

INVITATION to join us in World Mental Health Day 10.10.2020 -campaign

World Mental Health Day is once again celebrated on October 10th. This year we want to highlight the positive effects of true listening, genuine presence and being heard on our mental health.

Everyone deserves to be heard. Every day. Everywhere. How one is "seen" by others affects directly one's mental health. Simply by listening we can positively affect one's wellbeing and help to build a more equal society.



Join us on World Mental Health Day and spread the message: GREENLIGHT LISTENING!

Save the dates: World Mental Health Day 10.10., campaign 5. – 10.10.

[Register as campaign supporter!](#)

Joining the campaign brings joy and benefits

Campaign supporters receive access to a material bank with ready-to-use communication materials and printable campaign posters. We also offer tips to bring out the theme of listening in your own activities, as well as handy exercise materials to develop your listening skills alone or together. Above all, the partnership brings you joy – and it doesn't cost you anything!

There are variety of ways to join. Choose the most suitable ones!



Spread the message in social media 5. – 10.10.

- We encourage everybody to attentive listening in everyday encounters.
- Our main message is **Greenlight listening! Who could you listen to?**
- Spread the message in your social media channels and challenge others to join.
- You'll find ready-to-use visuals, GIF-animations and texts in the material bank.
 - Lovely animal drawings by Cup Of Therapy will highlight the importance of listening.

Last year there were over 1000 social media posts with hashtag #vihreävalo. How about breaking the record this year?

#vihreävalo #ketävoisitkuunnella #maailmanmielenterveyspäivä #kymppikymppi #greenlightlistening



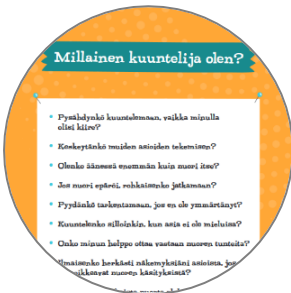
Organize an event to greenlight listening

- Plan an event, a workshop or a team meeting around highlighting the importance of genuine listening.
- Get dressed in green: choose green clothes, accessories or other suitable props. Share a picture in a social media and challenge others to join.
- Use material from the campaign website in your operations.



Shine green light on 10.10. at 18

- You can support our campaign by shining green light on your window, building, garden or a monument.
- Last year green light was shone to i.a. Näsinneula Tower in Särkänniemi Theme Park, Finlandia Hall, the theaters in Oulu and Nurmes and the library in Rauma.



Suggest materials or come up with something new

- Write an article on your website or suggest relevant materials to be linked to the campaign site.
- If you think of a completely new way of partnership do get in touch!

Register to keep updated

[Register as campaign supporter](#), you will receive newsletters with information and tips to participate. Registration is not binding.

For further information contact:

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World Mental Health Day campaign background

The celebration of World Mental Health Day was launched by the World Federation for Mental Health in 1992.

At MIELI Mental Health Finland we share the message of mental health as an asset and skills that everyone can strengthen. On World Mental Health Day we strive for open dialogue and an increase in mental health literacy. We highlight mental health as a basis for health, well-being and the ability to function well in everyday life.

MIELI ry coordinates the World Mental Health Day 2020 campaign Greenlight listening.
Campaign online: mieli.fi/kymppikymppi