The Green Ribbon Campaign

13–19 May
Mental Health Awareness Week
Together we can #endthestigma
of mental health
Background

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.

Based on a successful campaign by PwC, The Lord Mayor’s Appeal, through This is Me, is running The Green Ribbon Campaign for a third year to #endthestigma around mental health.

The stigma is such a huge issue in organisations and for individuals so it is imperative that we address this.

We are asking organisations to invite their employees during Mental Health Awareness Week, 13–19 May 2019, to wear a green ribbon as a visible sign of support and to help destigmatise mental health by:

- **Creating** a visible movement of support for ending the stigma
- **Showing** those struggling that there is support and they are not alone
- **Demonstrating** the level of support for this issue in your organisation
- **Encouraging** people to share their story to create inclusive workplace cultures.

“I am delighted that This is Me, facilitated by The Lord Mayor’s Appeal, and established in the City of London, is expanding its reach across the UK and will help employees nationwide to thrive in their workplace and beyond.”

Alderman Peter Estlin, The Rt Hon The Lord Mayor of the City of London
This is Me™

This initiative builds on the inspiring impact of the pioneering mental health collaboration, This is Me, led by The Lord Mayor’s Appeal in London.

In partnership with Barclays, Business Healthy, City Mental Health Alliance, Mind, Thrive LDN, Time to Change and City A.M, the campaign encourages employees who have experienced mental health problems to share their stories with colleagues via a video message or other medium.

The Green Ribbon Campaign aligns with the This is Me mission statement of:

Committed to changing attitudes towards mental health: Organisations collaborating to build inclusive workplace cultures. Reducing stigma, dispelling myths and improving employee wellbeing for good.

Your participation in The Green Ribbon Campaign registers your company in This is Me. You will receive the This is Me ‘How to’ Guide with support to further help you reduce stigma, dispel myths and improve employee wellbeing.

Ribbon deliveries

The green ribbons come with a backing card with details of the campaign. Ribbons are supplied in bags of 50 and pin badges in bags of 10.
Running your Green Ribbon Campaign in 3 easy steps

Every organisation will approach this in a different way, but, whatever your strategy you choose, there are a few things to think about.

1. Planning your Green Ribbon Campaign

- **Identify your key stakeholders** (senior managers, heads of department, mental health network, comms team, etc.)
- **Engage with senior managers** to gain their support for the campaign. Consider asking them to:
  - engage other departments and other senior leaders
  - lead the communications for the campaign by emailing all your employees and being involved in the PR
  - host an event to show the organisation’s commitment to this important issue
- **Create a plan** to communicate the campaign both internally and externally with agreed deadlines – including social media. Include key stakeholders
- **Plan how to distribute** the ribbons efficiently
- **Reach out to other teams** around your business to help plan your campaign
Communicating your commitment internally

When, where and how will you best communicate with your employees about the green ribbon? You may consider:

- **All staff mailer** – think about when and by whom this should be sent. Will your CEO send it?
- Putting something on your [intranet page](#) signposting to your organisation’s support services including EAP and private medical care
- **Doing a leaflet desk drop**
- Changing screen savers on all computers in the office
- Use [digital screens](#) and TVs in communal areas
- Putting posters up/table talkers in the office
- Promoting through [social media](#) (see page 3.6)
- Linking the green ribbons to your wider [This is Me](#) campaign

To help you with the above, we have provided a variety of downloadable templates and resources as outlined on page 3.9.

Press activity

We will be creating a press release, pitching the story and dealing with journalist enquiries about the campaign.

How you can get involved:

- **Provide a short quotation and photo** from a leading spokesperson explaining why talking about mental health in the workplace is important to you, and why you have signed up to The Green Ribbon Campaign. A select few will be chosen for the press release. Those not used in the press release can be used for our and your own tweets and social media campaigns.
- **Turn your building green** – some organisations will be lighting their buildings throughout London green in support of the campaign. Speak to your building manager to see if this is possible.
Social media

How can your organisation and your employees get involved?

