

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

NOW	EARLY DECEMBER	EARLY JANUARY	MID-JANUARY	BLUE MONDAY 20 JANUARY 2020	AFTER 20 JANUARY
Start planning and engaging key internal stakeholders	Communicate internally what the activity will be and get buy-in	Finalise communications plan and press release	Notify staff. Share press release and go live with PR stunt	Ensure stunt is still live and active. Take photos and film and post to social media using hashtag #BlueMondayGreen	Continue to support employee mental health with one of our free programmes

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](#)