



This is *me*TM

This is Me for Mental Health Awareness Week 2020

Webinar 20th April 2020



SUPPORTING PARTNERS



Agenda

Welcome

Robyn Vernon-Harcourt, The Lord Mayor's Appeal

Richard Martin, byrne.dean

Lynne McCaughey, Pinsent Masons

Q&A session



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Update on This is Me and Mental Health Awareness Week 2020

Robyn Vernon-Harcourt
The Lord Mayor's Appeal



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Mental Health Awareness Week 2020

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18th – 24th May 2020

Theme set by the Mental Health Foundation is 'kindness'

How can This is Me support you to promote mental health awareness and support your employees at this time

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This is *me*™

Committed to changing attitudes towards mental health : Organisations collaborating to build inclusive workplace cultures. Reducing stigma, dispelling myths and improving employee wellbeing for good.

The Green Ribbon
Campaign

This is Me
Storytelling

Wellbeing
in the Workplace

Encouraging and sharing of experiences and resources across different employers

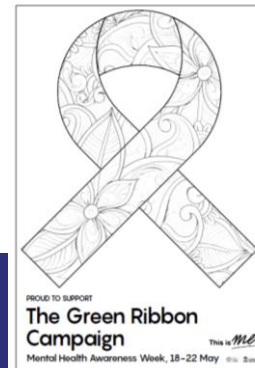
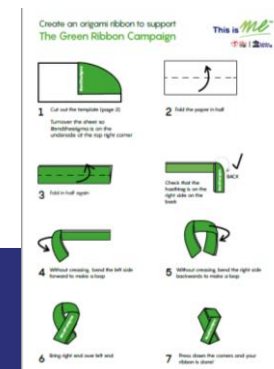
The Green Ribbon Campaign

Raising awareness through a visible commitment to help #endthestigma around mental health, showing those experiencing mental health issues that they are not alone



The Green Ribbon Campaign 2020

1. Creating a visible movement of support by turning **LinkedIn Green** & **#endthestigmaCity**.
2. Be kind to others through **Give a Green Ribbon**
3. Be kind to yourself through **Mindful Green Ribbon activities**
4. Be kind through listening using **Wellbeing in the Workplace**
5. Show example of kindness through **This is Me Storytelling**



Accessing Green Ribbon & other resources



A Better City for All Products Contact Us

Coming Soon: LinkedIn Profile Picture Frame £0.00	Coming Soon: LinkedIn Cover Photo £0.00	Coming Soon: LinkedIn Cover Photo £0.00
Coming Soon: Mindful Colouring Templates £0.00	Coming Soon: Origami Green Ribbons £0.00	The Green Ribbon Campaign A4 Editable Poster: Download £0.00

Opportunities for supporting your employees during Mental Health Awareness Week

Richard Martin
byrne.dean

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Using This is Me at Pinsent Masons for Mental Health Awareness Week

Lynne McCaughey
Pinsent Masons LLP



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THE LAWYER
AWARDS 2018
LAW FIRM OF THE YEAR

This Is Me Mental Health Awareness Week - Support

Lynne McCaughey
April 2020



Pinsent Masons

A bit about me...



Why This Is Me?

Mental Health Strategy

- To reduce the stigma around MH in the firm/legal sector
- To be bold and market leading in our approach to MH
- To provide and signpost support within PM's global network
- To tailor our approaches to MH via our Network Groups
- To increase our cultural competence in relation to MH across our global locations
- To work with our partner schools, clients, suppliers and peers

Mental Health Champions



- Network of over 200 Mental Health Champions across the firm including UK, Melbourne and Singapore.
- All grades, offices, backgrounds and experience.
- First point of contact who is able to signpost to the help that is available.
- Trained via our own Academy, using Samaritans Wellbeing At Work app, and continuing training and dialogue.

3 elements for MH Awareness activity

This is
Me
Storytel
ling

The
Green
Ribbon
Campaign

Wellbein
g
in the
City
(e-
learning
)

This Is Me storytelling - YouTube playlist



Green Ribbons



Green Ribbons



Products Con



The Green Ribbon Campaign Email Signature: Download

£0.00



The Green Ribbon Campaign Digital Signage: Download

£0.00



Wellbeing in the Workplace



Suitable
for
everyone

Company
wide

Flexible

Credible
and
trustwor
thy



Mental Health Awareness Week

- Topics
 - Mental Health & Covid19
 - Mindful Business Charter
 - Menopause Awareness
 - Engaging men in mental health
- Intranet pages
 - Online resources
 - Blogs
 - Webinars

Other ideas?



