



MAKE MENTAL HEALTH & WELL-
BEING FOR ALL A GLOBAL PRIORITY

World Mental Health Day 10 October 2022

WMHD CAMPAIGN TOOLKIT 2022

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#WorldMentalHealthDay #WMHD2022



MESSAGE FROM THE WFMH PRESIDENT

Make Mental Health & Well-Being for All a Global Priority

As the President of the World Federation for Mental Health (WFMH) I am delighted to introduce to you the Campaign Toolkit for 2022 World Mental Health Day.

The 2022 World Mental Health Day theme 'Make Mental Health & Well-Being for All a Global Priority' was chosen by a global vote that included WFMH members, stakeholders and supporters, and I am very grateful to all of you who participated in this process.

In 2021 the UN Secretary-General said that, without determined action, the impact of COVID 19 on mental health may last far longer than the pandemic itself. He urged us to act to redress the glaring inequalities exposed by the pandemic, including the inequality in access to mental health services.

People with lived experience of mental illness, their families and other disadvantaged populations continue to tell us that their mental health well-being is not always in the mind of governments, as well as those who pay for services and society at large.

In high income countries over 75% of people with depression have reported that they do not receive adequate care and in low and middle-income countries over 75% of people with mental health conditions have received no treatment at all.

This year's theme highlights many issues relevant to mental health and well-being, and the WFMH Secretary-General has been mandated to involve a variety of stakeholders and global citizens to work together to ensure that we have a clear message and an effective campaign to support World Mental Health Day 2022 on 10th October.

As part of this initiative, WFMH has developed a Toolkit that you may use to support your campaign.

Dr Nasser Loza
President, World Federation for Mental Health

World Mental Health Day 2022
Make Mental Health & Well-Being for All a Global Priority

MESSAGE FROM THE WFMH SECRETARY-GENERAL

On behalf of the President, Executive and Board of World Federation for Mental Health (WFMH) it is my pleasure, as WFMH Secretary-General, to share the Campaign Toolkit for the 2022 World Mental Health Day.

Before I begin, I would like to emphasize that every one of us matters. We all have a voice - let's use it to make the world a better place.

This year's Campaign Toolkit has been produced to help you in planning and implementing your World Mental Health Day Campaign in a safe and effective way so that your voice can be heard, loudly and successfully.

The first section provides guidance on how you may organize a demonstration in support of mental health. This section suggests a range of activities that you may put into action, either face to face or by digital means. It highlights how to prepare for your demonstration, some essential principles that you need to keep in mind, including how to be visible and safe.

Proclamations and statements are very important and we have provided a sample proclamation that you and your team can adapt to your cultural and social scenarios, to help all of us achieve our goal of making mental health and well-being a global priority. We have also included a sample media release for publicizing the signing of a proclamation.

WFMH has also launched a website dedicated to 2022 World Mental Health Day's theme **'Make Mental Health & Well-Being for All a Global Priority'** - www.wmhdofficial.com.

We would love to hear from you so that we may highlight the good work that you are doing to mark this year's World Mental Health Day on 10th October 2022. Please send your contributions to wmhdofficial@wfmh.global so that we may be able to include them on our World Mental Health Day website and other publicity material.

We invite you to join this year's World Mental Health Day campaign. We are also attaching the Global Briefing Statement highlighting the scope of this year's theme for the World Mental Health Day.

Professor Gabriel Ivbijaro MBE
Secretary-General, World Federation for Mental Health

WORLD MENTAL HEALTH DAY 2022

THEME BRIEFING

Make Mental Health & Well-Being for All a Global Priority

On 10 October 2022 we will be celebrating World Mental Health Day with the theme 'Make Mental Health & Well-Being for All a Global Priority' a theme chosen by a global vote that was open to the public, including WFMH members, stakeholders, and supporters.

Our world is reeling under the effects of the coronavirus pandemic, wars, displacement, and the climate emergency, all of which have consequences for the well-being of world citizens. Rates of people experiencing suicidal ideas are increasing globally and people with lived experiences of mental illnesses, their families and other populations continue to tell us that their mental health well-being is not always at the forefront of governments, and those who pay for services or society at large. Stigma and discrimination continue to be a barrier to social inclusion and access to the right care.

