

INTRODUCTION

Thank you for signing up to join in with us this Mental Health Awareness Week! Together we can raise vital funds for local services and make it loud and clear that mental health matters.



This year, **we want to move forward - together.** We're inviting you to get moving with your family or friends, your class or your whole school, your club or group to fundraise for vital mental health services and make it loud and clear that no one should have to navigate their mental health alone.

We have created this resource pack to help you get moving more for mental health. With five days' worth of activities and resources for all ages, including **videos from professional athletes and instructors, games, activities and decorations and content for your social media, website or notice board,** we'll make sure you have all you need to have a fun and active Mental Health Awareness Week.

Our week of movement together will culminate with **Action Mental Health's annual Great Big Purple Picnic.** Join us, wherever you are and with whomever you're with, at the end of Mental Health Awareness Week. Let's celebrate our achievements, connect with one another and **stand with those in our communities who are experiencing mental ill-health.**



Mental Health Awareness Week 2024



This exciting, family-friendly resource pack is totally free – a gift from us at Action Mental Health to you, our community. All we ask is that you consider donating to support our vital work, host a collection at your school or group, or invite your network to sponsor your movement challenge with a donation. Even the smallest gift will enable us to continue providing mental health support to local people who really need it.
Thank you.

CONTENTS

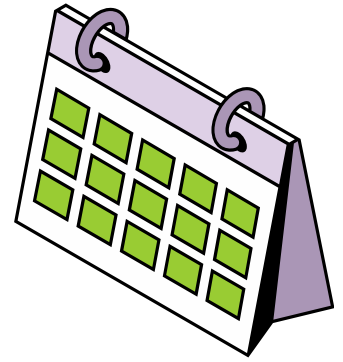
Your Mental Health Awareness Week.....	3
Movement Calendar	
Hosting a Great BIG Purple Picnic	5
Raising money for Action Mental Health	8
Activities and ideas	10
Resources and decorations	12

About Action Mental Health

Action Mental Health is a charity committed to changing the lives of those living with mental ill-health and promoting resilience and wellbeing throughout our community. Our vision is a society which actively values and supports people on their journey towards positive mental health. We're a multifaceted organisation, and we offer a variety of different services across Northern Ireland, including therapeutic counselling, personal development and skills and employability training and well-being promotion for people of all ages.

MOVEMENT CALENDAR

Moving our bodies is important for our mental health. Benefits include reduced stress, improved sleep, and exercise can also be a brilliant way to connect with nature, and with other people!



We have compiled a series of activities that we hope will make moving accessible, simple and fun for you this Mental Health Awareness Week. Whether you're taking part on your own, or with a whole classroom or club full of children, we believe our pack has something for everyone. So, let's get moving – together!

DAY 1 Stretch with Phoebe	<i>Phoebe, a qualified yoga instructor, takes us through some simple yoga poses and stretches. These can be adapted for sitting or standing, so you can join in wherever you are!</i> <u>Watch the video</u>
DAY 2 Warm up with Rhys	<i>Olympic gymnast Rhys McClenaghan shows us some of his favourite warm up moves and balance exercises, and invites us to join in!</i> <u>Watch the video</u>
DAY 3 Football with Sarah	<i>A high-energy exercise routine with local footballer Sarah Tweedie. This can be done in the classroom the assembly hall or outdoors!</i> <u>Watch the video</u>
DAY 4 Stroll with Rosie	<i>Rosie takes us on a stroll, sharing some of the reasons why she loves to walk and leading us in a short grounding exercise that may help reduce stress and anxiety.</i> <u>Watch the video</u>
DAY 5 Great BIG Purple Dance Party!	<i>Let's celebrate a week of moving with a great BIG dance party! Use our carefully curated playlist for inspiration, and boogie to your favourite feel-good songs.</i> <u>Access the playlist</u>

MEET YOUR INSTRUCTORS



PHOEBE MANN

Phoebe is a qualified yoga instructor (Phoebe Mann Yoga if you want to give her a follow!). She has been teaching since September 2023. Phoebe loves yoga as it helps her to be present, to feel relaxed / regulated and have fun!



RHYS MCCLENAGHAN

Rhys McClenaghan is a Northern Irish artistic gymnast competing internationally for both Ireland and NI. He is a double world champion on pommel horse, having won gold in 2022 and 2023, the first Irish artistic gymnast ever to win world championship gold!



SARAH TWEEDIE

Sarah is a rising star of the Northern Ireland U19 National Team and Huddersfield Town FC, whilst attending university in Nottingham. She plays as a right back and recently captained and scored the winner for the Northern Ireland side, which finished top of its group without conceding a goal in the second phase of the WU19 Euro 2024 qualifiers.



ROSIE IRVINE

Rosie is a member of the Action Mental Health team. She's never enjoyed sport, but really loves to be outdoors in nature and to go for walks.

