



Proud to be part of



Mental Health Awareness Week Toolkit

Public Health
Somerset Council



About:

Mental Health Awareness Week (MHAW) takes place each year in May. It's an opportunity for the whole of the UK to come together to focus on the importance of our mental health. The week aims to tackle stigma, get people talking about mental health and promote ways to prioritise our mental health and support others.

This year MHAW takes place from Monday 13th May to Sunday 19th May and the theme is "Movement: Moving more for our Mental Health."

Research has consistently found that being physically active has a significant, positive impact on our mental health and overall wellbeing. Regular movement has been found to reduce stress, increase energy levels, improve mood, boost self-esteem, and enhance overall brain function.

Many of us struggle to incorporate enough movement into our busy daily lives. This year we want to help you find 'moments for movement' in your daily routines. Whether that be; going for a walk on your lunchbreak, dancing to your favourite music, chair exercises or stretching whilst watching the tv – it all counts, small steps can make a big difference.

For more information and resources visit our [Healthy Somerset MHAW webpage](#)



The Ambition:

During Mental Health Awareness Week and beyond, we are encouraging organisations across the county to prioritise their own and their employees' wellbeing. People spend a significant portion of their lives working, which is why it's crucial to address their wellbeing during working hours. Promoting movement during the working day can positively impact employees' mental health. Below are some reasons why movement matters.

Combats sedentary behaviour:

- Many professions have working days which involve prolonged sitting - whether at a desk, computer, or in meetings.
- Encouraging employees to move more during the working day can break this sedentary pattern.

Benefits of movement:

- Regular physical activity has a direct impact on mental health.
- It helps reduce stress, improve mood, boost energy levels, and enhance overall well-being.

Simple ways to incorporate movement:

- **Walks:** encourage short walks during breaks, lunchtime and arrange walking meetings.
- **Desk exercises:** share simple exercises that can be done at the desk.
- **Stretching:** remind employees to stretch periodically to prevent stiffness.

Positive workplace culture:

- When businesses prioritise employee wellbeing, it fosters a positive workplace culture.
- Movement initiatives show that the company values its employees' health.



How to get involved:

Promote Awareness: you can raise awareness within your organisation by sharing information supplied in this toolkit about the importance of mental health. Utilise internal emails, newsletters and display the poster included, to help spread the message.

Wellness Challenges: create friendly challenges relating to physical activity, mindfulness, or stress reduction and encourage employees to participate.

We have included some resources that we have created that can be downloaded by clicking on the images or the download buttons.



For more information and resources visit our [Healthy Somerset MHAW webpage](http://www.healthysomerset.co.uk/mental-health-awareness-week)

How to get involved:

Check out [Somerset Activity and Sports Partnership \(SASP\)](#) who are a dedicated organisation in Somerset increasing the health and happiness of residents by inspiring and enabling positive life choices through sport and physical activity.

SASP do this by:

- Providing accessible opportunities locally for all ages and abilities, prioritising those who are least active.
- Addressing inequalities and removing barriers to physical activity and sport.
- Supporting clubs, communities, schools, and the workforce to embrace physical activity.
- Bringing together organisations and partners to create positive change to enable active lives for all.

All Somerset activities are on their 'activity finder' which covers all external community providers - [Somerset Moves activity finder](#).

How to get involved:

Take a look at two of SASP's dedicated mental health programmes for men and women, 'Unbreakable Men' and 'In it together'.



[Unbreakable Men programme](#) (for men) - Face-to-face sessions across Somerset, Mental Health MOT Quiz (Mental Occupation Test), App and Facebook group.



[In It Together programme](#) (for women)

May courses include:

- Beginners running sessions in partnership with the Canal River Trust.
- Paddleboarding sessions.
- Beginners yoga in partnership with the National Trust.

All details will be posted here: <https://inittogethersomerset.co.uk/whats-on/>

How to get involved:

Free Park Yoga for men, women, adults and children:

- Returns on Sunday 5th May. This will be held at Vivary Park in Taunton, every Sunday 9:30am.

Activities for families:

- [Active at home resources](#)
- www.nhs.uk/healthier-families/activities/
- [Get Outside in Somerset website](#) for all things nature and wellbeing.

