



# ENGAGEMENT TOOLKIT

## ABOUT MENTAL HEALTH EUROPE

Mental Health Europe (MHE) is the largest European NGO committed to the promotion of positive mental health, the prevention of mental distress, the improvement of care, advocacy for social inclusion and the protection of the rights of (ex)users of mental health services, persons with psychosocial disabilities, their families and carers.

MHE's goal is to lead in advancing a human rights, community-based, recovery-oriented and psychosocial approach to mental health and well-being for all.

Together with its members, MHE formulates recommendations for policy makers to develop mental health friendly policies.



**Our vision is a Europe where everyone's mental health and wellbeing flourish across their life course.**



## A MESSAGE FROM MHE

Mental Health Europe is hosting the third edition of the European Mental Health Week – an ideal opportunity for everyone in Europe and beyond to come together to speak about all aspects of youth mental health, share stories of how young people are coping with difficulties and highlight the need for speaking up and breaking stigma.

This year's theme '**Speak up for Mental Health**' is shining the spotlight on youth mental health as a high-profile societal issue. The campaign offers young people and their supporters the opportunity to participate in shaping the future of youth mental health.

### What is different this year?

- We are releasing a set of **Policy Asks** during the Awareness Week to mobilise people behind them. These key asks outline the way forward to support young people's mental health.
- We are **calling for a meaningful mental health system change**. This requires joint action to ensure adequate prevention of mental health problems, meaningful empowerment, active engagement of young people in decisions about their mental health, and targeted mental health support at every stage of life.

This engagement toolkit provides materials to help you plan your participation. Thank you again for your support, and please reach out (e-mail: [info@mhe-sme.org](mailto:info@mhe-sme.org)) if you have any questions or need further information.

With our best wishes,  
TEAM MHE





## OFFICIAL PARTNER

The [European Youth Forum](#) (EYF), the leading platform of young people in Europe, is the official partner for this year's European Mental Health Week. EYF strives to ensure that young people are engaged in political action across all aspects of life.

The European Youth Forum is at the forefront of the ['2022 is the European Year of Youth'](#) ensuring that 2022 has a long-lasting positive impact on young people by pushing for sustainable and positive policy changes. The EU declared 2022 the European Year of Youth to underline the importance of European youth to build a better future and to advance with confidence and hope in a post-pandemic perspective. MHE is excited to support EYF's vision aiming for the [2022 European Year of Youth](#) to "go beyond promotional activities and bring a positive and long-lasting impact on young people's lives, today and in the future".

The EYF also carried out research summarised in the report ["Beyond Lockdown: the 'pandemic scar' on young people"](#) highlighting the deep social, economic, but also mental health challenges and barriers that young people are facing as a consequence of the pandemic. This report shows that there are not enough national policy responses to support young people's mental health, currently or moving forward. Immediate action at European and national level is crucial to address the mental health needs of young people in Europe.

**Together with the voices of our young people, we invite everyone to speak up for mental health. Let us shape a brighter future for young people.**

## OFFICIAL PARTNER



Representing Europe's youth





## ABOUT THE WEEK

The European Mental Health Week is a pan-European initiative that aims to raise awareness about the importance of mental health in our everyday lives.

The pan-European initiative is set up and run by Europe's largest independent mental health NGO Mental Health Europe (MHE).

This year's theme, **'Speak Up for Mental Health'** will shine the spotlight on youth mental health. In most European countries, mental health problems among young people (15–24-year-olds) have doubled the last two years as a consequence of the pandemic.

Young people constitute an especially vulnerable group. Immediate action at European and national level is crucial to address the mental health needs of young people in Europe. Now, armed conflict in the European region has increased uncertainty and fear.

**This week-long online action is a chance for everyone and especially young people to speak up about all aspects of mental health, share personal stories of how to cope with difficulties in times of crisis and in general, and highlight the need for action.**





## ABOUT THE GREEN RIBBON

**The green ribbon is the international symbol for mental health awareness.**

This year, you are invited to wear a green ribbon pin to show that you care about mental health and to raise awareness.

We thank all European Commissioners, policymakers, MEPs and all delegates attending our Policy Event on Friday 13 May for wearing the green ribbon pin to draw attention, raise awareness and speak up for mental health.

You too can wear the green ribbon pin during the Awareness Week, take a selfie and post your photo on social media to speak up about mental health. Remember to use the hashtags.



**“Be the change you want to see in the world!”**



## WHY MENTAL HEALTH

**Mental health is a critical human and societal issue. Learn why speaking up and taking action matters.**

### Change

There's an urgent need to raise the general public and policymakers' understanding about mental health, reduce stigma and change behaviours and attitudes.

### Progress

We know more about mental health today than ever before. Armed with all the knowledge, progress can be made. Mental health support must be available for all and especially for young people.

### Impact

In recent years, the World Health Organization and other UN agencies, European institutions and health ministries have recognised the urgent need for commitment and action on mental health. When our leaders speak up and take action, we can look towards a brighter future to move towards positive mental health especially for young people.

### Equity

More than half 9 million young people in Europe have been negatively affected by the pandemic and these numbers could increase as new crises emerge. Equitable access to mental health care can improve the quality of life for many and especially for young people.





## THIS YEAR'S THEME: WHY WE CHOSE YOUTH MENTAL HEALTH

Young people in Europe are in a particularly vulnerable situation when it comes to mental health. The impact of the pandemic has put further pressure on young people's mental health, leading to higher levels of anxiety and experiences of trauma, depression and loneliness. Many young people are finding that their lives have changed in unsettling ways.

