

Great Mental Health Day 2023

A SUMMARY OF EVENTS AND IMPACT IN HARINGEY



Rosa Treadwell, Public Health Practitioner – Mental Health
PUBLIC HEALTH, HARINGEY COUNCIL

Campaign summary

On Friday 27 January 2023, the London Borough of Haringey hosted its second Great Mental Health Day to get residents talking about mental health, destigmatise asking for help and raise awareness of the great support available in the borough.

The framework for Great Mental Health Day originated in Haringey as part of the wider [Great Mental Health programme](#). It has grown to become a London-wide initiative facilitated regionally by Thrive LDN, now involving all London boroughs as well as a broad range of partners from NHS to grassroot organisations. This year's theme celebrated the power of community kindness. The theme was particularly significant as residents enter a new calendar year feeling the effects of Cost-of-Living pressures.

To mark the day, Haringey announced free activities across the borough, from fêtes to webinars, walks to workshops. This complemented the hundreds of wellbeing events simultaneously held in other London boroughs as part of the city-wide celebration. Online initiatives catered to the digital space, directing residents to digital and app-based support as well as sharing lived experience of mental health across a variety of social media platforms.

This regionally coordinated, yet locally owned campaign promoted borough assets, services and organisations which proved helpful for professionals and residents alike. Significant engagement with the campaign and positive feedback testifies to its success and appetite for similar events. New campaign recommendations have been set for 2024 to ensure continued success.

The Mayor of London, Sadiq Khan, said: "I'm proud that this year's Great Mental Health highlights the incredible ways that Londoners support one another. At a time when we're facing huge challenges, from the cost-of-living crisis to our recovery from the pandemic, it's inspiring to see Londoners gather together to remind us that no-one is alone. Such support is vital as we work to build a better and more prosperous London for everyone."

Jane Clegg, Chief Nurse for NHS London, said: "We know January can be a particularly tough month for many, so Great Mental Health Day is a fantastic opportunity to tackle stigma around talking about mental health and take small steps to improving our mental wellbeing.

"And remember, if you are struggling to cope with day-to-day life, you are not alone and it is okay to ask for help. There are many free mental health services available across London that are here to support you, including NHS talking therapies. No one should suffer in silence."

Headline statistics

In excess of **42 events** were held across Haringey in the lead up to and on the 27th January 2023, more than **doubling** from last year's 18 (133% increase).

Over **656 Haringey residents** interacted with the physical and virtual Great Mental Health Day activities, an **81% increase** from last year.

193 attended our flagship Great Mental Health Day event in Haringey.

100% of respondents rated the Great Mental Health Day event they attended in Haringey as '**excellent**' or '**good**' (92% excellent, 8% good) and **100%** of respondents felt it had a **positive impact** on their mental health and wellbeing.

60% had not participated in a wellbeing event prior to Great Mental Health Day 2023 but **100%** said they would attend a similar event in future.

Great Mental Health Day 2023 was Thrive LDN's most successful social media campaign to date. There were over **2,057 uses of the #GreatMentalHealth hashtag** variation on twitter and Instagram in January 2023, a **32% and 48% growth** on each platform from last year respectively.

2,984 social media accounts were reached between 26-28 January 2023 with the Great Mental Health messaging.

998 people saw Haringey's external Great Mental Health Day webpages in the month of January 2023 and **3,247 council staff** viewed internal promotional content.

Good Thinking launched **4 co-created wellbeing guides** for national use with Partnership for Young London.

Thrive LDN released a series of **13 short films** highlighting the power of community kindness. These stories show how Londoners are making a difference in their local community by supporting each other through emotional pressures and challenges.

Aim of the document

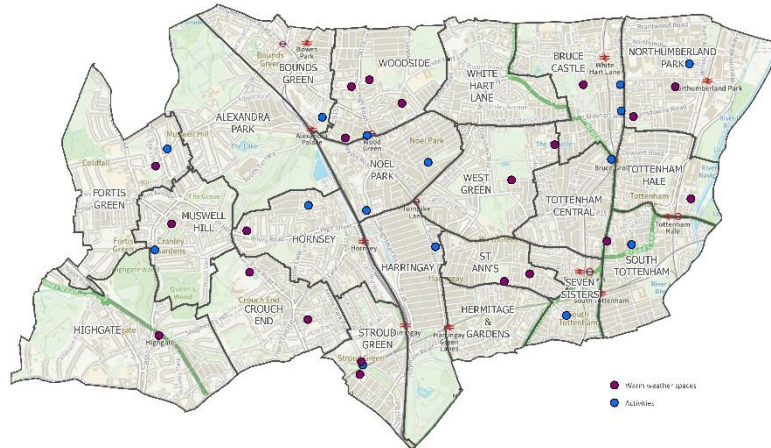
This document seeks to summarise the activities and impact of Haringey’s second Great Mental Health Day. Whilst not exhaustive, it details activities undertaken locally and more broadly across London. Finally, a series of recommendations are proposed to inform future Great Mental Health Days.

Table of Contents

Campaign summary.....	1
Headline statistics.....	2
Aim of the document	3
Haringey activities.....	4
Parenting Fair.....	4
Warm Hubs	5
Wellbeing afternoon at Mind in Haringey.....	5
Poetry and mental wellbeing	5
Wellbeing service launch.....	5
Leaving lunch.....	6
You vs You.....	6
Presentation: How kindness impacts our Mental Health	6
Mindful Colouring.....	6
Haringey Council’s Public Health Team popped into	6
Not content with one.....	6
The over 50 programme	6
Art Class	6
Wellbeing Workshops.....	6
Walk and Talk	6
Who attended Haringey’s Great Mental Health Day activities?	7
Regional support for the Great Mental Health Day.....	9
Good Thinking.....	10
Digital campaign figures	11
Understanding the impact of Great Mental Health Day 2023.....	14
Sustainability of impact initiated by the Great Mental Health Day.....	15
Recommendations.....	11
Next steps	11

Haringey activities

Throughout Haringey, a variety of free events took place to mark Great Mental Health Day 2023. Inclusive of all age groups, activities promoted positive wellbeing and community connectedness as well as raising awareness of local services. It served as an opportunity to amplify local initiatives, encouraging residents to help themselves and others. The below activity map illustrates the distribution of known Great Mental Health Day activities in Haringey.



