

Why is it important to address mental health in the workplace?



Every year, one in four people experience a mental health problem. Mental health problems can affect a person's performance at work as much as physical ill health. Despite this it is still a taboo subject. This is Me, led by the Lord Mayor's Appeal, is a pioneering campaign to reduce stigma and dispel myths around mental health in the workplace.

Our goal is to improve awareness and understanding of wellbeing in order to create safer and more supportive working environments, creating a Healthier City and A Better City for All. We are at a tipping point where there is an appetite for change and the time is right for businesses to collaborate and raise awareness of mental health and wellbeing and reduce stigma in the workplace. Imagine seeing thousands of people sharing their support and helping to **#endthestigma** around mental health by wearing a **Green Ribbon** during Mental Health Awareness Week.

As we continue to experience lockdown we can still raise awareness through a visible commitment to help **#endthestigma** around mental health showing those experiencing mental health issues that they are not alone. We can do this but virtually this year.

1. Creating a visible movement of support by turning **LinkedIn Green** & **#endthestigmaLeeds**
2. Be kind to others through **Give a Green Ribbon**
3. Be kind to yourself through **Green Ribbon activities – can make your own Green Ribbon through the origami make your own or colouring make your own**
4. Be kind through listening using **Wellbeing in the Workplace**
5. Show example of kindness through **This is Me Storytelling**

You can download the virtual resources [here](#).

There are a variety of resources, including options to **virtually** wear a **Green Ribbon** and to turn your **LinkedIn green**, plus resources to help you show kindness to others and to yourself. Whatever you decide works best for you, make sure you tag **#endthestigma** + your city (e.g. **#endthestigmaLeeds**) so that we can track how far the **Green Ribbon** has travelled!

We have a huge opportunity to **#endthestigma** around mental health in the workplace during Mental Health Awareness Week.

Attitudes, knowledge and behaviour towards people with mental health problems are more likely to improve if people are given the opportunity to learn from someone who has personal experience of mental illness. That's why the **This is Me Storytelling** campaign asks you/your employees to make a short video talking about their own mental health and about themselves as a person – to dispel myths and reduce the stigma around mental health and crucially to raise awareness of the importance of wellbeing.

Top line messages:

- Every year, one in four people experience a mental health problem.
- The **Green Ribbon** campaign is a visible sign of support to **#endthestigma** around mental health.
- 200,000 ribbons will be distributed nationwide.

The Story so far

- Over 600 organisations registered UK wide
- Potentially reaching over 1,000,000 employees
- Over 160 organisations sharing employee stories
- This is Me North West, This is Me Scotland & This is Me West Midlands launched
- 350 organisations collaborating with **Green Ribbons**
- 200,000 **Green Ribbons** worn in Mental Health Awareness Week
- Cities lit up **green** in Mental Health Awareness Week

This is Me Yorkshire is to be launched in October 2020.