GREAT BIG PURPLE PICNIC

Our week of movement together will culminate with Action Mental Health's annual Great Big Purple Picnic. Join us, wherever you are and with whomever you're with to celebrate our achievements, connect with one another and stand with those in our communities who are experiencing mental ill-health.

Planning your picnic

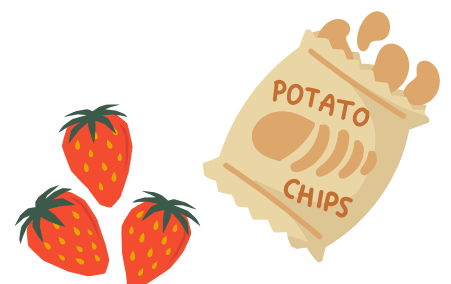
Date

We'd love as many people as possible to join in on Friday 17 May, making our Purple Picnic a GREAT BIG one! But if that day doesn't work for you, don't worry! You can choose a date and time that best suits you.

Location

Picnics are typically outside, but at Action Mental Health we think a bit of flexibility is a good thing (this week's theme is Movement after all...). You could host your picnic in your school canteen, your office common room, or even your own home!

Choose somewhere accessible. Think about how people will get there; it's brilliant if your venue is within easy access of public transport, and you might want to consider parking too. It's important to consider how guests with disabilities might access your venue.



Food and drink

Choose what best suits you and your guests. If you love to host and feed people, your picnic could be a lovely opportunity to cook up a feast and show your friends, your class, your group or your colleagues some hospitality with a delicious free meal!

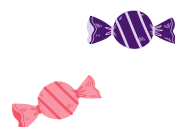
However, sometimes there's nothing more fun than a bring-and-share meal, and it's a little easier on the wallet too. Invite your guests to bring a dish (you may want to allocate ideas in advance, so you don't end up with 6 packets of biscuits and no sandwiches!).

Of course, the easiest option might be for everyone to just pack their own picnic, and then you can sit and enjoy together. This would work particularly well in a classroom for example, where children are already bringing their own lunch, or with a group with diverse dietary requirements. The joy is in the time spent together anyway, not in what you're eating!

Decorations and activities

Flick forward a few pages and you'll find a list of games and activities we've compiled to help make your picnic even more fun! This list isn't exhaustive – please do add your own favourite games and activities, because you know what your guests will enjoy most! We've also included some DIY decorations and craft ideas to help make your picnic an incredibly PURPLE one. Be creative and use what you have already, and make your space as invitingly purple as you possibly can!

(A small number of Action Mental Health resources are available for larger groups who would find them helpful. These include balloons, bunting, flags, leaflets, pens and wristbands. Please contact the fundraising team directly if you would like to enquire about these resources – fundraising@amh.org.uk).



Think about collecting donations

As we've shared, this resource pack is a free gift from Action Mental Health. Regardless of whether or not you're able to donate or raise funds, we truly hope you'll find this resource a helpful and fun tool, helping you celebrate with your community and make it loud and clear that mental health matters.

However, you may wish to invite your picnic guests to make an optional donation as they join you during Mental Health Awareness Week. You can find more information about donating and fundraising on page 9. Even the smallest gift will enable us to continue providing mental health support to local people who really need it. Thank you.

Get the word out!

Once your plans are in place, it's time to get the word out! We've attached some invitation options at the back of this pack – you can print them out, or use the digital versions and share on social media or via email or text.

We'd love it if you could share with others that you're taking part in Action Mental Health's annual Great BIG Purple Picnic! Also at the back of this pack, you'll find some social media tiles you can use and share, and some content you can tag on your notice board.

Have fun

All that's left to do now is have fun! Take lots of pictures at your event (being careful to only include people who have given consent)! Share them online if you're able, and tag us. You can find our social media handles below. You can also use the hashtag #GreatBIGPurplePicnic.

FOLLOW US



[@action_mental_health](https://www.instagram.com/action_mental_health)



[Action Mental Health](https://www.facebook.com/ActionMentalHealth)



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



FUNDRAISING FOR OR DONATING TO ACTION MENTAL HEALTH

This resource pack is totally free – a gift from us at Action Mental Health to you, our community. All we ask is that you consider donating to support our vital work, host a collection at your school or group, or invite your network to sponsor your movement challenge with a donation. Even the smallest gift will enable us to continue providing mental health support to local people who really need it.

We've already shared a few ideas for what this could look like for you – you could invite people to sponsor your week of movement activities, or invite guests to donate as they attend your picnic. You could also choose to make a personal one-off donation in response to accessing and using this resource, or setting up a regular gift to Action Mental Health. On the next page, you can find some helpful information about how to give to Action Mental Health.

One-off or regular gift



You can quickly and easily make a one-off donation or set up a regular gift via our website. Just visit amh.enthuse.com/mhaw24-donate.