Borough map of Great Mental Health Day 2023 activities.

The following section is a summary of activities held in the London Borough of Haringey to mark the Great Mental Health Day 2023. This is by no means an exhaustive list but highlights the depth and variety of local celebrations.

Parenting Fair

Haringey's flagship Great Mental Health Day event was a Parenting Fair for young families and new parents. Organised by a paediatric community outreach group from North Middlesex Hospital, ABC Parents, the Fair proudly showcased an array of local mental and physical health provision. 37 stalls took prominence in the main hall, complemented by a childcare and craft area, cafeteria and stage for keynote speakers and choir. A separate 'movement room' featured yoga, postnatal fitness classes and mindfulness sessions. In addition to this, a 'quiet room' held Reiki sessions to reduce stress and promote relaxation. A diverse representation of holistic local support was present at the event as shown below:

- [ABC Parent Champions](#)
 - [ABC Parents Postnatal Fitness](#)
 - [The Breastfeeding Network](#)
- [Baby Massage, Amy Rudd](#)
- [Blood Drive](#)
- [Cancer Screening](#)
- [Childhood immunisation, Haringey Council](#)
- [Children's centres](#)
 - [Pembury House](#)
 - [Rowland Hill](#)
- [Connected Communities](#)
- [Cooperation Town](#)
- [Enfield Community Hubs](#)
- [Enfield Welfare Advice and Debt Support](#)
- [Gamcare](#)
- [Godwin Lawson Foundation](#)
- [Haringey Shed – Kidstime](#)
- [Healthwatch Enfield](#)
- [Healthy Start, Haringey Council](#)
- [IAPT \(Improving Access to Psychological Therapies\)](#)
- [nia](#)
- [One You Haringey](#)
- [Operation Engage](#)
- [PAPYRUS \(Prevention of young Suicide\)](#)
- [Perinatal Mental Health, Barnet Enfield Haringey Mental Health Trust](#)
- [Phoenix Community Care](#)
- [Public Health, Haringey Council](#)

- [RISE Project](#)
- [Roj Women's Association](#)
- [Sewn Together](#)
- [Utility Warehouse](#)
- [Violence Against Women and Girls, Haringey Council](#)

Local businesses:

- K.orhids Cakes
- L'vie Jewellery
- [Mum2Mum Market](#)
- [MumSing Choir](#)
- [North London Sling Library](#)
- Reiki



North Middlesex Hospital Chief Executive Officer, Dr Nnenna Osuji giving the keynote speech.



ABC Parents and Public Health organisers.

193 attended including Mayor of Haringey, Councillor Gina Adamou, and North Middlesex Hospital Chief Executive Officer, Dr Nnenna Osuji.

Warm Hubs

Haringey's Local Area Coordinators celebrated Great Mental Health Day in the 21 Warm Welcome spaces across the borough. Present in over half of the wards in Haringey, a 'pay it forward' initiative and 'kindness wall' at these locations facilitated donations offering refreshments, conversation, walks, quizzes and safe spaces.

Wellbeing afternoon at Mind in Haringey

Mind in Haringey commemorated holistic wellbeing by hosting a power juice workshop which preceded a 'Sit and Stretch' session in their headquarters. Service users were treated to guided meditation and breathing exercises, face packs and heated lavender eye masks, tuning body, soul and mind. Lunch offered an opportunity for residents to connect with each other and Haringey's Mayor, Councillor Gina Adamou.

Poetry and mental wellbeing

Residents could feed their soul with poetry and keep their body in tune with a health check, arranged by Haringey's Turkish Cypriot Community Association.

Wellbeing service launch

Internally in Haringey Council, a new wellbeing service inaugurated with 3 launch events spanning the week of Great Mental Health Day. Haringey Council staff can now access 9 months 1-2-1 support from Mental Health Life Coaches on work-related wellbeing issues, cocreating personalised action plans and access ongoing support free of charge. Further engagement sessions are planned throughout the year recognising mental health lasts beyond a day.

Leaving lunch

Hope in Haringey used the second Great Mental Health Day to commemorate Dr David Masters, paying tribute to his 10 years of service chairing the Children and Young People Committee. It facilitated connectedness, bringing London Borough of Haringey personnel together to network and informally share ideas to improve children and young people's mental health services locally.

You vs You

Charity, YouvsYou, reactively arranged a Mosque visit with Haringey's young residents in response to a local death. A follow-up Mosque trip with 1-2-1 wellbeing and mental health support was organised on Great Mental Health Day. The young attendees fed back it helped them process the challenging situation in a positive way. This view was echoed by parents, agreeing the support was welcome at this tough time.

Presentation: How kindness impacts our Mental Health

A presentation detailing how kindness impacts mental health was delivered by a local Voluntary Community Sector (VCS) group, Community Cook-up and Mind in Haringey. Situated in the far East of the borough, the presentation went down a storm on Great Mental Health Day.

Mindful Colouring

Haringey Council's Public Health Team popped into Great Mental Health Day activities in the week leading up to the big day. Click [here](#) to see how we got on at the Mindful Colouring class on 26 January 2023 hosted by Clarendon Recovery College.

Not content with one Great Mental Health Day celebration, Clarendon also hosted craft sessions earlier in the week honoring the established wellbeing benefits from artistic activities. Activities included knitting classes, biscuit making and a traditional art group.

The over 50 programme

The over 50's programme delivered by Haringey Project and Activities Team adopted Great Mental Health Day into their weekly activities in the week prior to the 27th. We popped along to check out a few.

Art Class

An opportunity to get creative, learn new skills and meet new friends, experts Pauline and Christina guide Housing Scheme residents through a variety of mediums including paint, print, drawing and sculpture. Read this [case study](#) to see how I got on at my first class.

