**Increasing awareness about mental health – Email series**

**Pre-launch email: (optional)**

Subject: Increasing awareness about mental health (coming soon)

Mental health is an important part of your overall health and wellbeing.

It includes your emotional, psychological and social well-being and affects how you think, feel and act. Mental health determines how you handle stress and relate to others and the everyday choices you make.

Being mentally healthy can promote productivity and success in work, school, parenting, caregiving or other important aspects of your life.

The stigma experienced by people with poor mental health and mental illness puts them at risk of poverty, discrimination and human rights violations. Encourage your family, colleagues and friends to learn more about mental health.

Talking about what's going on can help remove the stigma, bring families and friends closer together and help everyone cope with their own and others’ mental health conditions.

Look for more information about the “Increasing awareness about mental health” kick-off event on <date> at <location>.

As a part of this programme, all employees are invited to participate in “Make your mental health a priority” – a four-week challenge <for a chance to win>.

We all benefit by promoting positive mental health and well-being.

Thank you

**Kick-off email: Week 1**

Subject: Increasing awareness about mental health. Join us to get started.

You’re invited.

Join us today at <location> at <time> for our kick-off event to launch our month-long campaign on “Increasing awareness about mental health.”

Here’s what you’ll learn by participating in the campaign.

* How mental health affects overall health and wellbeing
* Common myths about mental health and mental illness
* Actions that could improve mental health in communities
* Self-care strategies that could improve mental health and wellbeing in individuals
* Risk factors for poor mental health
* Symptoms of mental illness in adults, adolescents and children
* Ways to help support optimal mental health among children, adolescents and other adults
* How depression differs from normal stress and anxiety
* How depression is diagnosed
* How to find mental health resources and services
* Actions to help a troubled colleague
* Ways to avoid workplace burnout and deal with a stressful work environment
* Benefits of and ways to build resiliency

The kick-off event is also a perfect time to sign up for our mental health challenge “Make your mental health a priority.” By participating, you’ll have a chance to <win valuable prizes>.

Please join us and learn more. You can help yourself and help others.

**Reminder email: Week 2 (optional)**

Subject: Increasing awareness about mental health. Challenge yourself to make your mental health a priority

What is the mental health challenge?

The challenge is a four-week programme that invites you to put into action the new information and skills you’re learning about mental health. Each week you will learn new information about mental health and wellbeing and about steps you can take to promote positive mental health in yourself and others.

You’ll also learn ways to build a more resilient lifestyle at home and at work.

Week 1: Start the conversation about mental health

Week 2: Who is at risk?

Week 3: Recognising depression

Week 4: Support for mental health and well-being

We think you will benefit by participating in the challenge. You can make a difference to your own mental health.

If you find that you need professional support at this time in your life, please contact your GP without delay.

<Attachment: Make your mental health a priority>

**Encouragement email: Week 3 (optional)**

Subject: Increasing awareness about mental health. Practise mindfulness

There is no better way to protect and promote your mental health than by practising mindfulness.

Being mindful means you are living in the moment, paying full attention to your thoughts, feelings and sensations without judging them as good or bad. You are neither dwelling on the past or worrying about the future.

Mindfulness has many positive benefits, including lowering stress levels and protecting against anxiety and depression.1

Take five minutes to practise this mindful relaxation exercise2. Most people find it both restful and energising at the same time.

* Find a quiet place where you will not be disturbed. Close the door if you are inside.
* Sit comfortably, upright in a chair with your feet planted on the floor (remove your shoes if possible). Rest your hands on your lap or thighs.
* Close your eyes (if desired) and take several deep and calming breaths. Focus on the sensation of the air coming into your nostrils and flowing deeply into your lungs. Is the air warm or cool? Is there a scent in the air?
* When exhaling, breathe out through your mouth noticing the sound and feeling of the air passing over your lips.
* Notice any tension in your body. Gently roll your shoulders to relax any tension.
* Free your thoughts of all stress for the moment. If you get distracted, which you will, gently bring yourself back to the moment.

You can find many opportunities to practise mindful relaxation – when first waking in the morning, while eating a meal or snack (to truly savour all aspects of your food) or before going to sleep at night.

Some people even practise a brief moment of mindful meditation while in a queue.

Sources:

1Psychology Today, Mindfulness. Available on [www.psychologytoday.com](http://www.psychologytoday.com); accessed on 5-7-2020.

2INTERVENT International. Lifestyle management program: Learning to relax, 2020.

**Employee evaluation email: Week 4 (recommended)**

Subject: Increasing awareness about mental health. We want your feedback

Thank you for participating in the campaign “Increasing awareness about mental health.”

Please take a few moments to complete the brief evaluation survey (attached) to tell us your thoughts about the entire campaign. Your opinion is important to us.

Also remember to complete your log from the “Make your mental health a priority challenge.”

Submit your mental health goals to <who> by <date> <to win>.

Thank you

<Attachment: We want your feedback>