



WORLD MENTAL HEALTH DAY 2022

**MAKE MENTAL HEALTH FOR ALL A
GLOBAL PRIORITY**

**COMMUNICATIONS TOOLKIT
FOR UN ORGANIZATIONS**

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World Mental Health Day 2022

“Make mental health for all a global priority”

World Mental Health Day campaigns

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. Every year since 2013, the World Health Organization (WHO) has organized a global campaign for World Mental Health Day. The World Federation for Mental Health (WFMH) announced the theme for World Mental Health Day 2022, which is ‘*Make mental health for all a global priority*’.

At the United Nations, events and activities are organized each year during the month of October. Last year, over 1,000 UN colleagues participated in System-wide events, with many more participating in events and activities undertaken by UN Organizations. Panel discussions have been held focussing on how to support good mental health and well-being in the UN System, on welcoming and supporting personnel with a mental health condition, on the role of leaders and managers, on the interconnection between mental health and racial discrimination, and much more. Discussions were held in different languages and across different duty stations.

UN System Event for World Mental Health Day 2022

A system-wide event will be held for World Mental Health Day 2022. The event will be an opportunity to reflect on what action has been taken to support the mental health and wellbeing of UN personnel, to reaffirm senior leadership commitment, and to promote and disseminate resources available to UN personnel. Finally, the event it will be an opportunity to promote the upcoming WHO guidelines on workplace mental health, which will be released in late September 2022. Further communications about the event and link to participate will be distributed through broadcast messages and other channels to all personnel. We count on all of you to spread the message and circulate the invite to your colleagues and networks.

A toolkit for UN organizations

We encourage UN organizations to take action and organize relevant activities for World Mental Health Day. Organizations may wish to focus on one day, one week or the whole month or October, whatever works best for them.

This toolkit is prepared to support UN organizations to plan their own activities for World Mental Health Month and to help them promote available resources.

In the toolkit you will find:

- UN System resources ready to be shared
- Guidance for organizing your own activities
- Links to a Trello Board, where all material is stored and ready to be downloaded.

The toolkit has been developed by an inter-agency working group. For questions, please contact mhs@un.org.


World Mental Health Day 2022 information sessions

There will be a number of information sessions held between August and October to provide information about activities being held this year. These sessions will:

- Give you an overview of the System-wide event that is being planned
- Provide you with resources so that you can start planning for events and activities within your organization.
- Give you an opportunity to share your ideas and hear about what other colleagues are planning this year.

Anyone involved in organizing activities in October is welcome to attend. This could include, but not limited to:

- HR professionals
- Counsellors
- Managers and Leaders
- Communication professionals
- Medical professionals
- Mediators
- Staff Unions

The first meeting was held on Thursday 11 August. You can view the session here:  [link of the recording](#).

There will be additional meetings in the lead up to October to ensure everyone has the opportunity to learn from each other and be part of the conversation.

UN System resources

1. Communications package
2. Useful resources you can promote
3. The Workplace Mental Health and Well-being Lead and Learn Programme

Communications package

All communication material can be found in our [Trello board](#). Please note, that the Trello Board is a “living” workspace and is updated constantly. Colleagues are encouraged to download and use all the available material. Please, feel free also to upload your own material if you wish to share with others. What will you find there?

- **Sample broadcast messages** (in English, French and other UN official languages, as needed): these can be re-used and adapted to your organization/ entity/ team. Consider translation if needed so.
- **Intranet articles:** These can be downloaded and adapted to your organization’s needs. You can add details about your events, links to resources, and internal well-being pages or contacts.
- **Sample flyers:** You can download them and edit with details on your events.
- **Virtual backgrounds:** Please download them and use your favourite one to attend WMHD meetings or any regular meetings during the awareness month (and beyond!). This is a way to spread awareness and increase visibility.
- **Email signature:** you are invited to download your favourite and add it at the bottom of your email.
- **Sample social media posts:** download, re-use, share!

Useful resources you can promote

UN System Workplace Mental Health and Well-being Strategy resources

You can include the links below to your communications, to your Teams chats and any other platform. The links below are public and accessible by everyone.