You can promote your commitment through social media in a number of ways through Twitter, LinkedIn and Facebook:

- When your ribbons arrive, tweet your support for the campaign and ask employees to get involved.
- Add a green ribbon image on your Twitter or Facebook profile picture. Go to https://twibbon.com/Support/the-green-ribbon-campaign to add your green ribbon.
- Join our Green Ribbon Campaign thunderclap. The link will be shared on our website and Twitter feeds a little closer to the time! ‘Thunderclap’ enables you to collaborate with other supporters of the campaign in showing your support for the wider campaign by pledging a tweet – creating a bigger impact. By simply signing up, the below tweet will automatically be sent from your twitter account, along with everyone else who has signed up, all at the same time.

Your thunderclap tweet will say:

Proud to support The Green Ribbon Campaign for #MHAW19. Together we can #endthestigma of mental health! #ThisisMe

- Share photographs and quotes from your leading spokesperson or group of employees wearing the green ribbon using our quotograph template.
- Get your employees to share selfies of themselves wearing the ribbon and send them to @LMAppeal #endthestigma.
- Nearer Mental Health Awareness Week we will circulate suggested tweets for you and your employees to use.

Always remember to use #endthestigma and @LMAppeal in all communications.
Distributing your ribbons

Organisations can choose how and to whom they distribute their ribbons. You may consider:

- **Giving ribbons** to heads of department, senior management, team leaders, etc., and ask them to hand out to their teams

- Using all your **employee networks**, not just your mental health network/mental health champions/mental health first aider

- Doing a **desk drop** for the whole office

- **Running a stall** in the staff areas (ie canteen) and engage staff to take a ribbon
  - Position your stall in a **high footfall** area
  - Think about what will **attract people** to your stall

- Leaving a **box at reception**/in the canteen

- Asking staff to **collect a ribbon** from one individual if they wish to wear a ribbon

- **Giving them** out at an event

If you decide that you would like to use the ribbons for fundraising and would like a collection tin, please email diversity@thelordmayorsappeal.org
Now you’ve ordered your ribbons, start tweeting about taking part in the Green Ribbon Campaign #endthestigma @LMAppeal

1 APRIL
Start planning and engaging your senior leaders, communications team and other key stakeholders

EARLY APRIL
Ribbons and display boxes delivered

MID APRIL
Communicate internally your commitment to the campaign

LATE APRIL
Start distributing your ribbons to employees and finalise your communication plan

13 MAY
Communicate externally your commitment to the campaign through PR, social media and join our thunderclap

13 MAY – 19 MAY
Mental Health Awareness Week: share selfies of your staff wearing the ribbons on social media #endthestigma @LMAppeal

For more information please contact: diversity@thelordmayorsappeal.org or 020 7332 3777
Support materials

All support materials can be downloaded from The Lord Mayor’s Appeal website at:
www.thelordmayorsappeal.org/greenribbon

By wearing the ribbon you will be joining thousands of others
To create a visible movement of support for ending the stigma
To show those experiencing mental health issues that there is support and they are not alone
To demonstrate the level of support for this issue in your organisation
To encourage people to share their story and to create an inclusive cultures workplace

The Green Ribbon Campaign
Mental Health Awareness Week
Together we can #endthestigma of mental health

Registered Charity No: 1148976

Digital Screens
Screen 1 customisable (company logo/name)

A4 double-sided poster
A4 & A3 editable posters
Table takers: 2-sided and 3-sided versions available
A5 leaflet: with space for the organiser to add their details

Email signature
Template email to all staff
Collection tin wrapper (for companies planning to fundraise)

For more information contact:

The Green Ribbon Campaign
Thank you

The Green Ribbon Campaign
Mental Health Awareness Week
13–19 May

Together we can #endthestigma of mental health

lordmayorsappeal.org/thisisme @LMAppeal #ThisisMe