If you'd prefer, you can make your donation via bank transfer. You can email fundraising@amh.org.uk and we'll share our details with you.

Cash donations

Always have two people counting the money you raise. Store it in a safe and secure place, and pay it into the bank and send it to us as soon as possible after you've raised it. You can use the same tools above, or post a cheque made payable to Action Mental Health, Fundraising Department, 27 Jubilee Road, Newtownards, BT23 4YH.

JustGiving

We recommend [JustGiving](#) – it's an online platform that allows you to raise funds without the hassle of handling cash. You can share the JustGiving link to your own social media profiles or to your school/organisations profiles, or pop it in an email or text. You can also share the link on the day (QR codes are particularly handy!). All funds raised through the site will be automatically forwarded to us – so you don't have to worry about a thing!

Setting up your JustGiving page:

- Set up or log into your JustGiving account and click 'Start Fundraising'.
- Next, select 'Charity' and choose 'Action Mental Health'.
- Fill in your details, and click 'Create your page'.
- Now it's time to personalise your page, add and fundraising goal and tell your audience a little about your activity. This is what will really inspire people to donate, especially if you add photos!
- Finally, let everyone know about your fundraiser by sharing the link.

It's important that however you choose to fundraise, you do so safely and legally. You can read some helpful information from the Fundraising Regulator [here](#), but remember our Fundraising team are available to answer any questions you might have – so please don't hesitate to get in touch!

ACTIVITIES AND IDEAS

Activities you can do ahead of your picnic

Get creative ahead of your event and create some decorations!

- Placemat and coaster templates
- Bunting template
- Poster template

Activities you can do during your picnic

- Conversation starters

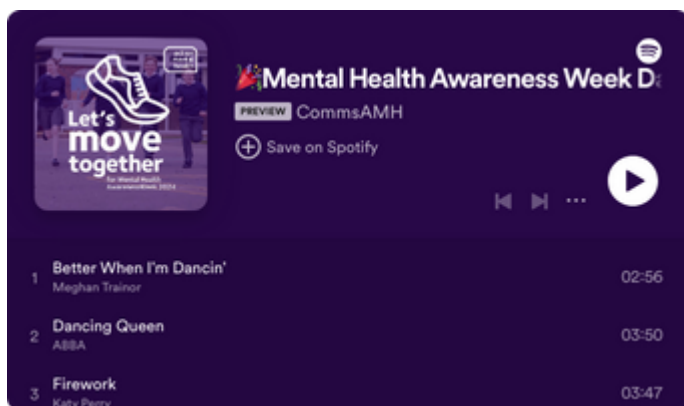
Mental Health Awareness Week is all about coming together, focusing on mental health, tackling stigma and helping people understand and prioritise their own and others' mental health. So, why not use these handy conversation starters to make your picnic a place where people can feel comfortable to talk?

- Moving!

This year's theme is movement, after all – so why not get your guests up and moving (after they've allowed some time for their food to digest!). You could organise some friendly races (running, jumping, hopping, three-legged...), do some warmups or stretches together as a group, or have a dance party!



As part of our Let's move together calendar (found on page #), we created a fun and family-friendly playlist full of songs that could get anyone up and boogying. You can access it for inspo below!



open.spotify.com/playlist/1WhxdL4ADdJKASGKfgNMal

- Quiet activities

Sometimes events with other people can feel overwhelming, especially if there's lots of noise. Consider having a quieter corner where your guests can hang out if they need to. Use our [printable colouring sheets](#), or borrow some books from your local library – our friends at Libraries NI have created [this brilliant list](#) of books related to mental health and wellbeing.

RESOURCES AND DECORATIONS

We've mentioned these a few times throughout the pack – but here's where you can find all of the additional resources and decorations we've provided to help you make your week of movement and your purple picnic brilliant!

Resources for social media

- [Let's move TOGETHER social media tile](#)
- [We're moving TOGETHER social media tile 1](#)
- [We're moving TOGETHER social media tile 2](#)
- [Let's move TOGETHER social media frame](#)
- [Great BIG Purple Picnic social media frame](#)
- [Great BIG Purple Picnic social media invite](#)
- [Mental health awareness social media tile - children](#)
- [Mental health awareness social media tile - adults](#)

Resources for your school, club or organisation

- [We're moving TOGETHER poster 1](#)
- [We're moving TOGETHER poster 2](#)
- [We're moving TOGETHER poster 3](#)
- [Mental health awareness posters](#)
- [Great BIG Purple Picnic invitation](#)
- [Great BIG Purple Picnic poster](#)

DIY decorations and activities

- [Bunting template](#)
- [Coasters and placemats template](#)
- [Let's move TOGETHER certificates](#)
- [Colouring-in sheets](#)
- [Conversation starters](#)



All resources can be found on our website: amh.org.uk/mhaw24-resources