Since half of the mental health problems affecting adults start during adolescence, the importance of increasing access to services, empowering young people and promoting their mental health cannot be emphasised enough.

Better systems must be enabled to support young people's mental health. The campaign offers young people and their supporters the opportunity to participate in shaping the future of youth mental health.

Tangible actions, appropriate investments and systems are needed to support our youth. We must start by speaking up for mental health. Moreover, a set of Policy Asks will be released during the Awareness Week to mobilise people behind them. These Policy Asks outline the way forward to support young people's mental health.







## MESSAGES

### MESSAGE PILLARS

1. Keep the spotlight on youth mental health now and tomorrow.
2. Youth mental health matters.
3. Shape a brighter future for young people.

### KEY MESSAGES

1. Mental health concerns everyone so let's **commit to** youth mental health and build a brighter future for the individual and society.
2. Mental health matters so we must **speak up** to shine a light on youth mental health and keep the spotlight on mental health now and tomorrow.
3. Mental health is essential so let's **start now** to invest in adequate prevention, meaningful empowerment and targeted support so everyone can shine.



## THE FACTS & FIGURES

**Data from various sources show how the mental wellbeing of children, adolescents and young people have been affected the last two years. Some of the key findings from various reports are:**

- 9 million young people in Europe are living with poor mental health.
- 74% of young people reported that their mental health worsened during the pandemic.
- Even before the pandemic, as many as one in five young people from 15 – 24 experience significant psychological distress.
- Suicide is the second cause of death for those aged 10-19 in Europe.
- Compared to other age groups, self-reported mental health issues are more prevalent amongst young people across many OECD countries.
- Half of the mental health problems affecting adults start during childhood and adolescence.
- Longer-term effects of the pandemic on mental health are likely to magnify pre-existing inequalities affecting those from marginalised backgrounds the most.
- Young women's mental health and wellbeing was notably worse than young men's.
- Young people in marginalized situations (i.e. LGBTIQ+, transgender, racialized minorities) are worse affected by poor mental health.
- Poor mental health during childhood/adolescence disrupts a range of milestones, including identity and relationship formation, educational and vocational attainment, financial independence, and achieving autonomy.

**European Youth Forum's Report: [Beyond Lockdown: the 'pandemic scar' on young people](#).**

**Browse this report by the European Youth Forum to learn about the deep social, economic, and mental health challenges young people are facing as a result of the pandemic.**



## SOCIAL MEDIA ASSETS

A number of digital assets are available for you to use, share and engage in this year's Awareness Week.

On the next page, you can find the visuals for Twitter, Facebook and Instagram.

**You may [download](#) these visuals, add the hashtags and start sharing now!**

### TAGLINE

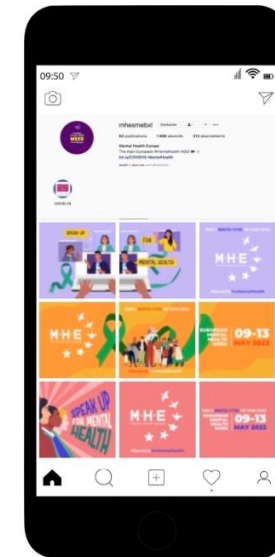


## TWITTER & FACEBOOK



**DOWNLOAD THESE VISUALS FROM THIS LINK AND SHARE!**

## INSTAGRAM



**DOWNLOAD THESE VISUALS FROM THIS LINK AND SHARE!**



## MESSAGES FOR SOCIAL MEDIA

When using the social media visuals, you are invited to use any of the following messages:

- **Keep the spotlight on youth [#mentalhealth](#) now and tomorrow.**
- **Youth [#mentalhealth](#) matters.**
- **Shape a brighter future for young people.**
- **[#SpeakUpForMentalHealth](#). Be vocal. It's ok to not be ok.**
- **[#MentalHealth](#) concerns all of us at every stage of our lives.**
- **Everyone has the right to quality [#mentalhealth](#) care that is accessible and affordable.**
- **[#MentalHealth](#) concerns everyone so let's commit to youth mental health and build a brighter future for the individual and society.**
- **[#MentalHealth](#) matters so we must speak up to shine a light on youth mental health and keep the spotlight on mental health now and tomorrow.**
- **[#MentalHealth](#) is essential so let's start now to invest in adequate prevention, meaningful empowerment and targeted support so everyone can shine.**
- **Ensure adequate PREVENTION of [#mentalhealth](#) problems.**
- **Meaningfully EMPOWER and actively ENGAGE young people in decisions about their [#mentalhealth](#).**
- **Provide targeted [#mentalhealth](#) SUPPORT at every stage of life.**
- **[#SpeakUpForMentalHealth](#) – Shape a brighter future – Start now.**



## WAYS TO GET INVOLVED

Sharing our experiences sends a powerful message to others and shows that we all share the same challenges. Mental health is universal to all of us.

The European Mental Health Week is creating a widespread call to **speak up for mental health** – join us on our social media channels, tag us in your posts using the hashtag.

### HASHTAGS

When posting on social media, please don't forget to use the hashtags:

[#EuropeanMentalHealthWeek](#)

[#SpeakUpForMentalHealth](#)

## EVENTS

MHE is hosting three events during the week. Check the campaign website regularly to find the up to date event details.



## FUNDRAISING

A number of fundraising challenges will become available for you, your colleagues, family and friends!

To find inspiration, we are putting together some ideas for you and invite you to check the campaign website in the coming days.

## CONTACT

For more info on the European Mental Health Week: [www.mhe-sme.org/emhw](http://www.mhe-sme.org/emhw)

E-mail: [info@mhe-sme.org](mailto:info@mhe-sme.org)

