



# **WORLD MENTAL HEALTH DAY 2023**

**MENTAL HEALTH IS A UNIVERSAL HUMAN RIGHT**



## **COMMUNICATIONS TOOLKIT FOR UN ORGANIZATIONS**

## World Mental Health Day 2023 'Mental health is a universal human right'

World Mental Health Day is marked every year on October 10 to raise awareness about mental health around the world and to mobilize efforts to support those experiencing mental health issues. The theme for World Mental Health Day 2023 is '**Mental health is a universal human right**'. Every year since 2013, the World Health Organization (WHO) has organized a global campaign for World Mental Health Day.

**Available Resources**





### 3. Suggested activities

Organize an online or in person event on the following topics:

- Stigma in the workplace: Welcoming and supporting colleagues with a mental health condition
- The role of leaders and managers- Workplace Mental Health and Well-

- Joint events with Staff Counsellors in your Organization

Share messages from managers talking about their roles in creating an environment that supports wellbeing and mental health.

Share some general well-being tips and resources on self-care, and workplace mental health and well-being from the UN webpage, e.g., Headspace.

Organize a virtual coffee chat / speed dating to check-in with another colleague on how they are doing, really

Invite your team to get active and have an on- or offline dancing/yoga/stretching session together raise awareness with this on how being active is key to improve one's mood (cheat tip: you can do a YouTube tutorial together as well, e.g., from Headspace)

Invite your colleagues to have an offline weekend/day and detach from internet have a sharing of thoughts the week after

Come together with your colleagues and research on mental health services/resources in your region.

## Annexes

### Annex1: Things to Consider When You Plan for Events and Activities

#### **Develop your WMHD planning tool**

- Check lessons learned from previous WMHD
- Identify events dates, activities, roles and responsibilities, actions and deadlines.
- Conduct regular meeting to ensure clarity of roles.
- Track progress and identify any challenges.
- Identify speakers, and coordinate contacting them early enough.

#### **Prepare the communication campaign package**

- Flyer for your events
- Social posts, to announce about your events and messages
- Internal emails to announce and invite
- Intranet announcements (10-7 days before the event)
- Intranet articles (post-event to share objectives achieved and summary of the event) with photos (if applicable)
- Post-event social post (if applicable)

#### **Prepare and test needed logistics**

- Identify platform (MS Teams, Webex, Zoom) and access rights. Is the event for your organization only or if there will be external guests?
- Make sure speakers are comfortable with the platform and its technical aspects. Organize a prep. meeting with speakers to test IT.
- Assign roles and tasks distribution- prior and during the event.
- Prepare backup plan.
- Test apps and tools to use during the event (Slido, Mentimeter, etc.)
- Make sure the event is recorded

## Annex 2: Sample Concept Note for Online Event

### **Overview:**

[Add relevant info]

### **Objectives:**

- I. [Add relevant info]
- II. [Add relevant info]

### **Themes to be explored:**

- I. [Add relevant info]
- II. [Add relevant info]

### **Event details**