Activities for older people:

- Health walks
- Love to pedal
- Move with bands and more

Find out more by visiting - www.sasp.co.uk/things-to-do

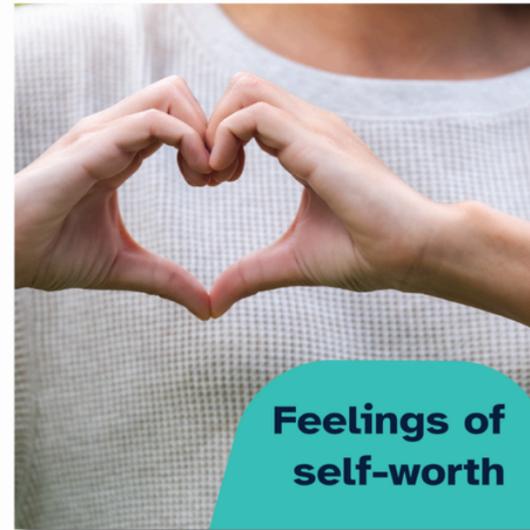
Workplace Resources:- [Click here](#)

These resources can play an important role in helping people integrate and connect with one another in a group environment. They can also enhance your objectives by helping to stimulate cooperation, participation and can provide a focus or stimulus for discussion and reflection.



The poster features a green background with two circular images. The top-left circle shows a group of people practicing yoga in a park. The bottom-right circle shows two women in yoga attire performing a pose. Text on the poster includes the 'PARK YOGA' logo, the 'sasp' logo, and the text: 'Connect to nature with FREE Outdoor Yoga Sessions every Sunday', 'PARK YOGA TAUNTON', 'Open to people of all ages, backgrounds and abilities.', 'Vivary Park (Wilton Lands)', 'Sunday 5th May - 15th September', '9.30am - 10.30am', 'No need to book. Bring a mat or towel.', and 'www.parkyoga.co'.

Social Media Assets:



Throughout May and especially during MHAW - 13th - 19th May we will be sharing our MHAW posts via all our social channels (Facebook, Instagram, X , LinkedIn and TikTok).

We hope that you will join us in sharing these social posts on your own platforms, please see suggested posts on the next pages. Don't forget to use the hashtag **#MHAWSomerset** as we would love to see all your posts.

Please tag:

Somerset Council: Facebook - @SomersetCouncilUK
Instagram / TikTok / X / LinkedIn - @SomersetCouncil

SASP: Facebook - @SomersetActivity&SportsPartnership - SASP
Instagram and X - @SASPsomerset

Our Somerset: Facebook - @OurSomersetICS
Instagram - @Our_Somerset

[Click here](#) for all images

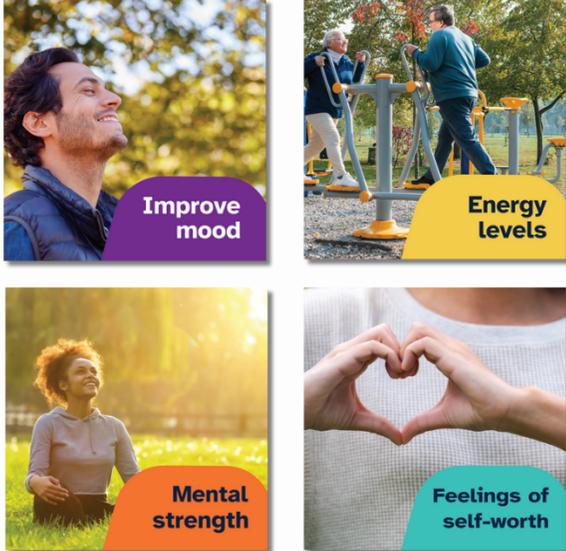
[Click here](#) for all reels / videos

[Click here](#) for copy_

Social Media Assets:

Graphics / Reels / Videos	Supporting copy	X copy
<p><u>Reel 1 - Square</u> <u>Reel 1 - Portrait</u></p> 	<p>📺 It's #MentalHealthAwarenessWeek (13 – 19 May), this year's theme is 'movement', and the importance of moving more for our mental health.</p> <p>Many of us struggle to get enough exercise. We know there are many different reasons for this. There are lots of ways to 'move more' for free.</p> <ul style="list-style-type: none"> 🚶 Going for a walk is a great way to stretch your legs. 🎵 Listen to your favourite music and dance around. 🪑 Try doing some chair exercises whilst watching tv. <p>Committing to moving your body every day is a way of prioritising yourself💚</p> <p>Visit the Healthy Somerset website to find out more:👉 https://bit.ly/MHAWSomerset</p> <p>#MHAWSomerset #MentalHealthAwarenessWeek #MoveForYourMind #MomentsForMovement #GetOutside</p>	<p>It's #MentalHealthAwarenessWeek! This year's theme is 'movement', and the importance of moving more for our mental health.</p> <p>There are many reasons why we might struggle to get enough exercise, but here are lots of ways to 'move more' for free.</p> <p>More info 👉 https://bit.ly/MHAWSomerset</p> <p>#MHAWSomerset #MentalHealthAwarenessWeek</p>
<p><u>Social Graphic - 1</u></p> 	<p>📺 This week is #MentalHealthAwarenessWeek. Join us in committing to 'moving more' every day to improve our mental health.</p> <p>🚶 Try increasing your steps by going for walks, it's simple, free and one of the easiest ways to get more active and become healthier. It is sometimes overlooked as a form of exercise.</p> <p>Walking briskly can help you build stamina, burn excess calories, and makes your heart healthier.</p> <p>For more ideas and resources, visit 👉 https://bit.ly/MHAWSomerset</p> <p>#MHAWSomerset #MentalHealthAwarenessWeek #MoveForYourMind #MomentsForMovement #GetOutside</p>	<p>Join us in committing to 'moving more' every day to improve our mental health.</p> <p>🚶 Try increasing your steps by going for walks, it's simple, free and one of the easiest ways to get more active and become healthier.</p> <p>For more: 👉 https://bit.ly/MHAWSomerset</p> <p>#MHAWSomerset #MentalHealthAwarenessWeek</p>