Wellbeing Workshops

Therapists, health professionals and wellbeing coaches taught attendees skills to cope with stress, anxiety and high/low moods. A discussion on the meaning of freedom proved insightful, more on our visit [here](#).

Walk and Talk

All abilities and mobilities were welcome at this Walk and Talk. Curated for those looking to gain confidence with walking, this session was led by a walk-leader qualified in pain management. This was balanced by the offer of more intense exercise provision including Chair Exercise, Reggaetivity and Stretch and Tone classes. When asked, participants said they attended for the benefits of physical activity as well as community connectedness.

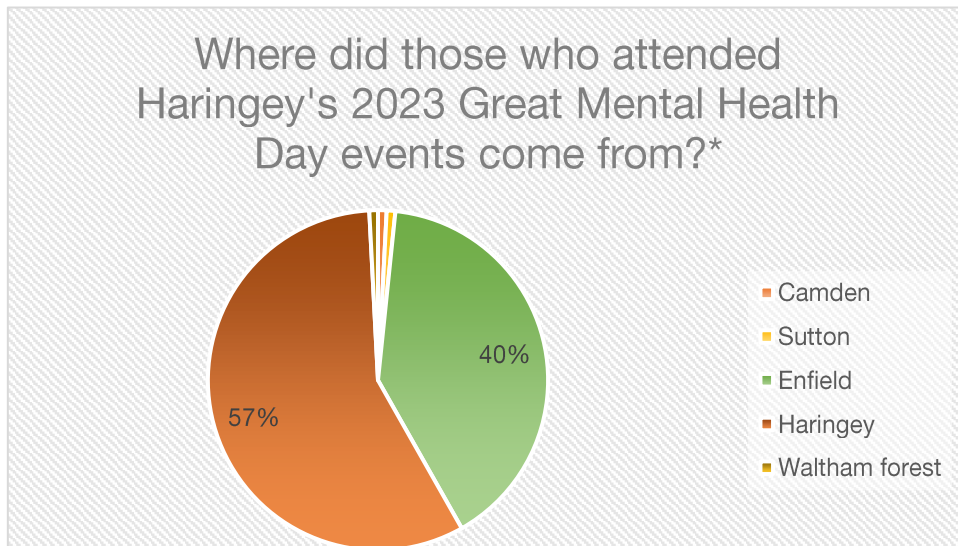
“I come for the benefits of physical activity to help keep me healthy and mobile into older age”.

“It is great having something organised conveniently where I live. It allows me to connect with other residents living on my doorstep and make new friends without even leaving the block of flats”.

More information and booking instructions for the Projects and Activities programme is available from [Jessica Amery](#).

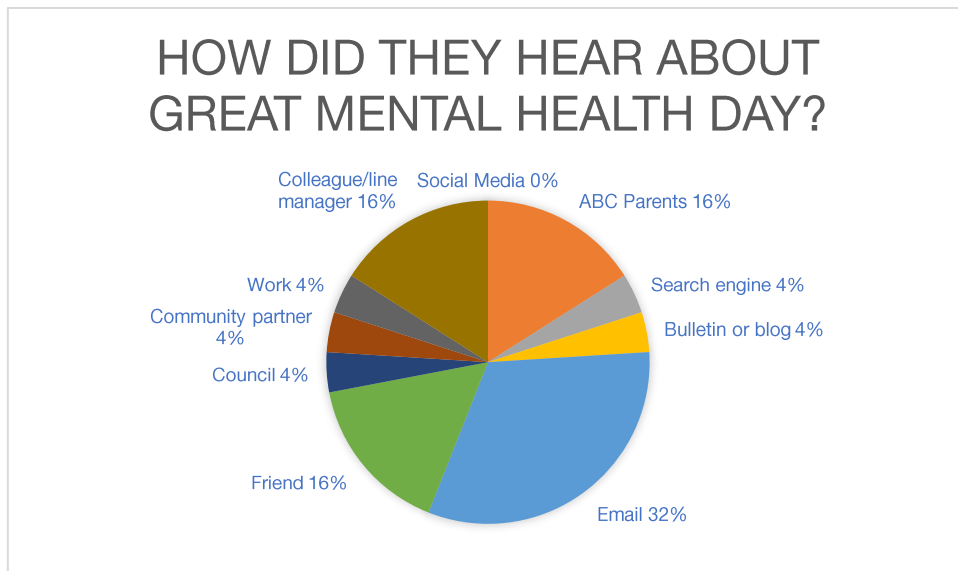
Who attended Haringey’s Great Mental Health Day activities?

It is apparent from the data collected; the majority of Haringey’s Great Mental Health Day activity attendees resided in the borough. Those living in the neighbouring boroughs of Enfield, Waltham Forest and Camden were also present. Elevated Enfield representation is attributed to Haringey’s flagship event organisers, ABC Parents, having a large presence in both boroughs.



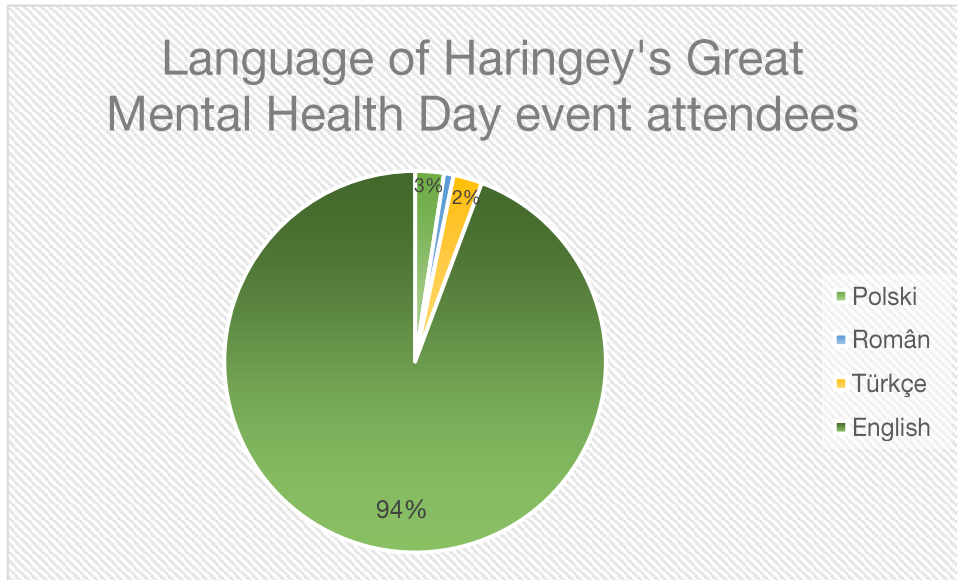
*Data available only for attendees who shared their location when registering

Data showed the majority of participants heard about the event through email communication. This was seconded by promotion from colleagues and line managers, ABC Parents and friends. Awareness gleaned from the primarily professional communication channel may reflect the large presence of mental health services and networking element of Haringey’s flagship event.

