

# The World Mental Health Day **challenge** in Milton Keynes

Campaign Toolkit



**Mental Health  
Challenge MK**

**NHS**

**Milton Keynes**  
Clinical Commissioning Group



# What is Mental Health Challenge MK?

This year's World Mental Health Day takes place on **Wednesday 10th October**.

We want to encourage as many people in Milton Keynes as possible to join in with the activities that are going on across the area, and also help to organise some of their own. The aim of our campaign is to get people talking about mental health and help people to look after their own mental health and the mental health of those around them.



# Mental Health in Milton Keynes



Sadly, one in four people above the age of sixteen will suffer from some form of mental illness at any one time, with mixed anxiety and depression being the most common. (JSNA,2016/2017)

More than 26,000 adult residents of Milton Keynes (aged 18-65) are estimated to have a common mental health disorder at 2017 (10,250 men and 16,390 women). (JSNA,2016/2017)

Rates of suicide for Milton Keynes are around the statistical average for England, with middle aged males being the highest risk group. (JSNA,2016/2017)

1 in 5 adolescents may experience a mental health problem in any given year. (Mental Health Foundation)

Working conditions and working environments may have a huge impact on someone's mental health and a person's mental health may also have a significant impact on their ability to perform well in their job. An improvement in mental health support in the workplace could save UK businesses up to £8 billion per year. (Mental Health Foundation)

# Pledge your support for MK Mental Health Day Challenge

We need your help! You can sign up via the website and pledge to do something for World Mental Health Day.

*Below are some ideas for suggested activities:*

## Engage in one of the 5 Ways to Wellbeing

Even a simple act such as taking notice of people around you or taking the time to speak to someone who might need a little bit of support can go a long way. Why not try using our **Five Ways to Wellbeing** to encourage people to talk about their mental health:

- Connect - have you noticed someone struggling or unhappy? Reach out to them and let them know you are there
- Take notice - visit a park, arrange a mindfulness session
- Be Active - take a 10 minute walk at lunchtime and invite a friend along to join you
- Give - do something nice for a friend or a stranger or host a tea and talk event
- Keep learning - try something new or create a Mental Health day display in your workplace with information on local services



## Tea and Talk

- Host a 'Tea and Talk' event in your workplace. The Mental Health Foundation is encouraging people to hold awareness-raising events and invite people to make donations to support their work
- You can order a free pack and download resources to support your event via our **website**.

## Get the kids and young adults involved

This year there is a worldwide focus on the mental wellbeing of children and young people and helping them to deal with their own mental health. If you are involved with a school/college or work with children and young people, show your support for YoungMinds and say **#HelloYellow** by donning those yellow garments on World Mental Health Day this year!

## Share share share!

If you've got an event or know of a local activity taking place for World Mental Health Day in Milton Keynes, don't forget to share it with us via social media. You can post to our Facebook or Twitter pages or include the hashtag #MentalHealthChallengeMK in your post.

## Find out more about what is going on locally to promote and support mental health

Make it a mission on the day to find out about local campaigns and services supporting mental health across MK by creating a display or sharing via social media in your workplace or community.

Here are some examples:

- [www.milton-keynes.gov.uk/seethesigns](http://www.milton-keynes.gov.uk/seethesigns)
- [www.thisisheads-up.uk](http://www.thisisheads-up.uk)
- [www.mind-blmk.org.uk](http://www.mind-blmk.org.uk)
- [www.miltonkeynesccg.nhs.uk/mental-health-directory/](http://www.miltonkeynesccg.nhs.uk/mental-health-directory/)

## Get Tweeting!

If you've got a social media account, we've provided a list of suggested posts, so you can get involved with Mental Health Challenge MK. You can also use our downloadable images to post on your pages, which can be accessed via our website.

How do you keep your mind positive? Share your tips and help save a life this #WorldMentalHealthDay. Learn more about Mental Health Challenge MK here:

<http://www.milton-keynes.gov.uk/WMHD2018>

Make it YOUR mission to talk about mental health this 10th October – why not join other young people for the Mental Health Challenge MK and say #HelloYellow for #WorldMentalHealthDay

<http://www.milton-keynes.gov.uk/WMHD2018>

Take part this #WorldMentalHealthDay with the Mental Health Challenge MK! Sign up to register support and see what activities you can join in with!

<http://www.milton-keynes.gov.uk/WMHD2018>



# Want to find out more about the campaign?

## Get in touch:

<http://www.milton-keynes.gov.uk/WMHD2018>

Or email: [Emma.Bates@Milton-keynes.gov.uk](mailto:Emma.Bates@Milton-keynes.gov.uk)

[#MentalHealthChallengeMK](#)