There is however some good news.

There is increasing evidence that the prevention of mental ill health is possible by using both general and targeted evidence-based interventions. These can improve outcomes for individuals across the spectrum of mental disorder and life course. We can all play our part in increasing awareness about what preventive mental health interventions work.

We need to work with governments and other stakeholders to apply universal preventive measures that reduce the risk of mental ill-health. This includes the promotion of social inclusion policies, improved support and direct investment for vulnerable populations and investment in communities and youth to reduce crime. We need to support well-being interventions across the entire lifespan from pregnancy, birth, early childhood, early teens, adulthood to older adulthood - we need to improve the social determinants of health and address mental health stigma and discrimination.

The 2030 Agenda for Sustainable Development and Sustainable Development Goals (SDG's) adopted at the 70th Session of the UN General Assembly in 2015 cannot be achieved unless we make a meaningful investment in improving mental well-being for all. The COVID 19 pandemic has shown that many health systems are ill-prepared to deal with the physical and mental health challenges faced by their populations.

Employers generally are unprepared. The culture of our workplaces needs to support mental health and well-being of the workforce, so that employers are better prepared to support mental health and well-being in the working population. There is a need to establish global mental health and well-being targets that can bring together evidence that captures the social determinants of health, including promoting exercise, widening access to good nutrition and food, all of which will have a positive impact on mental health and well-being.

The mental health and well-being of many health, social care and frontline workers has also been affected by the pandemic and systems need to be strengthened to provide better support to such staff during times of crisis and challenge.

COVID 19 has shown that no nation was prepared for the associated mental health crisis and the effects of long Covid. We need a new compact for mental health.

Society and citizens matter. Civil society's role needs to be enhanced and enabled so that people can make their own contribution to mental health and well-being in their communities and workplaces, including harnessing peer support.

Governments have an important role to play. Collaboration between governments, citizens and policy makers needs to be strengthened. Policy change is often seen as a tool to deliver care packages, but this approach alone cannot bring about the much-needed change. Policies should be regarded as care packages themselves. The international community and those who pay for services need to understand this so that we can develop truly integrated processes that deliver mental health and well-being to all our population. No community and no individual should be left behind.

The 2022 World Mental Health Day theme **'Make Mental Health & Well-Being for All a Global Priority'** provides us with an opportunity to re-kindle our efforts to make the world a better place.

We are at cross-roads. It is imperative to take the correct path.
We invite you to join this year's World Mental Health Day campaign.

World Mental Health Day 2022
Make Mental Health & Well-Being for All a Global Priority

HOW TO ORGANIZE A DEMONSTRATION IN SUPPORT OF MENTAL HEALTH

We have gathered some general information for you to use as your plan for the demonstrations for Mental Health and World Mental Health Day. Please note that requirements are different in every country and community - please find out the laws and requirements for your particular area and avoid any legal issues that might disrupt or cancel your demonstration. The different types of demonstrations that we are encouraging are:

VIGIL

These are gatherings where people stay in one place. They are generally solemn and reflective and intended as a peaceful way of honoring or highlighting a person or group of persons or a subject of great concern.

MARCH

A march is a gathering of people who move from one designated point to a pre-decided destination. Marches are good if you have a large crowd or when you want to cover a large area.

BICYCLE RALLY

It is a peaceful demonstration/gathering of cyclists, who travel in an organised manner and on a pre-determined route to spread awareness about a particular subject. Bicycle rallies are great if you want to cover a much larger area. You can tie-up with cycling clubs in your city to gather support and have a bigger turnout.

DIGITAL ENGAGEMENT

This will include organizing virtual marches for maximum engagement and outreach, webinars, web-conferences, activities based on expressive arts open to virtual participation, and online public education campaigns.

PREPARATIONS REQUIRED

1. Pick a date (10/10/2022 would be great and most effective!) and secure a location. Check to see if you need a permit or some type of permission to hold your March or Vigil or Bike Rally in public.

Please note that it will be critical to know your rights regarding any type of public gathering. Pick a heavily populated route or public gathering point.