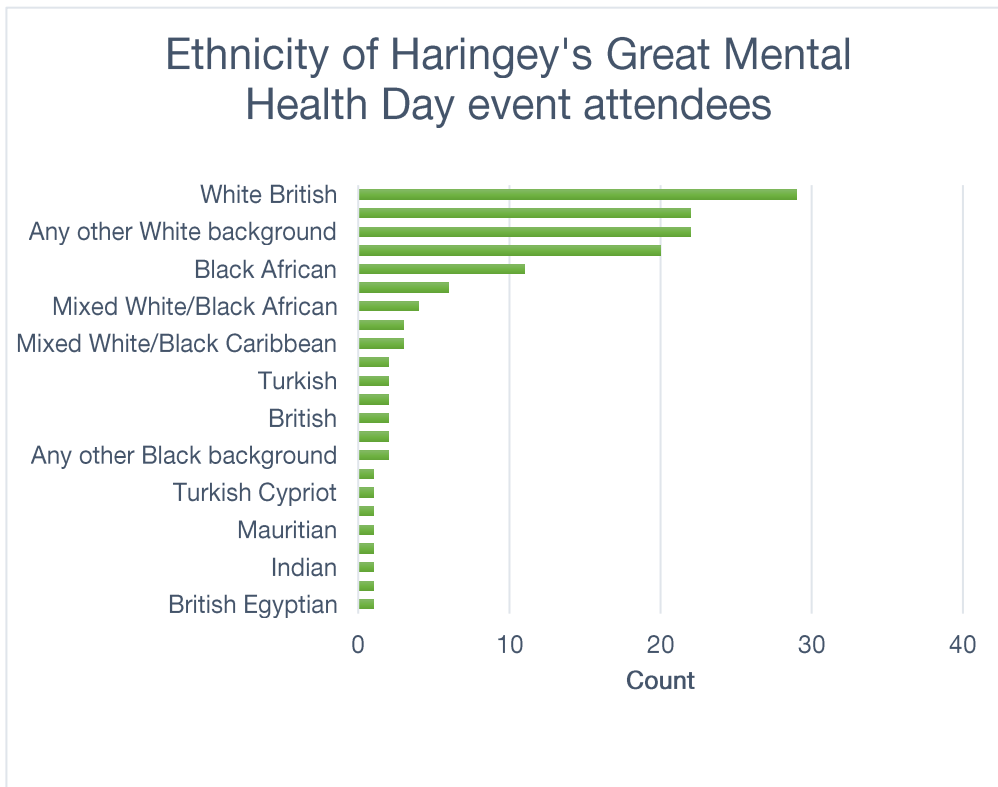


As the Great Mental Health Day campaign matures over the coming years, we expect to see greater organic and sustainable event promotion through social media channels, search engine results and word of mouth.

From the charts below, we can see the Great Mental Health Day event audience were largely English speaking with White British, Other White and Black African backgrounds which is reflective of Haringey’s most recent 2021 Census data.



Diversity is seen in the variety of ethnicities captured however, the ‘Other White’ group appears to be slightly under-represented at Great Mental Health Day events. Recent Census data shows 22% of Haringey’s population comprises this group, compared to 16% at Great Mental Health Day events. Haringey’s Turkish population is approximately 4%, so targeted work to engage this and Haringey’s Polish population (e.g., the Other White generally) should be undertaken in preparation for next year’s event.



Regional support for the Great Mental Health Day

The Great Mental Health Day initiative is supported by Thrive LDN, Good Thinking and other regional health and care partners including London’s NHS, ambulance service and Mental Health Trusts. City-wide events designed to boost mood and improve resilience accompanied local events. Pan-London activities ranged from radical selfcare workshops to Japanese flower arranging and online webinars detailing how to support others.

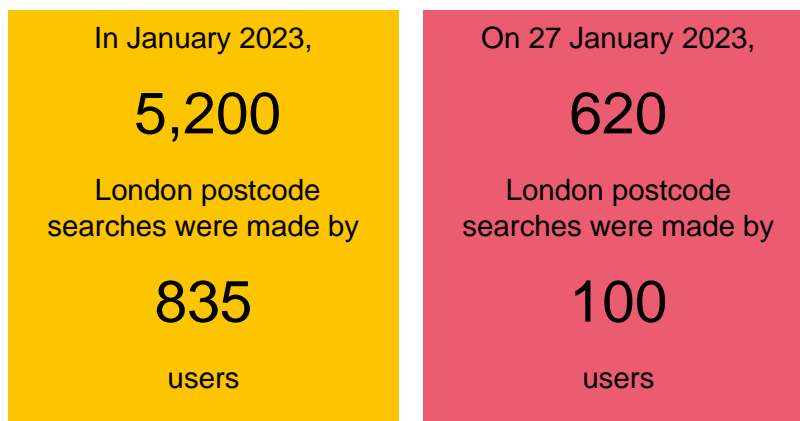
The events left an impressive mark on Londoners, with 94% of attendees rating the event as a good (31%) or excellent (63%) experience. A significant proportion believed the event they attended had a positive influence on their mental health and wellbeing, underscoring the campaign’s effectiveness in delivering meaningful impact (94%).

