

World Mental Health Day toolkit

The theme for this year's World Mental Health Day on 10th October is 'mental health in an unequal world', asking us to think about the issues that cause mental health inequality both locally and globally.

Stigma and discrimination towards those with mental health issues is one key reason for these inequalities. Almost 9 out of 10 people with mental health problems say that the stigma surrounding mental health has a negative impact on their education, work and personal lives. The stigma around mental health can make it more difficult for those having difficulties to seek help.

This World Mental Health Day, in our schools and communities, we can work towards ending the stigma around mental health, opening up conversations and normalizing the discussion of mental health and wellbeing in our classrooms.

In this toolkit, there are resources to help you run activities and lessons about mental health with your pupils, to mark World Mental Health Day and learn more about the topic. There are also resources for staff to learn more about mental health stigma and starting the mental health conversation.

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Anna Freud
National Centre for
Children and Families



Sign up to the
Mentally Healthy
Schools newsletter
for more resources

Mental health awareness resources

World Mental Health Day: 20 wellbeing tips – Mentally Healthy Schools

A list of some simple wellbeing activities and tips to mark World Mental Health Day – including ideas suggested by teachers across the UK.

Go to resource



Talking mental health – Anna Freud Centre

An animation and teacher toolkit designed to improve children's understanding of mental health, and encouraging them to talk about it.

Go to resource



Feelings and emotions – BBC Bitesize

A webpage explaining what feelings and emotions are, how they can affect your body, what might cause them and how to handle them.

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Resilience lesson plans – YoungMinds & Beano

A series of lesson plans for primary school children to help them learn about different topics connected to resilience and wellbeing - like dealing with change and understanding our emotions.

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Mental health stigma resources

Stigma and mental health provision e-learning - MindEd

A free e-learning session about mental health stigma for those who work with children and young people. Practitioners will learn more about stigma involved in mental health care, and how to take an anti-stigma stance.

Go to resource



Reducing mental health stigma for school staff – Education Support

A short guide for schools and colleges about how to reduce stigma for staff around mental health, and how to make it easier for them to ask for help.

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Tips for starting a conversation about mental health with primary school children – Mentally Healthy Schools

Speaking about mental health regularly can help break down stigma around asking for help. This document includes conversation starters and advice for starting a conversation about mental health with a primary school child.

Go to resource



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