

Let's **9 - 15 May 2022** Connect!

Your countdown to Mental Health Awareness Week



Getting involved with our 'Let's Connect!' campaign in your workplace? Here's our checklist of key things to consider when planning your activities, outreach and communications with colleagues in the build-up to May.

6 weeks to go...

1 April

Listen and learn: Attend our webinar to learn more about our campaign to tackle loneliness. Missed it? You can catch up at www.mentalhealth-uk.org/webinars.

5 weeks to go...

4 - 10 April

Meet! You're likely going to need some help to get things off the ground and reach more people. Identify those people who can help are - they could be Mental Health Champions, HR or senior leaders - and set up a meeting to decide what your organisation can do support our campaign, and how you can disseminate this to your colleagues. It's also worth setting some shared goals for the week.

4 weeks to go...

11- 17 April

Plan: Now you know what you'll be doing and who'll be helping, nail down a plan of who's leading on which aspect of your campaign. Set up a project planner and some regular check ins to make sure you're all staying on track and supporting each other along the way.

6 weeks to go...

18 - 24 April

Prepare your resources, activities, and communications: Access the Let's Connect! resources on our website and decide which ones you'll be using to activate your campaign. If you're thinking of running an event during Mental Health Awareness Week - it's worth putting a placeholder in people's diaries nice and early to give them a heads up.

2 weeks to go...

25 April - 1 May

Communicate widely! Start telling your colleagues about what you're up to in a couple of week's time, and how they can get involved.

1 weeks to go...

2 - 8 May

Reminders: Remind people of what's happening next week and how they can get involved.

Mental Health Awareness Week!

9 - 15 May

Execute your plans! But remember to pause yourself, so that you can also enjoy it, too.

1 week later...

16 - 22 May

Celebrate! Take stock of what you've achieved together, and collect feedback from colleagues about how they found it.

1 month later...

6 - 12 June

Reflect. While everything's fresh in your memory, regroup your planning team and review how the week went against any success measures or targets you set yourself. Consider what you'd do differently if you did it all again. Discuss the feedback you heard from colleagues, and what actions need to be taken as a result to improve staff wellbeing.

Remember - we'll be adding plenty of content and resources to mentalhealth-uk.org/mhaw as we approach May, so keep checking back!