

# Mental Health Awareness Week

How to get involved

11th to 17<sup>th</sup> May 2026



# For Individuals



## Awareness

**Learn what mental health actually means** - explore the difference between mental health and mental illness. Visit [mind.org.uk](http://mind.org.uk) to explore this.

**Listen to lived experiences** - prioritise listening to others without fixing when someone shares their experience. Sometimes others just want to be heard.

**Challenge myths and stigma** - notice when stereotypes show up in conversation and replace them with facts.

**Understand Herefordshire Support** - learn what Herefordshire Mind and other local services actually do. Visit [herefordshire-mind.org.uk](http://herefordshire-mind.org.uk) for more info.

**Reflect on your own mental health** - notice your stress patterns, triggers and coping strategies.

**Recognise the power of your voice** - mental health isn't just an individual issue. Start the conversation in your own circles.

## Action

### Host a "Bake & Break"

Invite friends, neighbours, or colleagues to share homemade bakes and donate what they can.

### Mindful Mile

Walk one mile each day of Mental Health Awareness Week and ask others to sponsor your commitment.

### Donate a Day

Choose one day of the week and donate the cost of something you'd normally buy such as a coffee, lunch, takeaway.

### Creative for a Cause

If you knit, bake, craft, or create anything at all, sell a few pieces and donate a portion to Herefordshire Mind.

# For Organisations



## Awareness

**Share evidence-based information** - use internal comms to share myth busting facts from trusted sources.

**Host a short awareness talk** - Invite someone with lived experience to talk focusing on understanding not productivity.

**Promote open conversations** - share guidance on how to check in with staff in a supportive, non-intrusive way.

**Amplify Herefordshire Mind's message** - highlight the importance of local mental health support options.

**Create a mini learning hub** - include content about stress, burnout, being trauma-informed.

**Encourage leaders to speak up** - a short message from leadership acknowledging the importance of mental health can shift culture.

## Action

**Join Herefordshire Mind Ambassadors**  
Sign a member of staff up to become a Mind ambassador. Visit our website to sign up.

**Book Mental Health Awareness Training with us**  
Invest in your staff while directly supporting local services. Visit [herefordshire-mind.org.uk](https://herefordshire-mind.org.uk) to book.

**Team Wellbeing Challenge**  
Work together towards a shared goal that encourages healthier routines and reduces stress.

**Host a staff social with purpose**  
Quiz night, games night, bingo, etc.  
Create real in-person connection.

**Payroll Giving**  
Set up optional monthly donations to Herefordshire Mind to fund local support. Visit [www.gov.uk/payroll-giving](https://www.gov.uk/payroll-giving) to set up.

Want to find out more?

✉ [Fundraising@herefordshire-mind.org.uk](mailto:Fundraising@herefordshire-mind.org.uk)



# Digital Involvement

## Sign up to our mailing list!

Receive the latest updates, news and opportunities from Herefordshire Mind.

Email [fundraising@herefordshire-mind.org.uk](mailto:fundraising@herefordshire-mind.org.uk) to sign up.

## Run a digital campaign

Post a simple fact each day, myth buster, or photo with your campaign.

## Share our posts

Amplify local stories, tips, and support to those who really need them.

## Start a conversation thread

On Instagram, LinkedIn, Facebook. Ask people to share.

## Sponsor a fundraiser

Search up 'Herefordshire Mind' on JustGiving and support someone's existing fundraising efforts with a donation.

## Be Kind!

If you wouldn't say it to someone in person, don't say it to them online.

## Useful QR Codes



Herefordshire Mind  
Facebook



Herefordshire Mind  
Get Involved



Herefordshire Mind  
Challenge 2026