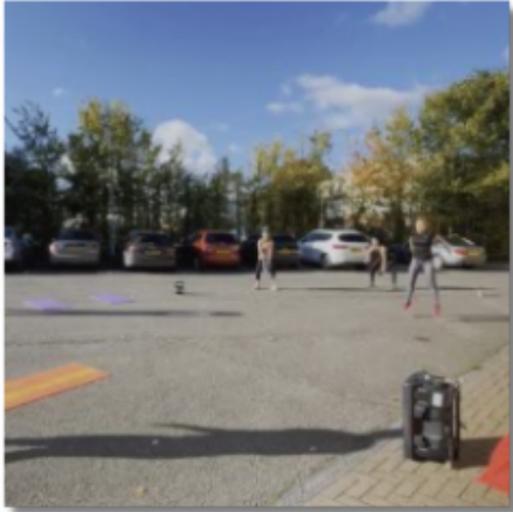
Social Media Assets:

Graphics / Reels / Videos	Supporting copy	X copy
<p>Social Graphics - 2a,b,c,d</p> 	<p>Did you know? Exercise releases endorphins which are natural mood lifters. Moving your body for just 5 minutes on a regular basis can:</p> <ul style="list-style-type: none"> ✓Improve mood. ✓Energy levels. ✓Mental strength. ✓Feelings of self-worth. <p>Find ways to 'move more' that YOU enjoy as you are much more likely to keep doing it♥</p> <p>To find out more at 🖱️ https://bit.ly/MHAWSomerset</p> <p>#MHAWSomerset #MentalHealthAwarenessWeek #MoveForYourMind #MomentsForMovement #GetOutside</p>	<p>Did you know? Exercise releases endorphins which are natural mood lifters.</p> <p>Find ways to 'move more' that YOU enjoy as you are much more likely to keep doing it♥</p> <p>To find out more at 🖱️ https://bit.ly/MHAWSomerset</p> <p>#MHAWSomerset #MentalHealthAwarenessWeek</p>
<p>Reel 2 - Square Reel 2 - Portrait</p> 	<p>♥️Make moments for movement♥️</p> <p>You can incorporate movement for free into your day in many different ways.</p> <ul style="list-style-type: none"> ✓Take a walking lunch break. ✓Arrange a walking meeting. ✓Stretch for 5 – 10 minutes. ✓Take part in some of @SASP's free activities. ✓Walk up and down the stairs. <p>For more ideas on how to incorporate more movement into your day, visit 🖱️ https://bit.ly/MHAWSomerset</p> <p>#MHAWSomerset #MentalHealthAwarenessWeek #MoveForYourMind #MomentsForMovement #GetOutside</p>	<p>♥️Make moments for movement♥️</p> <p>You can incorporate movement for free into your day in many different ways. Watch our video to find out more 🖱️</p> <p>For more ideas on how to incorporate more movement into your day, visit 🖱️ https://bit.ly/MHAWSomerset</p> <p>#MHAWSomerset #MentalHealthAwarenessWeek</p>

Social Media Assets:

Graphics / Reels / Videos	Supporting copy	X copy
<p>Social Graphic - 3</p> 	<p>🌟 Movement is good for the mind 🌟</p> <p>Whether it's a walk close to home, dancing whilst hoovering or an outdoor activity with friends, children, or pets. Any type of movement is great for the body and mind.</p> <p>The best type of movement is doing the things you enjoy the most. ❤️</p> <p>To find out more at 🖱️ https://bit.ly/MHAWSomerset</p> <p>#MHAWSomerset #MentalHealthAwarenessWeek #MoveForYourMind #MomentsForMovement #GetOutside</p>	<p>🌟 Movement is good for the mind 🌟</p> <p>Whether it's a walk close to home, dancing whilst hoovering or an outdoor activity with friends, children, or pets.</p> <p>The best type of movement is doing the things you enjoy the most. ❤️</p> <p>For more 🖱️ https://bit.ly/MHAWSomerset</p> <p>#MHAWSomerset #MentalHealthAwarenessWeek</p>
<p>Social Graphics - 4a,b,c,d,e,f</p> 	<p>🌟 Every step forward, is a step towards better mental wellbeing 🌟</p> <p>Physical activity isn't just for your body, it's for your mind too. A 10-minute brisk walk increases our mental alertness, energy and positive mood. Start small!</p> <ul style="list-style-type: none"> 🖱️ Walk part of your journey to work or when taking the kids to school. 🖱️ Leave the car behind for short journeys. 🖱️ Arrange a regular walk with a friend. 🖱️ Listen to music or a podcast whilst walking. 🖱️ Use the rhythm of music to help you walk faster. <p>For more ideas and resources, visit 🖱️ https://bit.ly/MHAWSomerset</p> <p>#MHAWSomerset #MentalHealthAwarenessWeek #MoveForYourMind #MomentsForMovement #GetOutside</p>	<p>🌟 Every step forward, is a step towards better mental well-being 🌟</p> <p>Physical activity isn't just for your body, it's for your mind too. Check out some of these small ways you can move more everyday 🖱️</p> <p>For more: 🖱️ https://bit.ly/MHAWSomerset</p> <p>#MHAWSomerset #MentalHealthAwarenessWeek</p>

Social Media Assets:

Graphics / Reels / Videos	Supporting copy	X copy
<p><u>Social Graphic - 5</u></p> 	<p>To all the amazing parents, carers, and guardians out there, your mental health matters.</p> <p>Whether you're a mum-to-be, a new mum, a dad-to-be or a seasoned dad, carving out time to move your body can be a game changer for your mental health and well-being.</p> <p>@SomersetActivity&SportsPartnership have lots of courses, activities, and resources available to help you 'move more'. Visit 🖱️ www.somersetmoves.activityfinder.net</p> <p>#MHAWSomerset #MentalHealthAwarenessWeek #MoveForYourMind #MomentsForMovement #GetOutside</p>	<p>To all the amazing parents, carers and guardians out there, your mental health matters.</p> <p>Carving out time to move your body can be a game changer for your mental health and well-being.</p> <p>@SASPsomerset have lots of courses, activities, and resources. Visit 🖱️ https://somersetmoves.activityfinder.net/</p> <p>#MHAWSomerset #MentalHealthAwarenessWeek</p>
<p><u>Reel 3</u></p> 	<p>We know it's not always easy to get outside to move more to support your mental health and well-being.</p> <p>Don't worry, @SomersetActivity&SportsPartnership has you covered. They have plenty of free activities that you can do from the comfort of your home for all ages and abilities.</p> <p>Visit 🖱️ www.sasp.co.uk/be-active-at-home to find out more.</p> <p>#MHAWSomerset #MentalHealthAwarenessWeek #MoveForYourMind #MomentsForMovement #GetOutside</p>	<p>We know it's not always easy to get outside to move more to support your mental health and well-being.</p> <p>Don't worry, @SASPsomerset has you covered with plenty of free activities that you can do from the comfort of your home.</p> <p>Visit 🖱️ www.sasp.co.uk/be-active-at-home to find out more.</p> <p>#MHAWSomerset #MentalHealthAwarenessWeek</p>

Social Media Assets:

Graphics / Reels / Videos	Supporting copy	X copy
<p>Reel 4</p> 	<p>Feeling stressed? Step outside! 🌳</p> <p>Research shows spending time in nature can improve mood and reduce anxiety.</p> <p>Discover the healing power of the great outdoors at Get Outside Somerset www.getoutsideinsomerset.co.uk</p> <p>Your mental health will thank you. ❤️</p> <p>#MHAWSomerset #MentalHealthAwarenessWeek #MoveForYourMind #MomentsForMovement #GetOutside</p>	<p>Feeling stressed? Step outside! 🌳</p> <p>Research shows spending time in nature can improve mood and reduce anxiety.</p> <p>Discover the healing power of the great outdoors at Get Outside Somerset www.getoutsideinsomerset.co.uk</p> <p>Your mental health will thank you. ❤️</p> <p>#MHAWSomerset #MentalHealthAwarenessWeek</p>

Digital Screen Asset

Somerset Council **sasp** **NHS Somerset** Proud to be part of **our SOMERSET** Together we care

Join us 13-19 May for **Mental Health Awareness Week**

Make a move for your mental wellbeing

This Mental Health Awareness Week we are sharing ways in which movement can support your mental wellbeing and help create moments for movement, suited to your daily routines.

Any form of movement big or small, has a positive impact on our health and wellbeing. Regular movement can help:

- Boost self-esteem
- Increase energy levels
- Reduce stress
- Improve mood

For more information, scan the QR code or visit:
www.healthysomerset.co.uk/mental-health-awareness-week

Walking
Stretching
Dancing

DOWNLOAD

This digital asset can be used on any digital screens you may have access to such as a TV screen or a screen saver on your PC / laptop. [Click here to download asset](#)



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