Interestingly, 40% of participants weren’t strangers to wellbeing events, indicating a growing interest in similar gatherings. Enthusiasm for Great Mental Health Day was evident as 88% of the participants expressed a willingness to attend a similar event in the future, hinting at the campaign’s ability to resonate with Londoners, foster a lasting connection and drive ongoing engagement beyond the immediate experience.

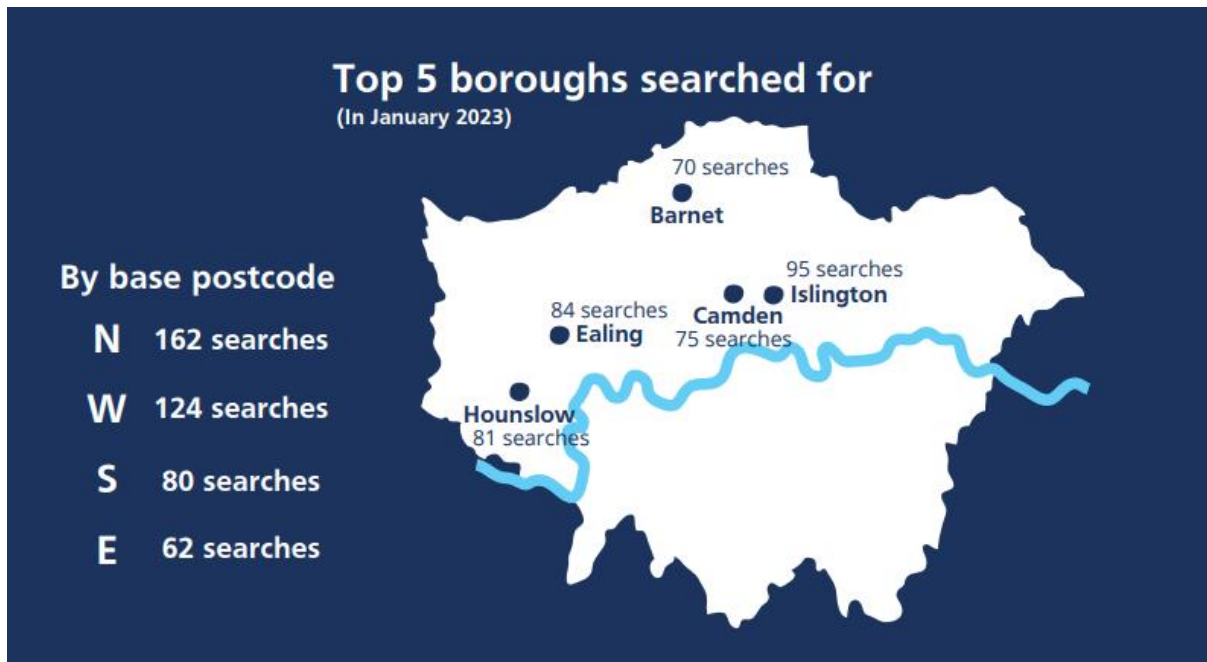
An interactive map of London, hosted on Thrive LDN’s webpages, served as a central point to coordinate and advertise Great Mental Health Day activities. The added 2023 functionality enabled a postcode search to view nearby events.



Thrive LDN’s Great Mental Health Day 2023 interactive map with borough and postcode search features enabled.



The map below illustrates North London significantly engaged more with the postcode search. All of the top 5 London boroughs searched were north of the Thames.



Ahead of the Great Mental Health Day, 2023's theme of community kindness was weaved into regional mental health and wellbeing campaigns to create continuity in narrative and increase impact. Thrive LDN partnered with community groups and organisations to create [a series of short films](#) which launched on Great Mental Health Day 2023. The #ThroughTogether stories showcased how Londoners make a difference to their local community, supporting each other during periods of emotional pressure and challenge. Thirteen examples ranged from 'Meet Up Mondays' in a Wimbledon pub, to song writing, rap and spoken word with young Londoners in Woolwich, as well as a group empowering families near Battersea Park. The stories collectively enjoyed more than 10,000 views and shone a light on the power of community kindness across the capital, the importance of collectivising, and provided a strong narrative for Great Mental Health Day.

Good Thinking

Another key regional partner was Good Thinking. London's digital mental health service was instrumental in creating regional awareness of Great Mental Health Day. A website [article](#) published mid-January and promotion in monthly, city-wide newsletters featured practical ways to get involved in the campaign. Additionally, specific mailouts targeted faith and belief stakeholders across London to encourage involvement.

Good Thinking also designed a series of 'how-to' guides to help Londoners look out for those around them. The guides were co-created with Partnership for Young London and Thrive LDN. Two launched on Great Mental Health Day and the following in Children's Mental Health Week. These can be accessed year-round on the Good Thinking website. Branded Great Mental Health Day graphics and social media posts supported regional dissemination.

- [Looking out for those around you](#) – guide for a general adult audience
- [Looking out for friends and colleagues at work](#) – a guide for the workplace
- [Looking out for your friends](#) – a guide for children and young people
- [Looking out for children and young people](#) – a guide for parents/carers supporting children and young people

To launch the new guides, Good Thinking hosted an online webinar on Great Mental Health Day. 178 attendees met a panel of experts (Jemma Gilbert OBE, Director of Transformation at Transformation Partners in Health and Care, Natasha Cutler, Project Lead at Thrive LDN

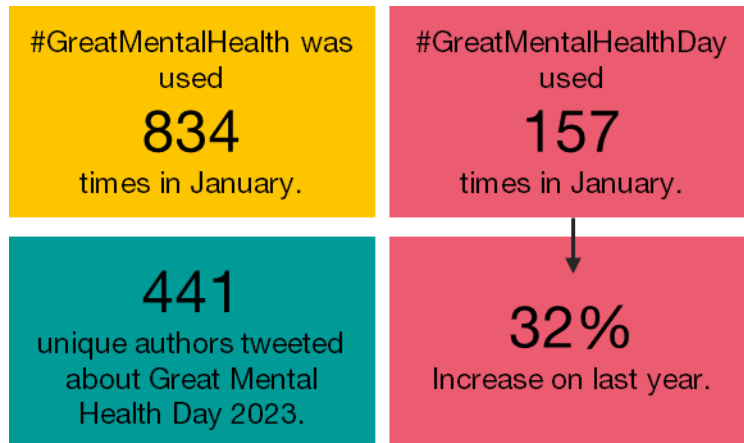
and Yemisi Osibote, Head of Workforce - Staff Experience at Royal Free London NHS Foundation Trust) to explore the 2023 theme, discussing the importance of looking out for others and how to help them manage stress, anxiety and other mental health concerns. The interactive webinar had polls, live Q&A sessions as well as an opportunity to share how they looked after their own mental wellbeing. [A recording of the webinar](#) is available on the website.

