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. At the United Nations, events and activities are organized each year on World Mental Health Day, often continuing throughout the month of October. Last year, over 3,000 UN colleagues participated to online panel discussions organized by more than 20 organizations across the UN system.

More than 60 different events and panel discussions have been held around different topics pertaining on how to support good mental health and well-being in the workplace. Discussions were held in different languages and across different duty stations.

Once again this year, a System-wide event will be held for World Mental Health Day 2023. The event will be an opportunity to learn about emerging research, celebrate achievements and understand the future direction for mental health in the UN System, The 2024 and beyond UN System Workplace Mental Health and Well-being Strategy will be launched at the end of 2023 and this is an opportunity to build momentum to promote the new strategy and reflect on progress made since the launch of the first one. The upcoming Strategy is designed to assist the United Nations to create a working environment that is conducive to good mental health and ensures that support is available when it is needed.

Further communications about the World Mental Health Day 2023 event 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 share
- Guidance on organizing your own activities
- Link to a Trello Board, where all material is stored and ready to download

The toolkit has been developed by the Mental Health Strategy Team. For questions, please contact mhs@un.org.

Available Resources

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

1. 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 favorite 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 favorite and add it at the bottom of your email.
- **Sample social media posts**: download, re-use, share!

2. 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.
- [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](#)

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

- [2023 report by the Joint Inspection Unit (JIU)](#)
- [2021 Survey Report](#)

WHO resources

- WHO/ILO Mental Health at Work policy brief
- WHO World Mental Health Day campaign
- World mental health report: Transforming mental health for all, WHO
- Mental health in the workplace

3. 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?

1. Organizing your own event

- Your organization/ Entity/ team can use the available resources and guidance to organize an event for World Mental Health Day 2023.
- Events can be organized throughout the month of October 2023.
- Events can be organized both online and in person.
- Reach out to **Staff Counsellors** in your organization- They have had relevant experience in organizing panel discussions and other events throughout previous years, The Critical Incident Stress Management Section (CISMS) has been a key partner for World Mental Health Days and can be contacted at undsscismu@un.org.
- Staff Federations are also active partners for World Mental Health Day and organize events and activities across the System.

- **Tips for your event:**
  - 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.
  - Language is an important element. Do not hesitate to organize discussions in languages other than English.
  - If online, make sure you record the event(**s)** for those who are not able to attend live.

- **Topic ideas for your event**:
  - Stigma in the workplace: Welcoming and supporting colleagues with a mental health condition
  - The role of leaders and managers- Workplace Mental Health and Well-being "Lead and Learn" Programme

- You can **get inspired** by previous WMHD events:
  - WMHM 2020 events recordings [Link]
  - WMHM 2021 events recordings [Link]
  - WMHD 2022 event recording [Link]
  - Complete playlist of events organized by the MHS team

2. 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/ your Division/ Team.
- 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.

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-being "Lead and Learn" Programme
    - 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

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)