calmer. Muscle relaxation exercises can also help reduce feelings of stress or anxiety. If you can, find a quiet space and try out these exercises. They're easy to remember and can be used while you are out and about.
- Pay attention to how you are feeling.** Our self-help web app can help you track your mood and includes practical tips and techniques to help you look after your emotional health.

**SAMARITANS**  
A registered charity

If you don't feel like there's anyone you can talk to, Samaritans volunteers are here to listen. Call free, day or night, on 116 123 or email [jo@samaritans.org](mailto:jo@samaritans.org)

#WorldMentalHealthDay

**SAMARITANS**

# You are not alone.

No matter what you're going through, a Samaritan will face it with you.

Call free day or night on **116 123** Email [jo@samaritans.ie](mailto:jo@samaritans.ie)

A registered charity

## SHUSH listening tips

**SAMARITANS**

# SHUSH

listening tips

Top tips for becoming a better listener

- S** Show you care
- H** Have patience
- U** Use open questions
- S** Say it back
- H** Have courage



Show you care

Focus on the other person, make eye contact, put away your phone.

[samaritans.org/shush](https://www.samaritans.org/shush)

A registered charity



# Support Samaritans

## 2024 TCS London Marathon

We're proud to be the 2024 TCS London Marathon Charity of the Year. Run for #TeamSamaritans – in London or wherever you choose – and help people believe a better tomorrow is possible. We're with you every step of the way.

Find out more at: [samaritans.org/tcs-london-marathon-2024/](https://samaritans.org/tcs-london-marathon-2024/)



“

I have friends who are Samaritans. I got to learn what they did as listening volunteers, lending an ear to people who are in difficult situations. Based on my connection to them, when the opportunity to run the marathon came, I thought it would be good to support a cause close to my heart.

Stevie, London Marathon runner

”







# Thank you for supporting Samaritans