- [Strategy - full](#)
- [Strategy summary](#)
- [Healthy Workforce Website](#)
- [Supporting others – Factsheet](#)
- [Living and working with mental health condition – Factsheet](#)
- [Self-care – Factsheet](#)
- [A compiled list of resources](#) (can be downloaded and shared with personnel)
- UN System Workplace Mental Health and Well-being Strategy [recorded events](#)

Survey results

You can use these for your personal reference, include data in your communications and presentations or share to personnel.

- [2015 Survey Report](#)

- [2020 Survey Report](#)
- [2021 Survey Report](#)

The Workplace Mental Health and Well-being Lead and Learn Programme

A series of resources for UN leaders and managers that aims to provide knowledge, skills and accountability to support the mental health and well-being of their teams and themselves. The programme includes:

a. Online learning programme ([Info and registration](#))

Lead and Learn brochure ([available on Trello](#))

b. Factsheets for Managers and Leaders

Factsheet 1: Why is mental health and well-being important?

[Arabic_](#) [Chinese_](#) [English_](#) [French_](#) [Russian_](#) [Spanish](#)

Factsheet 2: How can you improve mental health and well-being?

[Arabic_](#) [Chinese_](#) [English_](#) [French_](#) [Russian_](#) [Spanish](#)

Factsheet 3: Thriving as a manager and leader

[Arabic_](#) [Chinese_](#) [English_](#) [French_](#) [Russian_](#) [Spanish](#)

c. Podcasts for Managers and Leaders

Episode 1: Mental health and well-being for managers and leaders

[Arabic_](#) [Chinese_](#) [English_](#) [French_](#) [Russian_](#) [Spanish_](#)

Episode 2: What can help you thrive?

[Arabic_](#) [Chinese_](#) [English_](#) [French_](#) [Russian_](#) [Spanish_](#)

What Can You Do in Your Organization?

Organizing your own event

- Your organization/ Entity/ team can use the available resources and guidance to organize an event for World Mental Health Day 2022.
- Events can be organized throughout the month of October 2022.
- We suggest organizing online events. However, you might consider an in-person gathering/outdoor activity or conversation with your team.
- Reach out to **Staff Counsellors** in your organization. They have been briefed and are ready to support you in organizing your event. The Critical Incident Stress Management Section (CISMS) is a key partner for World Mental Health Month and can be contacted at undsscismu@un.org to hear about events they are running.
- Staff Federations are also active partners for World Mental Health Day and organize events and activities across the System.
- Tips for your event:
 - o Use **storytelling** techniques: invite speakers to share their stories and personal experiences. This creates empathy and normalizes conversations about topics that are perceived as difficult or taboo.
 - o **Language** is an important element. Do not hesitate to organize discussions in languages different than English.
 - o **Record the events** for those who are not able to attend live.
- You can **get inspired** by previous WMHD events:
 - o WMHM 2020 events recordings [\[Link\]](#)
 - o WMHM 2021 events recordings [\[Link\]](#)
 - o Complete [playlist of events organized by the MHS team](#)

Share information

- Share resources on mental health and wellbeing, available in different languages.
- Share information about the Lead and Learn programme and encourage Leaders and Managers from your organization to complete the learning programme.
- Send broadcast messages about World Mental Health Day/Month to all personnel.
- Publish intranet articles on World Mental Health Day/Month.
- Share available factsheets on a weekly basis.
- Include posters, infographics, email signature, in your internal communications.
- Use MS Teams background during the month of October and beyond
- Use social media to raise awareness and reach all personnel.



All communication material can be found in our [Trello board](#).

