



City Mental Health  
Alliance UK

# World Mental Health Day 2020

CMHA UK

## Initiatives and Activities for World Mental Health Day 2020 #WMHD2020

We know that many of our members actively participate in **World Mental Health Day (#WMHD2020)** during the month of October.

CMHA UK has compiled a list of popular and well-known initiatives surrounding #WMHD2020 to support your research and planning efforts. We recognise the potential challenges of activating in-person activities during this time so many of the campaigns in this resource can be activated virtually.

World Mental Health Day is a programme of the [World Federation for Mental Health](#) and was first observed in 1992. The 2020 theme is:

**Mental Health for All Greater Investment – Greater Access Everyone, everywhere #WMHD2020**

## How to get involved

1. Find out more about the [Green Ribbon Campaign](#), which aims to #endthestigma around mental health in the workplace.

This year, the Green Ribbon campaign has gone digital and you can [download](#) materials and assets to help raise awareness. Take a look at PwC's Greenlight to Talk campaign [here](#).

2. The [This is Me](#) campaign challenges the stigma around mental health by encouraging employees to talk openly and share their experiences.

View Deloitte's This is Me video [here](#).

3. Share Mind's '[Do one thing](#)' campaign which encourages people to do one thing for better mental health today.
4. [Time to Change](#) has shared a [pack](#) for workplaces detailing suggested activities that you can look to deliver remotely via digital platforms.
5. View our Guide on [Developing Mental Health Awareness In The Workplace](#) which details more information on mental health awareness campaigns. The guide includes case studies from Deloitte, PwC, BNP Paribas and the Bank of England

## A few extra ideas

In addition to the above, we have compiled a list of activities – many of which have been undertaken by our members in previous years:

- **Signpost to internal resources and information for mental health** and wellbeing. Engage Mental Health First Aiders (or equivalent) to distribute resources
- **Remind employees to look after their own mental health** and wellbeing, and check in on colleagues and friends. For example, share information on the 5 Ways to Wellbeing
- **Encourage employees to get to know one another** outside of the office with (virtual) lunches and social activities
- **Host events** for colleagues with expert speakers and staff members
- **Host lunch and learn sessions** on key mental health topics
- **Host an online informal social event or competition** with activities that connect people and support good mental health such as an online choir, cooking class or coffee morning with members outside of your usual team
- **Host a virtual physical activity or competition** – step challenges, yoga and meditation classes are popular
- **Connect with your CSR and/or Pro Bono team** and find out how you can use #WMHD2020 as a platform to raise funds, arrange collections and/or volunteer children and teenagers, staying connected etc.

## CMHA resources

1. CMHA Guide: [Thriving at Work](#)
2. CMHA Guide: [The Workplace Health System](#)
3. CMHA Guide: [Mental Health Awareness Campaigns](#)
4. [CMHA Training](#)

Some of the above resources require a member login. [Contact us](#) if you require the login details.

Please do not hesitate to reach out to the CMHA UK team if you require assistance with your World Mental Health Day plans.

Finally, we would love to hear what your plans are so we can help promote and identify areas of collaboration with other members in CMHA UK. Please email [Hannah Winter](#).



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