Digital campaign figures

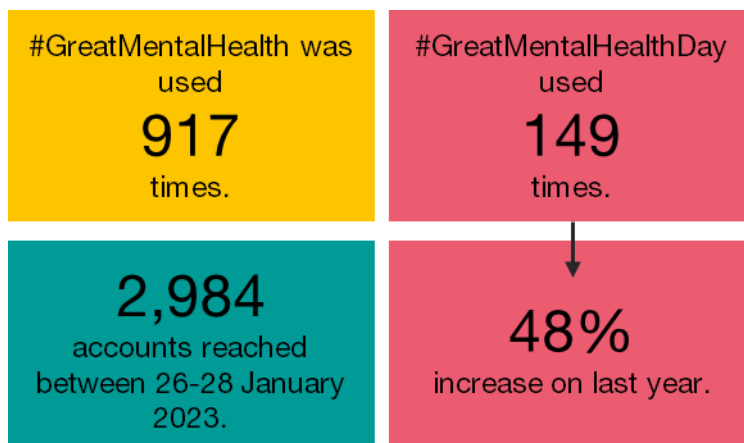
A campaign toolkit containing social media copy, digital assets, downloadable posters and editable logos was produced by Thrive LDN. It ensured uniform campaign messaging whilst offering a central site to access resources. Editable templates were essential in encouraging online campaign engagement using #GreatMentalHealth to share stories, experiences of mental health and plans for the day across social media platforms. Social media analysis found Twitter and Instagram to be the platforms that engaged with the campaign the most.



Twitter



Instagram

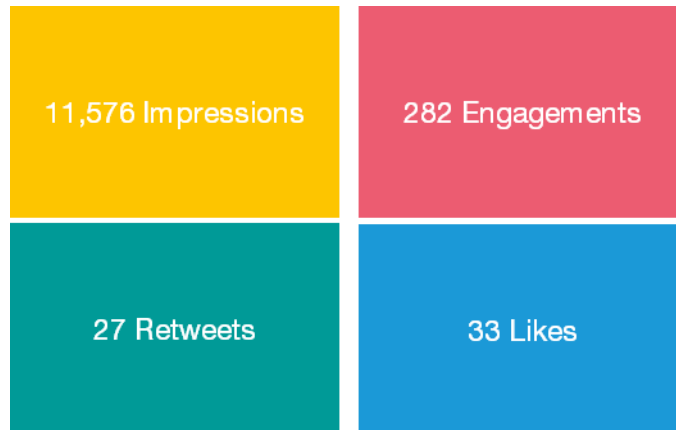


Haringey Council used their social media platforms to amplify local events, resources and direct residents to sources of practical help and support. The central narrative of posts encouraged viewers to 'get talking about mental health'. This was notably supported by

Councillor das Neves, Cabinet Member for Health, Social Care and Wellbeing, in a video talking to the community kindness theme, prompting viewers to check-in with family, friends and themselves.

We asked how residents show kindness to those around them and stitched their responses into the [reel](#) below. At the time of writing (April 2023), the reel had been seen by 1,021 people with 34 engaging with the post, receiving 8 likes, 4 retweets.

In January 2023, Haringey Council's social media posts¹ about Great Mental Health Day 2023 received:



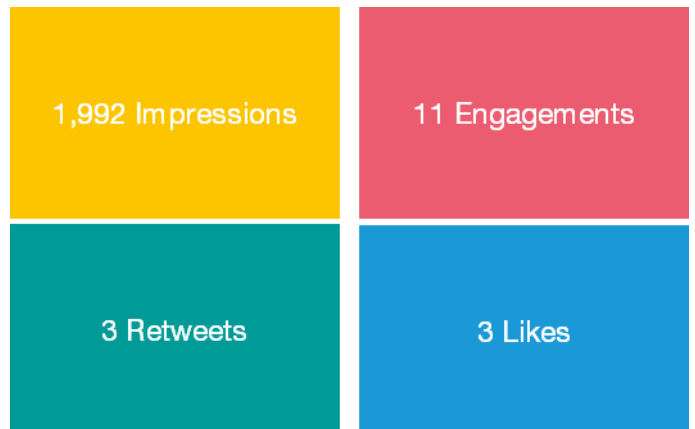
Twitter was Haringey Council's social media platform most engaged with the campaign.



The most popular post was:



There's lots happening in Haringey for #GreatMentalHealth Day tomorrow: haringey.gov.uk/gmhd. Open to ALL: FREE festival of family fun and parenting support at Tottenham Community Sports Centre, N178AD, 9:30am-2:30pm. No need to book.



2:30 PM · Jan 26, 2023 · 2,012 Views

3 Retweets 1 Quote 3 Likes



Haringey Council's most popular social media post.

Social media posts spotlighted local activities and directed viewers to Haringey's suite of Great Mental Health Day pages.

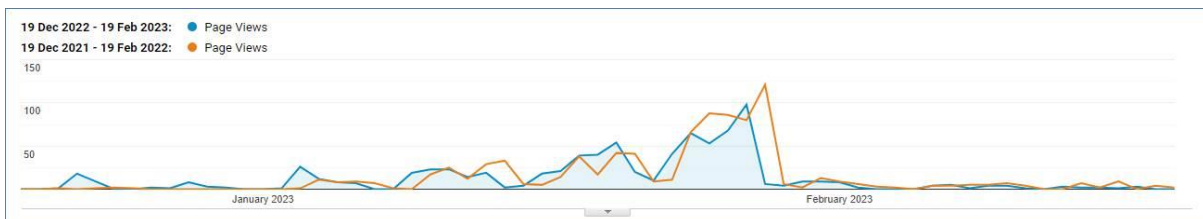
¹ combined from all social media platforms.

