

World Mental Health Day

10 October



Why is World Mental Health Day important?



Often
FACING
stigma

Often
LOSING
hope

**We need
to make a
change**

World Mental Health Day aims to ignite this change...

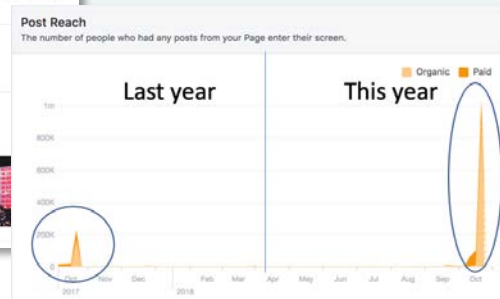
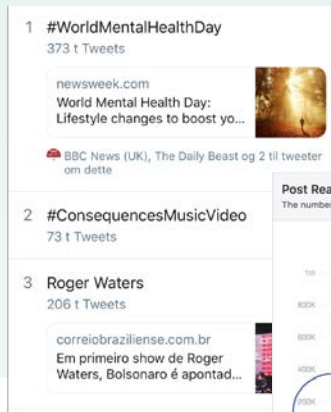
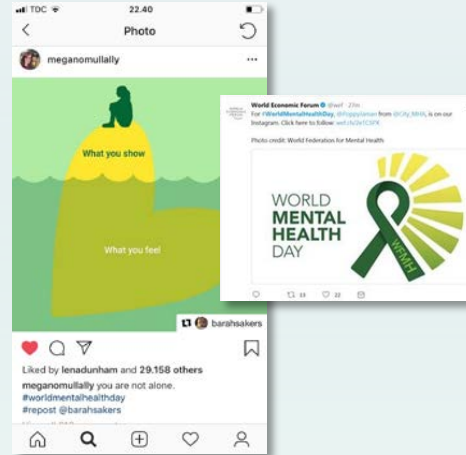


WMHD celebrates *awareness* for the *global* community in an *empathetic* way with a *unifying* voice, helping people feel *hopeful* by *empowering* them to take *action* and create *lasting change*

Five things to know...



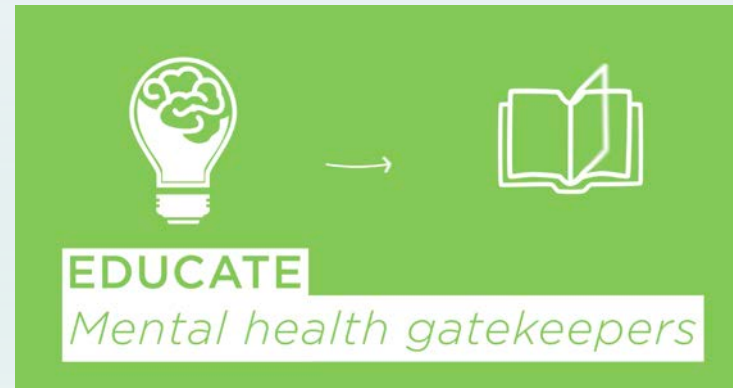
WORLD
MENTAL
HEALTH
DAY



1. WMHD is celebrated **annually on 10 October**
2. Created by the **World Federation for Mental Health** in 1992, WMHD is observed by the United Nations and the World Health Organization. It has been celebrated in more than **100 countries**
3. In 2018, a **new logo** was launched to ensure all WMHD initiatives worldwide would fit under the same umbrella. In the first year of launch, WMHD's logo **reached more than 3M people** on social media alone and **#WorldMentalHealthDay was top trending on Twitter!**
4. WMHD provides a great opportunity to **position your organization as a leader** in mental health and psychiatry and take **advantage of the media attention** on that day and give your organization visibility
5. The World Federation for Mental Health agrees annually on the **WMHD's theme** and issues many **materials**, which are **at your disposal** to help you on your local WMHD campaigns

Our ambition?

Create communities that are stigma free



The theme for 2019 is suicide prevention

Suicide is the second leading
cause of death in **15-29**
year olds²

Every **4**  **seconds**
someone dies
by suicide¹.



Suicides are **preventable**
and it has become a global imperative¹

Yet to date, only a few countries have included suicide prevention among their health priorities and only 28 countries report having a national suicide prevention strategy¹

Mental health disorders
are associated with
more than **90%**
of all cases of suicide³

1. WHO (2014). Preventing suicide: a global imperative. World Health Organization.

2. WHO (2018). Preventing suicide A community engagement toolkit.

3. Holmstrand C, et al. Long-term suicide risk in no, one or more mental disorders: The Lundby Study 1947-1997. Acta Psychiatr Scand 2015;132(6):459-469

The theme for 2019 is suicide prevention



Support access to mental health services, treatment and care

Prioritize national prevention policies and **investments** to match it



The time to act is now



Open up responsible discussions about **suicide prevention** and according to IASP and WHO guidelines

On World Mental Health Day we will... Speak up with one voice...



WMHD logo in 16 languages*



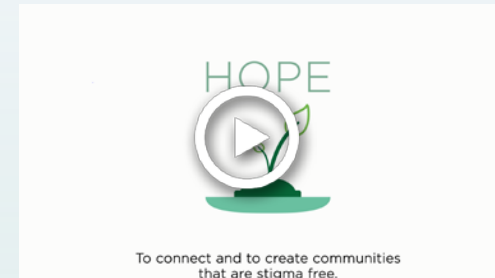
Branding guidelines



Toolkit



Video



Annual WMHD report



Poster, flyer and advertisement



Facebook WMHD frame, Social Media materials and email signature



Banners and e-banners in different formats



Template press release



Join the movement today...

- Become a member of WFMH
- Sign-up to our Newsletter to receive latest updates
- Follow-us and share our content on Facebook and Twitter
- Share with us your plans so we can advertise them!



wfmh.global/



info@wfmh.com



@WMHDay



@WMHDay1



Sign up for our newsletter



...Prepare for tomorrow!



ENGAGE: download all the WFMH materials and reach out to your local advocacy groups, politicians, opinion leaders, online influencers to work together on your WMHD awareness campaign/event; sign-up to our newsletter and follow-us on social media to receive the latest news and campaign assets!

“FUN” DRAISE:

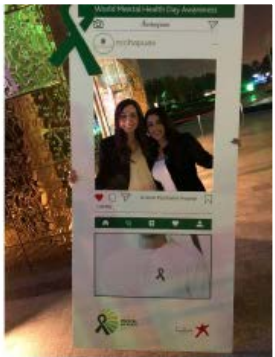
sponsor a sport/daring activity (run, walk, colour your hair green, etc), leverage the tickets from an event (concert, gala dinner, Pub Quiz, bingo night), generate donations (from a bakery sale, a raffle, an auction). Leverage websites like GoFundMe and Facebook to collect donations and remember to post your event with #WorldMentalHealthDay and tag the @WMHDay



RIBBON UP/ GREEN UP:

use the WMHD logo in your initiatives to give it a global visibility; update your social media profile with WMHD logo and WMHD Facebook frame; wear your green ribbon; wear your green ribbon to show support

Green wave worldwide!



Thank you for your attention



WORLD
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TO SECURE DIGNITY IN MENTAL HEALTH FOR ALL



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info@wfmh.com



[@WMHDay](https://twitter.com/WMHDay)



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