2. Decide on your cause and the message you want to send to those watching. Make it simple, peaceful and strong. You can make banners, signs and handouts to spread your message. Please ensure that all such displays focus on the message that you seek to spread, being strong yet peaceful, spelled correctly and visually big enough to catch people's attention.

3. Plan and schedule speakers to address your crowd. You can schedule speakers to start your event, end your event or both. Keep the speeches short and to the point, remember this is a demonstration not a symposium.

4. Please ensure that your material is socially and culturally relevant and acceptable. You may also highlight inspirational stories of local people's struggles and successes in dealing with their mental illnesses (after taking their due consent) which may inspire more and more people to reach out and seek help.

5. Get the word out! Contact your advocates, friends, partners, etc. The idea is to try and include as many groups as possible to show the strength and solidarity within the community. Creating a unified coalition among different groups (mental health groups and professionals, medical groups, families, patients, doctors, nurses, etc.) is essential to creating a broad-based social movement and getting the most attention.

6. Assign tasks and determine roles for all involved. If working with different groups, ensure that you bring all leaders and frontrunners together to utilize and unify everyone's abilities, networks, and message.

7. Contact the media and write press releases announcing your plans. Please ensure to include the '**who, what, when, where**' information and be sure that all facts about your demonstration are available when you interact with the media.

8. Be sure to take pictures, keep notes of the entire event and send all your information to wmhdoofficial@wfmh.global when you are done, so that we can show the world that we are united and we won't keep silent any longer and make sure that our voices are heard!

9. Please adhere to all COVID-19 safety protocols while organising your demonstrations and activities.



This could be the single largest advocacy effort for mental illness across the globe! We hope you will join in and do everything you can to show your support. Be it 5 people or 500 people, we can all make a difference if we initiate action and just get the ball rolling!

EFFECTIVE SLOGANS

- Highlight the importance of the issue
- Put a “face” on the issue
- Address specific audience
- Reflect an understanding of what would motivate change
- Are culturally relevant and sensitive
- Are also in native/vernacular languages
- Are memorable

EXAMPLES

- Mental Health and Well-Being for All - A Global Priority
- Mental Health Matters
- Healthy Mind, Healthy Body
- Dignity in Mental Health Matters.
- Nothing About Us Without Us
- March for Mental Health Reform!
- ALL Illnesses Deserve the Same Care and Treatment!
- Close to 1 Billion People are Living with a Mental Disorder...
Look Around You – Do the Math.
- There is No Health without Mental Health!
- Mental Health Discrimination: Open Your Eyes to Our Reality
- Symptoms are not a Barrier to Recovery - Attitude Is
- I Need You and You Need Me
- Mental Health is Our Biggest Wealth
- Mental Health is Everybody's Business
- Look After Your Mental Health
- Look Up! Look Out! Look Forward!
- Celebrate World Mental Health Day - Open Your Mind!

WORLD MENTAL HEALTH DAY 2022

Sample Proclamation

WHEREAS, close to 1 billion people around the world are living with a mental disorder;

WHEREAS, relatively few people around the world have access to quality mental health care;

WHEREAS, the coronavirus pandemic has resulted in the deterioration in the mental health and well-being of the general public and has shown that no nation was prepared for the associated mental health crisis and the effects of long COVID;

WHEREAS, the global community is not just reeling under the effects of the coronavirus pandemic, but of wars, displacement, and the climate emergency, all of which have adversely impacted the well-being of the world citizens;

WHEREAS, many mental health conditions have traditionally received too little attention and concern by the general public, the general healthcare system, and elected and appointed public policy makers, resulting in inadequate priority being given to these disorders;

WHEREAS, there is increasing evidence that the prevention of mental illness is possible by using both general and targeted evidence-based interventions which can improve outcomes for individuals across the spectrum of mental disorders and life course;

WHEREAS, there is a need to establish global mental health and well-being targets that can bring together evidence that captures the social determinants of health, including promoting exercise, widening access to good nutrition and food, all of which will have a positive impact on mental health and well-being;

WHEREAS, it is imperative to understand that embracing human rights and fundamental freedoms must be a precondition of care, and a first step to address social justice and reduce stigma and discrimination toward people with mental health issues;

