



THE GREEN RIBBON CAMPAIGN

'Together we can #endthestigma of Mental Health'

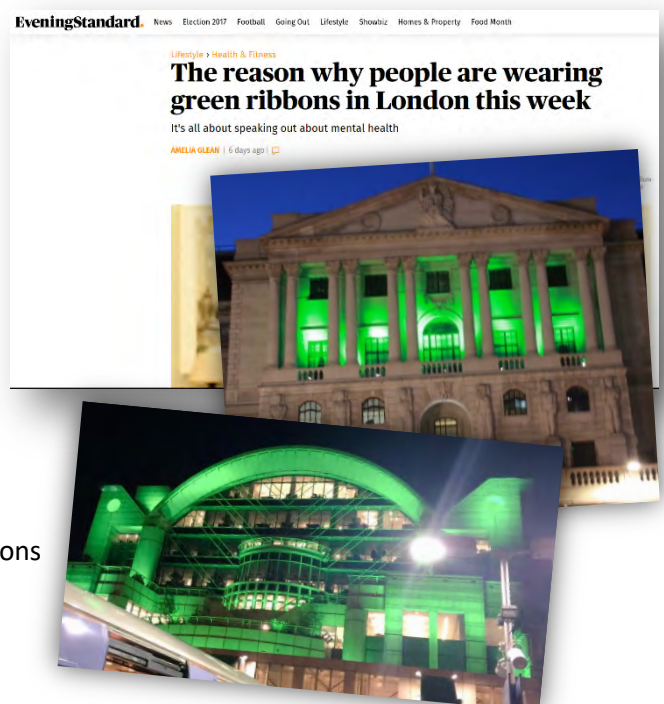


Imagine everywhere you go during Mental Health Awareness Week you see thousands of people showing they want to help #endthestigma of mental health by wearing a **green ribbon**.

The Green Ribbon Campaign, led by The Lord Mayor's Appeal, alongside **This is Me – in the City**, helps #endthestigma of mental health. The green ribbon has the simple, but powerful, message of **"Together we can #endthestigma"** and will be worn by thousands of employees across the City and beyond during Mental Health Awareness Week (14-18 May 2018).

Story so far

- ✓ Piloted in 2017, over **165 organisations** (corporate and public sector) took part sharing **85,000 ribbons**, potentially reaching over **400,000 employees**.
- ✓ **Over 10 iconic London buildings turned green** for Mental Health Awareness Week
- ✓ **98%** felt it amplified the messages of reducing the stigma, dispelling the myths and helping to build inclusive workplace cultures to improve employee wellbeing.
- ✓ **85%** saw the ribbon outside their workplace
- ✓ **97%** had senior management wearing green ribbons
- ✓ **100%** would recommend the campaign.



All you need to know about the ribbons

The stigma of mental health is such a huge issue in organisations and for individuals and we want to address this. We are asking organisations to invite their employees to wear a **green ribbon** as a visible sign of support and to help destigmatise mental health by:

- **Creating** a visible movement of support for ending the stigma
- **Showing** those struggling that there is support and they are not alone
- **Demonstrating** the level of support for this issue in your organisation
- **Encouraging** people to share their story and to create an inclusive cultures workplace.

Green Ribbon 35p each



Pin badge £1 each



Display boxes £5 each



The Ribbons: The green ribbons and pin badges will be supplied with a backing card with details of the campaign as shown above. There is also an international version of the ribbon available.

Cost: All we ask is that you cover the cost of the ribbon (as above) which includes postage. Fundraising tins are also available if you wish to ask your employees for a donation.

Delivery: Order now to get your ribbons delivered by **6th April 2018**.

Support materials: Once your ribbons are ordered, you will be emailed a toolkit with advice about how to roll out the ribbons as well as templates to help you promote the campaign.



Please visit our website at www.thelordmayorsappeal.org/greenribbon and **complete the order form now** to guarantee your ribbons for **Mental Health Awareness Week, 14-18 May 2018**.

ORDER NOW!



We hope you will join us for this movement, by working together... we can #endthestigma.

For more information, please email diversity@thelordmayorsappeal.org or call 0207 332 1050.