Promotional pack

Let’s turn the West Midlands Green on Blue Monday 2020:
Be Seen In Green
V2.0
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Introduction

• In January 2019, the West Midlands turned green on Blue Monday for the launch of This Is Me - a national campaign dedicated to developing inclusive workplace environments

• Once again the region will be asked to go green on Blue Monday (20 January 2020) to raise awareness of mental health and to encourage a united show of support for people struggling.

• The date provides our region with a unique point in time to raise awareness of mental health in a highly impactful way

• Blue Monday is renowned for stressful events, e.g. post-Christmas bills/debt, long, cold nights and failed new year’s resolution attempts, etc
Banish the blues, for greens

- A key aspect of the campaign has been the display of green ribbons which are seen as a symbol of mental health awareness
- We want to see this taken one step further where the whole region is awash with green ribbons, lights and banners
- We want the West Midlands to turn green on Blue Monday
STEP 1: Coordinate

- Identify key stakeholders internally (e.g. facilities, HR/wellbeing, comms)
- Get managers and other business areas involved
- Create a plan to set out what you will do
STEP 2: Communicate

Some of the channels you could use to keep colleagues and stakeholders updated

- Staff email update / newsletters
- Intranet page
- Leaflets/posters
- Screensavers
- Email signature
STEP 3: Activate

Some examples of what you could do:

• Project green lights in a specific part of your building or externally
• Order and distribute green ribbons (available from the Lord Mayor’s Appeal)
• Encourage staff to wear something green
• Affix a large green ribbon to iconic statue or sign
• Change your logo or social media channels to incorporate green or the green ribbon
Amplify your activity

• Ensure your activity is live on 20 January 2020 (Blue Monday)
• Use hashtag to ensure we can retweet and share and track
• Take photos and film your activity on the day and post to social media

Suggested hashtags:
#BlueMondayGreen #SeenInGreen
## Timeline

<table>
<thead>
<tr>
<th>NOW</th>
<th>EARLY DECEMBER</th>
<th>EARLY JANUARY</th>
<th>MID-JANUARY</th>
<th>BLUE MONDAY 20 JANUARY 2020</th>
<th>AFTER 20 JANUARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start planning and engaging key internal stakeholders</td>
<td>Communicate internally what the activity will be and get buy-in</td>
<td>Finalise communications plan and press release</td>
<td>Notify staff. Share press release and go live with PR stunt</td>
<td>Ensure stunt is still live and active.</td>
<td>Continue to support employee mental health with one of our free programmes</td>
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Further information

Some of the free programmes and tools available to support mental health in the workplace:

• [This is Me West Midlands](#)
• [Mental Health First Aid](#)
• [Thrive at Work Programme](#)
• [Time to Change Pledge](#)
• [Every Mind Matters](#)