

Green Ribbon Photo Challenge

Activity Guide

Promote mental health awareness and end the stigma surrounding mental health issues by engaging employees in a fun and meaningful activity during Mental Health Awareness Week (MHAW) 13th – 19th May 2024.

How It Works

Introduce the Challenge

Announce the Green Ribbon Photo Challenge to all staff members. Explain the purpose of the challenge, which is to raise awareness about mental health and to encourage open conversations to end the stigma.

Distribute Green Ribbons

Provide green ribbons to all participants. Encourage them to wear the ribbon for the duration of Mental Health Awareness Week (13th-19th May).

Choose a Joyful Moment or Location

In line with this year's MHAW theme "Movement", participants choose a location or engage in a movement that brings them joy or peace. For example, a favourite spot in nature, or engaging in an activity like yoga.

Take a Photo

Participants should take a photo of themselves with the green ribbon in the chosen location. Encourage creativity and self-expression in the photos.

Share on Social Media

Participants share their photos using #EndTheStigma and #ThisIsMe and tag @LMAppeal during Mental Health Awareness Week.

Create a Collage or Album

Compile all the photos shared by participants into a collage or album. This can be displayed on your organisation's website, intranet, or during a virtual event to showcase the collective support for mental health awareness.

Encourage Conversation

Encourage employees to engage with each other's photos by liking, commenting, and sharing supportive messages. This fosters a sense of community and solidarity in the organisation.



Additional Tips

Offer a Prize: Reward the most creative photo.

Organise other MHAW Activities: Host a Green Ribbon Walk or panel discussion.

Lead by Example: Leadership participation encourages broader engagement.

Provide Resources: Direct towards sources of mental health support and advice.

By participating in the Green Ribbon Photo Challenge, employees can show their support for mental health awareness while also celebrating movement that brings them joy. Together, we can work towards ending the stigma surrounding mental health. For further information about the Green Ribbon campaign and the This is Me programme, visit the [This is Me Resource Hub](#).