Great Mental Health webpages by total page views	
Great Mental Health Day Campaign page	713
Great Mental Health landing page	144
Mental Health Resource Hub	116
10 Tips to wellbeing	25
Total	998

Traffic on the campaign webpages skyrocketed in the lead up to the Great Mental Health Day. It peaked on Great Mental Health Day, reflecting last year’s trends. There were 713 visits to the campaign webpage between 1 January 2023 - 31 January 2023, with 52% of page views from search engines (google, bing), the remaining from direct links. This saw a 11% reduction in page views in comparison to the previous year (798). Interestingly, this shows organic campaign growth. 2023 page views were comparative to 2022 which featured a successful programmatic advertising campaign, greatly elevating webpage interaction.

2022		2023	
Date	Visits	Date	Visits
13-Jan-22	29	03-Jan-23	26
14-Jan-22	33	10-Jan-23	23
18-Jan-22	38	18-Jan-23	39
20-Jan-22	42	19-Jan-23	40
21-Jan-22	41	20-Jan-23	54
24-Jan-22	66	23-Jan-23	41
25-Jan-22	88	24-Jan-23	65
26-Jan-22	86	25-Jan-23	53
27-Jan-22	80	26-Jan-23	68
28-Jan-22	121	27-Jan-23	98

Top 10 Daily Visits to Great Mental Health Day campaign webpage in 2022 and 2023



Line graph showing campaign webpage views in the lead up to, and immediately after, Great Mental Health Day 2022 and 2023.

Most viewed the Great Mental Health Day campaign page on a desktop (73%). Whilst there is no data on the age profile of users, desktop users are more likely view the pages in a professional capacity or belong to older cohorts (younger users prefer to browse on mobile devices, 25%).

Central messages of community connectedness and social cohesion, challenging stigma and promotion of positive wellbeing was complemented in a suite of internal communication shared with Haringey’s 3,300 Council Staff. Intranet pieces, manager

bulletins, carousel posts and snap comms alerted staff to the festivities and ways they could get involved.

Understanding the impact of Great Mental Health Day 2023

The start of a new calendar year is often a time for goal setting and a chance for positive action. But for many, this time of year can feel challenging or lonely, particularly as increased cost-of-living pressures negatively impact mental health and wellbeing. With recent research showing 61% of adults are anxious about whether they can afford to pay household bills, Great Mental Health Day has never been timelier².

The views of Great Mental Health Day attendees at Haringey events were captured in a short survey to better understand the effect of the campaign and glean learning for future years. A universal view of those questioned felt Great Mental Health Day had a positive impact on Londoner's mental health and wellbeing, with 100% of respondents rating the event they attended as 'excellent' or 'good' (92% excellent, 8% good)³. Despite 60% not having partaken in a wellbeing event prior to Great Mental Health Day 2023, 100% said they would attend a similar event in future. Survey response attributed this to the "resident focus" of events which engendered positive individual impact described as "empowering". Activities were identified as conversation catalysts, an opportunity to build connections and "get people talking".

"It opened up the conversation of mental health and showed there are many, many aspects to it".

Great Mental Health Day events created the opportunity to reframe mental health, a notion often synonymous with mental *ill* health. This was exemplified in the Parenting Fair which had a strong focus on building family resilience. It demonstrated mental health support is not necessarily clinical whilst illustrating the vast array of wellbeing activities which encourage the prioritisation of wellbeing and cultivation of community cohesion.

Greater awareness of mental health services in Haringey was reported by those questioned. This is a significant result as community engagement and improved public consciousness of support has been recorded in literature as instrumental in developing the necessary relationships to address mental ill health and achieve positive health outcomes⁴. The quote below illustrates Great Mental Health Day 2023 met its aim to increase service awareness, a core element in challenging stigma in help-seeking.

"It has made it possible for many to seek help, understand themselves and what they're going through".

Variation in self-generated online content such as the creation of individual Great Mental Health Day graphics, indicate the campaign was authentically adopted by partners. It was noted when evaluating Great Mental Health Day 2022, a community-led and locally owned campaign is paramount to success. A regionally coordinated campaign with the flexibility to tailor to local need offers a unique strength over comparator national awareness days. Organic involvement of organisations, charities and groups not previously known to organisers was a key success indicator, reaching previously inaccessible community groups. The 'free to attend' nature of activities reduced barriers accessing informal support, developing highly sought relationships.

² [Cost of living crisis: Survey shows impact on mental health](#)

³ Based on 123 pre-event registration and 25 evaluation responses from multiple Great Mental Health Day events in the borough including by not limited to ABC Parenting Fair, Supper Club.

⁴ <https://www.who.int/publications/i/item/9789240010529>

“An amazing opportunity to hear about and learn how to access services we hadn't heard of before”.

This theme was also common in those in professional attendance. Networking and professional connection building was reported as useful, facilitating integration between services through signposting and appropriate use of referrals. An unintended asset mapping exercise provided a wealth of information showcasing the strength of community resources. Captured annually in the interactive map of London, this information can be used beyond Great Mental Health Day to strategically address community needs and improve population health.

Physical and online engagement with the campaign was overwhelming despite it's relatively recent conception. Respondents were unanimous in their appetite for future Great Mental Health Days, calling for an expansion of Haringey activities whilst “keeping a community feel”.

“It was very informative, good mix of stalls, and activities, very busy and lively, fun, with opportunities to meet others and positively engage in the local community. Shame its only once a year. Would like more community events like this!”

Sustainability of impact initiated by the Great Mental Health Day

We recognise sustainability is pivotal in supporting Haringey residents to lead mentally healthy lives year-round, so we built it into the Great Mental Health Day.

