

Press Release template

Embargoed to 00.01 hours Monday 10 May 2021

[Insert name of organisation] is celebrating Mental Health Awareness Week **[Insert local area]**.

This year the theme is Nature and how connecting with the natural world can support good mental health.

Monday 10 May 2021: Today marks the launch of Mental Health Awareness Week, the UK's national week to raise awareness of mental health.

The week, which is hosted by the Mental Health Foundation, is in its 21st year and runs from 10-16 May.

This year, the theme for the week is 'Nature'. Across the country, people will be celebrating the mental health benefits of being around nature in their local community in a range of digital and creative ways. In **[Insert Location]**, **[Insert name of Organisation]** will be **[Include summary of activity and any details of any online events or initiatives taking place throughout the week]**.

[INSERT QUOTE FROM LOCAL SPOKESPERSON RE LOCAL ACTIVITIES/ NATURAL AMENITIES]

Mark Rowland Chief Executive of the Mental Health Foundation said: "Mental Health Awareness Week has grown to be one of the biggest awareness weeks in the UK. This year the theme is on nature and its central role for our mental health. Since the beginning of the pandemic, millions of us turned to nature to help us get through lockdowns and our research shows that good mental health depends on us being able to connect with nature in some way and its power in both prevention of and recovery from poor mental health.

"During the week, we want to hear millions of people's stories about how the natural world has supported their mental health.

"We also want to highlight the huge disparities between who is and who isn't able to access nature. We want the week to explore how everyone across the UK can connect with nature and experience the mental health benefits wherever they live."

Some of the ways people can participate in Mental Health Awareness Week:

- During Mental Health Awareness Week, why not try to make a habit each day of connecting to the nature in your local area? Stop to listen to the birdsong, smell the freshly cut grass, take care of a house plant, notice any trees, flowers or animals nearby. Take a moment to appreciate these connections.



- Share images/videos/or just sound recordings of the nature on your doorstep (and how this made you feel) on social media using **#ConnectWithNature** and **#MentalHealthAwarenessWeek**
- Use Mental Health Foundation resources in your family, school, workplace and community to join with thousands of people who will be finding new ways to connect with nature in their local environment.

For more information about this year's Mental Health Awareness Week visit mentalhealth.org.uk/mhaw or join the conversation on social media using **#ConnectWithNature** and **#MentalHealthAwarenessWeek**

ENDS

Notes to editors

[Insert a contact name and email from your organization]

For Mental Health Foundation interviews and information please contact press@mentalhealth.org.uk or call 07702 873939.

About the Mental Health Foundation

- Our vision is of good mental health for all.
- The Mental Health Foundation works to prevent mental health problems.
- We drive change towards a mentally healthy society for all, and support communities, families and individuals to lead mentally healthy lives with a particular focus on those at greatest risk.
- The Foundation is the home of Mental Health Awareness Week.
- www.mentalhealth.org.uk