AND WHEREAS, the World Federation for Mental Health has designated the theme for World Mental Health Day 2022 as 'Make Mental Health & Well-Being for All a Global Priority' and urges the international community to understand the imminent need for greater collaboration between governments, citizens and planners so that effective processes can be established to deliver mental health and well-being services to the entire global population;

THEREFORE, I , _____,(TITLE)_____OF THE _____(TOWN/COUNTRY AGENCY, ORGANIZATION, MINISTRY)_____DO HEREBY PROCLAIM 10 OCTOBER 2022 AS WORLD MENTAL HEALTH DAY IN _____TOWN/CITY/COUNTRY_____ urge all governmental and nongovernmental mental health organizations and agencies to work in concert with elected and appointed public officials to apply universal preventive measures that reduce the risk of mental illness, including promotion of social inclusion policies, support and direct investment for vulnerable populations and investment in communities and youth in particular; to improve well-being interventions across life course from pregnancy, birth, early childhood, early teens, adulthood to older adulthood; to improve the social determinants of health; and to address mental health stigma and discrimination that very often serve as barriers for people seeking services and support available to them.

I further urge all citizens to join and support the local, state/provincial, and national non-governmental organizations that are working to make mental health a priority in communities throughout our nation.

Together, we will all make a difference and promote mentally healthy communities and citizens!

Signed _____

Title _____

Ministry/Office/Agency _____

Date _____

(SEAL)

Sample Media Release for Signing The World Mental Health Day Proclamation

October 10, 2022

FOR IMMEDIATE RELEASE

____MAYOR (OR OTHER OFFICIAL) OF _____ (town, city, or country)
____PROCLAIMS OCTOBER 10 WORLD MENTAL HEALTH DAY IN ____(locale)__

The (official's title/position/office), the Honorable (name), designated October 10 as World Mental Health Day 2022 in (locale) through the signing of a Proclamation issued by (legislative body, office, department).

The Proclamation signing ceremony was organized by _____ (organizing organization or agency), _____ and was attended by (members of the organization, public officials, community leaders, and private citizens, etc.).

The Proclamation urged all governmental and nongovernmental mental health organizations and agencies to work in concert with elected and appointed public officials to apply universal preventive measures that reduce the risk of mental illness, including promotion of social inclusion policies, support and direct investment for vulnerable populations and investment in communities and youth in particular; to improve well-being interventions across life course from pregnancy, birth, early childhood, early teens, adulthood to older adulthood; to improve the social determinants of health; and to address mental health stigma and discrimination that very often serve as barriers for people seeking services and support available to them.

The theme for World Mental Health Day 2022 as 'Make Mental Health & Well-Being for All a Global Priority' aims at encouraging and facilitating greater collaboration between governments, citizens and planners so that effective processes can be established to deliver mental health and well-being services to the entire global community, which is currently reeling not just under the effects of the coronavirus pandemic, but of wars, displacement, and climate emergency.

The World Federation for Mental Health (WFMH) established World Mental Health Day in 1992; it is the only annual global awareness campaign to focus attention on specific aspects of mental health and mental disorders and is now commemorated on all continents of the world and in nearly all countries on October 10 through local, regional and national World Mental Health Day commemorative events and programs.

VIRTUAL FUNDRAISING WALL

YOUR SUPPORT MATTERS - CONTRIBUTE NOW!

Close to one billion of the world population are living with mental illness and the majority have no access to care. In many low-, and medium-income countries most of the help is provided by family members or NGO's (non-governmental organisations).

The COVID-19 pandemic has shown that our health systems are not well equipped to deal with crisis and emerging illnesses.

To support this year's World Mental Health Day goal of encouraging and facilitating greater collaboration between governments, citizens and planners so that effective processes can be established to deliver mental health and well-being services to the entire global community, the World Federation for Mental Health would like to provide direct support to some small NGO's in low income countries who have difficulty in obtaining the support required to continue the good work that they are doing.

We are calling on our supporters and members to help us to do this and have set up a virtual wall to which you can make a donation.

Click on one of the bricks below to make your donation:

Less than \$10	\$35	\$50
\$100	\$500	\$1.000
\$5.000	\$10.000	More than 10.000

All donors will be named on the 2022 World Mental Health Day Virtual Wall.

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