The core aims of the Great Mental Health Day campaign, *to get Londoners talking about mental health, destigmatise asking for help and raise awareness of support*, contribute to broader regional mental health priorities, advocating for parity of esteem. As such the initiative has been adopted by Thrive LDN and developed into a highly successful annual pan-London campaign, supported by NHS London, London boroughs and Councils, London's Office for Health Improvement and Disparities and the Mayor of London. Delivering the framework for Great Mental Health Day regionally is a key deliverable for Thrive LDN and monitoring engagement across the capital forms a large part of their reporting and yearly evaluation.

The campaign has been politically recognised in Haringey. The Labour Manifesto publicly committed to hosting the Great Mental Health Day in the borough for the next 4 years. It uses two principles from the Haringey Deal (1. Focusing on what's strong, not what is wrong, 2. Creating space for good things to happen) pledging partnership work with communities to address resident priorities.

A core element of the initiative is the promotion of established Council, VCS and partner resources as well as local amenities. It utilises Haringey's existing infrastructure to ensure longevity of impact, directing residents into sustained support services that exist beyond the Great Mental Health Day. The case study of the Over 50s Art class group is a great example of the impact derived from community mental health interventions. It embodies the community kindness theme, speaking to the strength of connections formed and formation of support networks. This activity, alongside many others continues to be advertised via Thrive LDN's interactive map. This legacy feature of the campaign encourages signposting of existing support enabling providers to easily promote activities free of charge.

Haringey Council also acknowledges the need to lead by example, promoting mental health and wellbeing internally when challenging others to do the same. The launch of its new

internal wellbeing service is supported by a yearlong engagement strategy. It aligns with national campaigns such as May's Mental Health Awareness Week and notable calendar events in the borough.

Because mental wellbeing pervades longer than a day, the Great Mental Health Day campaign is a core feature in Haringey's wider Great Mental Health programme. This programme is a diverse range of universal and targeted mental health services which supports Haringey residents, of all ages, to achieve their version of good mental health. New partnerships and connections with community organisations fostered by Great Mental Health Day efforts then contribute to the wider programme.

Recommendations

This campaign developed on last year's accomplishments, individually achieving each recommendation. 6 new recommendations have been identified to ensure continued progression. They are based on feedback from regional organisers, Haringey partners, event organisers and stall hosts, residents and information on known gaps or unmet need.

1. To allocate dedicated resources in supporting Haringey's Great Mental Health Day commitment, both financially and in officer time. Learning gleaned from Great Mental Health Day 2023 found VCS and statutory organisations were keen to engage with Great Mental Health Day festivities but were prevented by restrictive budgets and existing workloads. Appropriate remuneration alongside early engagement is required to circumvent these challenges.
2. To target campaign engagement with groups known to experience poor mental health and those underrepresented in traditional mental health services. Next year's efforts should prioritise engagement with residents and services reflective of Haringey's population with particular focus on Black men, LGBTQ+ and populations speaking a language other than English.
3. To engage a broader range and greater number of local businesses in Great Mental Health Day activities.
4. To encourage greater participation in Great Mental Health Day activities with internal Local Authority Teams, seeking support and encouraging attendance from each of Haringey's 4 directorates.
5. To expand campaign participation in external organisations who support Haringey residents at each stage of the life course such as schools and care homes.
6. Bolster the Great Mental Health narrative throughout the year. Authentically link the Great Mental Health programme with campaigns, organisations and community events throughout the year to extend the positive dialogue around mental health, challenge stigma and raise awareness of the support available in the borough.

Next steps

Haringey Council and partner organisations will build on the successes of the 2023 Great Mental Health Day campaign, encouraging frank conversations about mental health and wellbeing, and raising awareness of services, community organisations and activities available both locally and regionally.

Regional and local Summary Reports will be jointly disseminated to London and local stakeholders and delivery partners before beginning preparations for Great Mental Health

Day 2024. Once 2024's theme has been decided, key messages will be weaved into Thrive LDN's other campaigns throughout the calendar year to embed messages and create narrative flow.

The recommendations outlined above will be mobilised in a timely fashion to maximise the successes of Great Mental Health Day 2024.

Delivery partners continue to implement Haringey's wider Great Mental Health Programme.

With special thanks to Megan Dyson, Rick Geer and Chantelle Fatania who collected GMHD activities case studies.

Dan Barrett, Thrive LDN director, said: "We're delighted to be facilitating Great Mental Health Day again across London. When times are tough, it's important that we look after our own and each other's wellbeing. Reaching out to someone we trust is one of the most important things we can do to keep mentally well."

"Great Mental Health Day is a fantastic opportunity for Londoners to come together and at the same time learn more about the great local initiatives and support services that are available, right across London."

Professor Kevin Fenton CBE, London's Regional Public Health Director, said: "In a year that's remained difficult for many Londoners, it has been our communities, friends and families which have played the most important role in getting us through difficult times together."

"This Great Mental Health Day, let's commit to keep being there for each other, to support and look after one another and to play our part in ensuring that, across all our diverse communities, we value mental health and physical health equally."

Councillor Kaya Comer-Schwartz, Leader of Islington Borough Council and Thrive LDN Co-Lead, said: "It is heart-warming to see so many events and activities come together from across the city to mark Great Mental Health Day this year."

"But we mustn't be complacent. We can't overlook the many challenges and pressures on Londoners which makes this even more important, particularly in light of the increased cost-of-living. By working together and being there for each other, I'm confident we can build a city where every Londoner feels supported to thrive."

[Councillor Kaya Comer-Schwartz](#), Leader of Islington Borough Council and Thrive LDN co-lead, is also London Councils' Thrive LDN lead. London Councils is a cross-party organisation representing all 32 London boroughs and the City of London Corporation

GREAT MENTAL HEALTH DAY

FRIDAY
27 JANUARY 2023



Visit

www.haringey.gov.uk/gmhd

or use the QR code to find
a Great Mental Health Day Event
near you.

#GreatMentalHealth



When times are tough,
it's important that we
look after our own and
each other's wellbeing.
Great Mental Health
Day celebrates the
small things we can do
to boost our resilience
and support each other
through difficult times.



Haringey
LONDON