



My Whole Self

Campaign Kit

Brought to you by Mental Health
First Aid (MHFA) England



MHFA England

This campaign kit has been developed to support you to get involved on and offline with our new campaign. Take part in the conversation as we build up to My Whole Self Day on Wednesday 18 March when workplaces across the country will be joining calls for people to bring their whole self to work.

Contents

- About the My Whole Self campaign
- Tools to help you join the conversation and spread the word
 - Newsletter/web/blog template
 - Social media posts and graphics
- How you can celebrate My Whole Self Day
 - Plan your own virtual events
 - Event materials
 - Share a My Whole 'Selfie' or a video story on social media



About My Whole Self

My Whole Self is a new campaign for workplace culture change from Mental Health First Aid (MHFA) England. We are calling on organisations to empower employees to bring their 'whole self' to work, wherever that may be.

What?

- Celebrate My Whole Self Day on March 18
- Start creating a workplace culture where everyone can bring their 'whole self' to work
- Put diversity and inclusion at the centre of workplace mental health and wellbeing
- Go beyond awareness to deliver action through activities, advocacy and uptake of practical resources

Why?

- Bringing our whole self to work is better for everyone's mental wellbeing and better for business
- As more organisations switch to remote working, these human connections between colleagues are more vital than ever
- 'Psychological safety' is one of the 5 key elements that makes for a high performing team (Google's [Project Aristotle](#))
- This occurs when a team feels safe enough to take risks and be vulnerable with one another

The key points

- Empowering your employees to bring their 'whole self' to work is better for mental wellbeing and better for business. The highest performing workplaces are supportive and inclusive
- By putting diversity and inclusion at the centre of mental health and wellbeing, employers can create a culture where people can be themselves at work
- When we're empowered to be our whole self we can build deeper connections. This helps us to be more understanding of our colleagues, so we work better together, whether online or in person
- Find out more about how to get involved: mhfaengland.org/my-whole-self/

Join the conversation
and spread the word



My Whole Self

Join the conversation online



We've drafted some suggested social media posts so you can share your support for the campaign with your network as we build up to My Whole Self Day on 18 March.

Use the materials on the following slides to accompany your post.

- Save the date - 18 March is #MyWholeSelf Day which encourages everyone to bring their whole self to work. Check out @MHFAEngland's free resources and get involved here: bit.ly/MyWholeSelf
- We're supporting #MyWholeSelf because everyone should be able to bring their whole self to work – it's better for our wellbeing and for business. Get involved by downloading @MHFAEngland's free resources here: bit.ly/MyWholeSelf
- How will you celebrate #MyWholeSelf Day on 18 March? Get your free resources from @MHFAEngland's website now and start planning what your workplace can do to empower everyone to bring themselves to work bit.ly/MyWholeSelf
- How can we create mentally healthy workplaces? It starts when we are able to bring our 'whole self' to work. On 18 March workplaces across the country will celebrate My Whole Self Day – download these free resources now to get involved: bit.ly/MyWholeSelf



My Whole Self

Use our social cards

Show your support for the My Whole Self campaign by using one of our social cards to use your next post. Download these by clicking on the links below.

[Instagram](#)



[LinkedIn](#)



[Facebook](#)



[Twitter](#)



Share the animation

This short clip explains what My Whole Self is and why it's important. Share it on your social media to show your support. You can also circulate among your employees to introduce them to My Whole Self.

Download the movie in different formats by clicking on the links below, or access it on YouTube.

[MOV format](#)

[GIF format](#)

[YouTube link](#)



The highest performing workplaces



are supportive and inclusive.

Join the
campaign for
workplace
culture change.



My Whole Self

Web or newsletter copy

You can adapt this copy for your newsletter, blog, or website to highlight your support for the campaign and encourage others in your network to take part:

[organisation name] is proud to be supporting [My Whole Self](#), [Mental Health First Aid \(MHFA\) England's](#) exciting new campaign for workplace culture change.

My Whole Self is calling for people to be empowered to bring their whole self to work - wherever that may be. It's better for wellbeing and better for business.

The highest performing workplaces are supportive and inclusive. Putting diversity and inclusion at the centre of mental health and wellbeing creates a culture where people can be themselves at work. This helps us to feel more engaged, to think bolder, find common ground, and work more effectively together, whether online or in person.

This is backed up by [Google's landmark Aristotle study](#), which found that 'psychological safety' is one of five key elements that enables a team to excel. Teams that feel safe and connected work better together and to do this they need a working environment that allows them to be authentic and show their whole self.

My Whole Self is calling on organisations to join the support in the build up to My Whole Self Day on March 18 when people across the country will be encouraged to bring their whole self to work and share a My Whole 'Selfie' on social media.

You can find out more about the campaign and download free resources to help you take part at mhfaengland.org/my-whole-self.



My Whole Self

Celebrate My Whole Self Day



My Whole Self

Plan your own virtual events

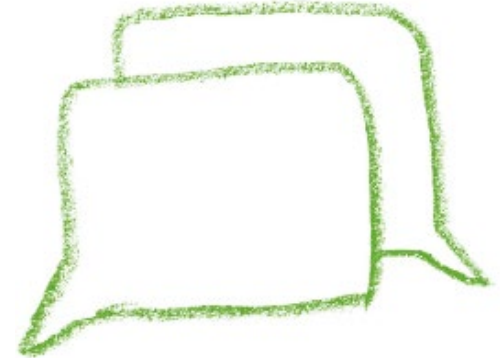
How will you celebrate My Whole Self Day on 18 March? Involve your HR or Diversity & Inclusion team and start planning how you can mark the moment. If you're working remotely, why not try running a version of these activities digitally? Download more information including the My Whole Self toolkit and activity worksheets from mhfaengland.org/my-whole-self.



**Wear your own
clothes day**



**My Whole Self
book club**



**My Whole Self
discussion panel**

Use our materials

Share the campaign graphics to help spread the word. All of this content can be downloaded for free from: bit.ly/MyWholeSelf.



We shouldn't have to separate our work self from our home self.

Join the new campaign for workplace culture change and encourage your colleagues and employees to bring their 'whole self' to work.

It's good for mental wellbeing and good for business. The highest performing workplaces are supportive and inclusive.

When we're empowered to be our 'whole self' at work we can build deeper connections. This helps us to be more understanding of our colleagues, so we work better together.

Look out for resources you can use and share in your workplace and on social media at mhfaengland.org/my-whole-self

Save the date
**18
March**

Bring yourself to work on
My Whole Self Day
mhfaengland.org/my-whole-self



My Whole Self

by Mental Health First Aid England

Share your My Whole Selfie and video story

Closer to the day we'll be releasing a customisable 'My Whole Selfie' template. Create your own and use it to share your whole self on your social channels to show your support for the campaign. Check back on mhfaengland.org/my-whole-self to download the template ahead of My Whole Self Day.



A self-shot video story is another powerful way to share you or your organisation's support. Ask a leader or an employee to share their #MyWholeSelf story by answering the three questions below. Film this as a 60 second piece-to-camera on a smartphone and share on social media using #MyWholeSelf on Wednesday 18 March – My Whole Self Day.

- Why are you supporting the My Whole Self campaign?
- In your personal experience, how has bringing your whole self to work helped you?
- Why is it important that everyone feels they can bring their whole selves to work?

We really value your support. Let us know how you plan to get involved and spread the word about My Whole Self!

To request additional resources or to discuss the campaign further contact: media@mhfaengland.org



My Whole Self



MHFA England