Virtual Tea and Talk



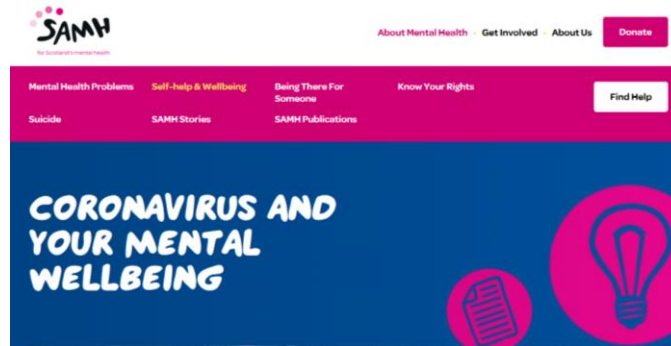
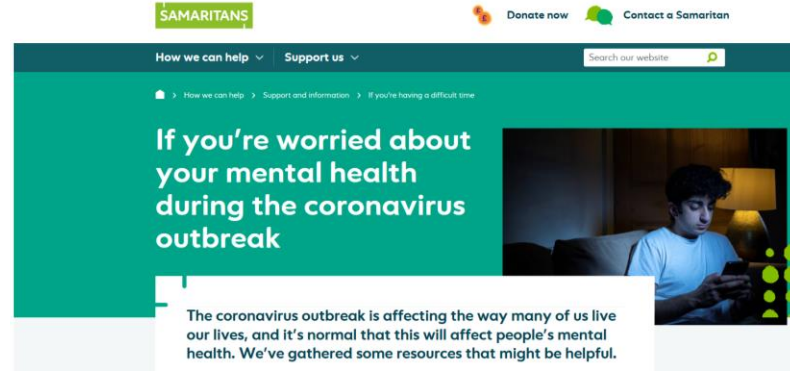
5 Mindful Minutes



Wellbeing Wall

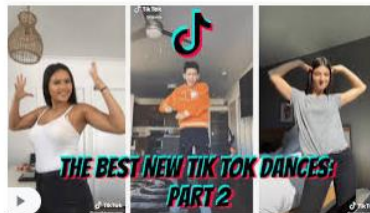


Raise awareness



View more pages in Self-help & Wellbeing

Sponsored...



Dress up or fancy dress Friday?



A bit of inspiration

“We’ve started an email collective for an uplifting exchange. It’s a one-time thing and we hope you will participate. We have included those we think would be willing to participate and make it meaningful!

Please send an insight/poem/quote/thought to the person whose name is in position 1 below (even if you don't know them). It should be a favourite text/verse/meditation that has affected you. Don't agonise over it.

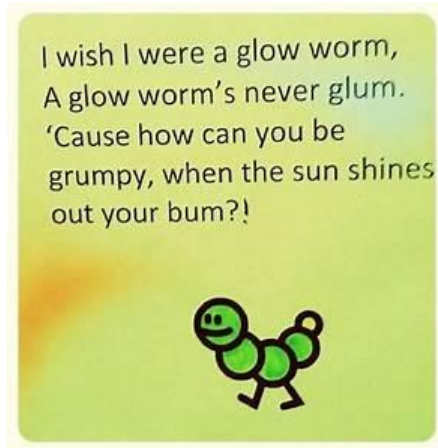
- 1) *Name and email of person who sent you the email*
- 2) *Your own name and email*

After you’ve sent the short poem/verse/quote/etc to the person in position #1, and only that person, copy this letter into a new email. In the text, move my name to position #1, and put your name in position #2. Only my name and your name should show in the copy of the new email. Then send the email to yourself and BCC (blind copy) 20 people you admire.

It’s fun to see where they come from and what they say. Seldom does anyone drop out because we all need encouragement! The turnaround is fast, as there are only two names on the list, and you only have to do it once.

Hope you enjoy and are inspired!”

A bit of inspiration



In conclusion...

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Q&A Session



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Thank You!

Together we can #endthestigma of
mental health



www.thelordmayorsappeal.org/thisisme



thisisme@thelordmayorsappeal.org