

## Christmas in Mind supporter pack

Christmas in Mind is an online campaign running from **12 December up until 24 December**. All promotion will be shared through Middlesbrough and Stockton Mind's social media accounts – and we need you to help us!

**Inside this pack you will find everything you need to support and promote the Christmas campaign.**

### Overview

After the success of last year, Christmas in Mind is back to raise awareness of mental health throughout the festive season. We understand that this time of year comes with its own challenges such as commitments, worrying about money or even just how to get through Christmas when you have a mental health problem.

We hope you will get involved and help spread the word of this campaign and we encourage everyone to share their thoughts and self-help tips. See all the ways you can get involved:

### #ChristmasInMind hashtag

Use the hashtag on all your social media channels so we can see who is joining in. Make sure you follow our accounts and we'll share / retweet anyone who tags us too.

Follow us on: [Facebook](#) | [Twitter](#) | [Instagram](#)

### Thunderclap

**“I'm supporting the #ChristmasInMind campaign to show It's ok not to be ok at #Christmas! <http://thndr.me/JYijb7>”**

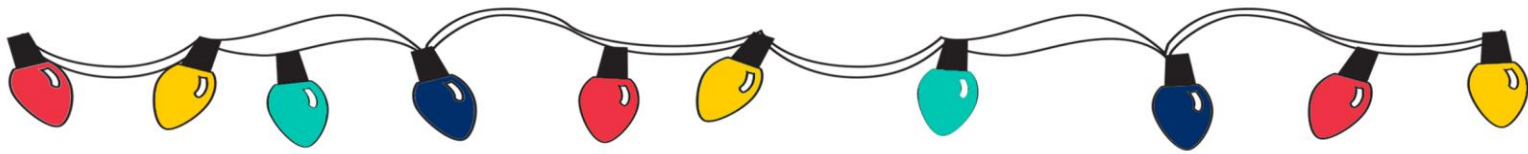
Mind  
Middlesbrough  
and Stockton

Middlesbrough and Stockton ...

FOLLOW THIS ORGANIZER

EMBED </>

To spread the word about the Christmas in Mind campaign, we've launched a viral message through Thunderclap. This generic message will automatically go on your Twitter or Facebook account on the 24 December. [Show your support by joining the Thunderclap here.](#)



## Twibbon



Let people know you're supporting Christmas in Mind by displaying the badge on your profile picture. This will encourage more people to take part, to help raise awareness of mental health. [Add the badge to your picture here.](#)

## Email Signature



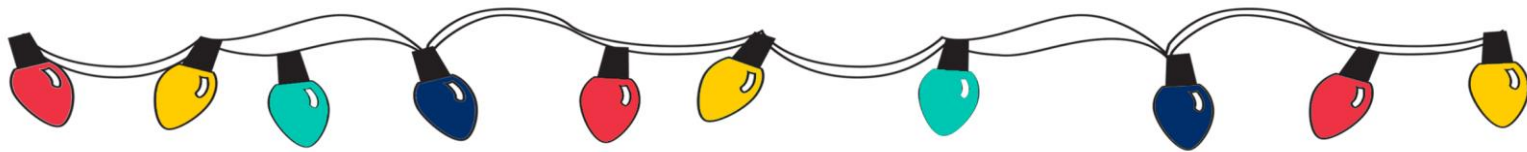
Add the above photo to your email signature to let your colleagues and contacts know you're getting involved. To do this, it should be in your email settings under 'email signature'. The best way is to copy and paste the photo. You can also link the image to our article using the hyperlink below:

[www.middlesbroughandstocktonmind.org.uk/news-events/blog/2017/12/its-ok-not-to-be-ok-this-christmas.aspx](http://www.middlesbroughandstocktonmind.org.uk/news-events/blog/2017/12/its-ok-not-to-be-ok-this-christmas.aspx)

## Messages to share

We've compiled a list of generic messages you can share on Twitter and Facebook to make the job easier on spreading the word:

- I'm supporting @Mborostcktnmind's Christmas campaign to raise awareness of mental health throughout the festive season.
- It doesn't matter about the presents, be present. #ChristmasinMind
- Not everyone feels up to it at Christmas, be mindful that people do struggle #ChristmasinMind
- Christmas can be overwhelming for a lot of people, for lots of different reasons. It's okay if you're not feeling up to it – you're not alone #ChristmasinMind
- .@Mborostcktnmind are encouraging people to share how they are feeling leading up to Christmas. Get involved in their #ChristmasinMind campaign – I am!



## Share your story

If you would like to share your story about how you feel this time of year to reassure others, you can. Throughout the campaign we'll encourage anyone to send in their stories or self-help tips. You can do so by submitting your [contribution on our website here](#).

Or send us an email at [news@middlesbroughandstocktonmind.org.uk](mailto:news@middlesbroughandstocktonmind.org.uk).

## Press Release - share on your website!

### Christmas countdown to better mental health

Middlesbrough and Stockton Mind is encouraging people to share how they are feeling ahead of the busiest and often most stressful time of the year.

The Christmas in Mind campaign runs from 12 December up until Christmas Eve to raise awareness of mental health struggles that can be intensified during the festive season.

People in the local area are invited to share their stories about how they are feeling as well as any self-help tips online using the hashtag #ChristmasinMind.

The idea is to highlight how many people do struggle with their mental health but also share positive ways to get through the season.

Bethany Dean, Communications Officer at Middlesbrough and Stockton Mind, said: "We ran the same campaign last year and reached more than 100,000 people through social media. People told us it helped them realise they were not the only ones feeling low.

"We do not want anyone to feel bad about being happy at Christmas, but we want people to be more mindful and to be there for friends and family who might be struggling".

Claire Coulthard, Middlesbrough and Stockton Mind Anti-Stigma Volunteer, said: "Volunteering and spreading the word about mental health is so important. Christmas in Mind is my way of giving back at a time of year when people could be feeling their loneliest. We are all in this together".

If you or someone you know is struggling or feeling lonely this Christmas, Middlesbrough and Stockton Mind offers a range of support services to suit individual needs from one-to-one therapy to wellbeing courses.

You can chat to someone on 01642 257020 or visit [www.middlesbroughandstocktonmind.org.uk](http://www.middlesbroughandstocktonmind.org.uk).

Follow the Christmas in Mind campaign on [www.facebook.com/MboroStcktnMind/](https://www.facebook.com/MboroStcktnMind/).

(See campaign material for official poster and images to use)

## Thank you!

We wouldn't be able to make our campaign a success without people like you. We appreciate you taking the time to view our supporters pack and we look forward to seeing you share the message. Thank you!