Topic ideas for panel discussions

1. Stigma in the workplace: Welcoming and supporting colleagues with a mental health condition

Key messages and resources:

- The stigma and discrimination that we often fear regarding mental health can prevent us from reaching out for the support we may need. Stigma refers to individuals who are **perceived** in an adverse way due to their mental health, while discrimination refers to those who are **treated** adversely due to their mental health.
- Our mental health directly influences how we think, feel and act: it also affects our physical health. Our work culture and environment influence our overall physical and mental well-being. It is therefore important to foster an environment that is open to discussions and one that is approachable for anyone seeking help for their mental health.
- Common mental health stigmas include, but are not limited to:
 - **Social stigmas:** are perceived in the media, in our cultures, and society. These can include misconceptions that classify those with mental illnesses as being “violent”, “weak”, or “lack self-control”.
 - **Self-stigmas:** if we are often told we are “violent” or “worthless” by our society then eventually we will start to believe those things about ourselves. This can in turn affect our own self-esteem and our ability to seek help.
 - **Institutional Stigmas:** the policies and institutional practices we create to address social problems are critical for stigma – they can induce, minimize or block institutional stigma. In relation to mental illness, structural stigma refers to the rules, policies, and practices of institutions that restrict the rights and opportunities of stigmatized people.
- Stigma and discrimination can worsen our mental health; it can make us feel hopeless, isolated, doubtful, and reluctant to seek support. For us to break these mental health stigmas and discrimination, we must [educate](#) ourselves and others on mental health, tailor our [language](#) in a way that is comforting, and overall [support others](#).
- Reducing stigma and discrimination involves strengthening our individual knowledge, skills and behavior with regard to:
 - [The language we use](#)
 - [Mental health and mental ill-health](#)
 - [Seeking help earlier, to obtain access to a range of evidence-based psychosocial support and interventions when needed](#).
 - Listening openly to colleagues when they are experiencing difficulties, and not feeling we need to fix their problems

Recordings of panel discussions on this theme:

- Welcome and Support Personnel with a Mental Health Condition WMHD 2021 ([LINK](#))
- Panel discussion on supporting and welcoming personnel with mental health conditions, WMHD 2020 ([LINK](#))

2. Events organized by Staff Counsellors

Key messages and resources:

- In 2020, the Critical Incident Stress Management Section (CISMS) organized a series of regional events on the topic: “Nurturing your own mental health and well-being”. The sessions were organized in English, Spanish and French and in different time zones. Sessions were facilitated by Staff Counsellors and tailored to specific audiences, with extensive time for Q&A sessions.
- The Staff Counsellors Office at UNOG organized webinars for World Mental Health Day 2021, in French and English.
- These types of events are an opportunity to connect with personnel on a deeper level and to address specific needs and questions based on different duty stations and regional areas.

Recordings of panel discussions on this theme:

CISMS webinars

- Nurturing your own mental health and wellbeing (French) ([LINK](#))
- Nurturing your own mental health and wellbeing (English) ([LINK](#))
- Nurturing your own mental health and well-being in Spanish ([LINK](#))
- Nurturing your own mental health and wellbeing - MENA region (English) ([LINK](#))
- Nurturing your own mental health well-being - Asia Pacific & East Africa ([LINK](#))

SCO UNOG webinars

- [World Mental Health Day – Well-being in an Evolving World – 08.10.2021 - YouTube](#)
- [La santé mentale dans un monde en évolution - YouTube](#)
- SCO UNOG webpage with other webinars: [Staff Counsellor's Office Videos | iSeek](#)

3. The role of leaders and managers- Workplace Mental Health and Well-being “Lead and Learn” Programme

Key messages and resources:

- Leaders and managers play an essential role in ensuring that the UN System supports good mental health. This includes creating a positive work environment and supporting personnel who are experiencing a mental health condition.
- The Lead and Learn Programme is a key supportive implementation tool of [the UN System Workplace Mental Health & Well-Being Strategy](#).
- The Lead and Learn online programme is a learning resource that aims to develop UN leaders and managers’ knowledge and skills, to support the mental health and well-being of personnel and create healthy, respectful, productive workplaces.
- The programme is self-paced, each module is estimated to take 2 to 3 hours to complete. Participants can take breaks, complete at their own pace, and will receive a certificate upon completion of the learning path. It consists of 4 topics related to mental health and well-being and is structured in 4 Modules:
 - o Module 1: Mental health and well-being in the workplace
 - o Module 2: Personal well-being and thriving as a manager
 - o Module 3: Supporting a colleague experiencing poor mental health
 - o Module 4: Addressing stigma related to mental health problems
- The Workplace Mental Health and Well-being: Lead and Learn Programme is hosted on the UNSSC Blue Line platform. New users on the Blue Line can use this [link](#) and those with existing accounts on the Blue Line can use the filter on their dashboard to select mental health and wellbeing.
- All communication material can be found in the [Lead and Learn | Trello](#).
- The Lead and Learn Programme also includes the following resources:

Factsheets for Managers and Leaders

Factsheet 1: Why is mental health and well-being important?

[Arabic](#) | [Chinese](#) | [English](#) | [French](#) | [Russian](#) | [Spanish](#)

Factsheet 2: How can you improve mental health and well-being?

[Arabic](#) | [Chinese](#) | [English](#) | [French](#) | [Russian](#) | [Spanish](#)

Factsheet 3: Thriving as a manager and leader

[Arabic](#) | [Chinese](#) | [English](#) | [French](#) | [Russian](#) | [Spanish](#)

Podcasts for Managers and Leaders

Episode 1: Mental health and well-being for managers and leaders

[Arabic](#) | [Chinese](#) | [English](#) | [French](#) | [Russian](#) | [Spanish](#)

Episode 2: What can help you thrive?

[Arabic](#) | [Chinese](#) | [English](#) | [French](#) | [Russian](#) | [Spanish](#)

Recordings of panel discussions on this theme:

- Recording of "Lead and Learn" launch event ([LINK](#))
- UN Secretary-General's message: launch of Workplace Mental Health & Well-Being online programme ([LINK](#))
- Introduction to UN Workplace Mental Health and Well-being Lead & Learn Programme from Therese Fitzpatrick ([LINK](#))

4. Poetry reading event

Key messages and resources:

- As part of October 2020's World Mental Health Month at the United Nations, the Mental Health and Wellbeing Team launched a system-wide poetry series. We asked colleagues to share their work in any language, form, style or topic to help raise awareness about mental health.
- The result of this initiatives was [Sauti Poems Of Healing E-Book](#), a compilation of poems received from around the world, to help raise awareness about mental health.
- Given the success of the first edition, "Poetry for mental health, Part 2" was launched in 2021. Around 37 submissions from all around the world have been received, confirming the enthusiasm around this project. Poems flooded in from Kenya, USA, Turkey, Bangladesh, Italy, Sweden, Mali, India, just to name a few.
- This is an opportunity to promote the art of poetry, connect through this shared medium, raise awareness about mental health, and celebrate multilingualism and our cultural diversity as well as the work of UN personnel.

Recordings of panel discussions on this theme:

- [Book launch recorded event March 2021](#)
- [Recording of International Poetry Day event, March 2022](#)
- ["UN Blue Poetry Robe" poem](#)

Other Suggested Activities

- Storytelling event for children
- 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 to a skill-sharing session on hobbies, e.g., painting, cooking or other
- Invite your colleagues to share one thing they are grateful for, proud of, looking forward to.
- 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.

WHO resources

- Link to WHO Global Workplace Mental Health Guidelines (to be released in September 2022- check [Trello](#) for updates.
- [WHO World Mental Health Day campaign](#)
- [World mental health report: Transforming mental health for all, WHO](#)
- [Mental health in the workplace](#)

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 and logistics:

Name:

Organizers/hosts:

Platform:

Target Audience:

Speakers:

Facilitator:

Proposed Date/Time:

Event recorded: y/n

Run of show (sample):

| | |
|--------------|------------------------|
| 8:55 - 9:01 | Opening slide |
| 9:01 - 9:15 | Opening remarks by xxx |
| 9:15 – 9:30 | Presentation by xxx |
| 9:30 – 9:55 | Q&A segment |
| 9:55 – 10:00 | Closing remarks by xxx |
| 10:00 - END | Closing Slide |

Include event flyer (see samples available on the [Trello board](#))