



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 in My Whole Self. Join the campaign for workplace culture change. Show your support on 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
 - Share a My Whole 'Selfie' or a video story on social media



My Whole Self

About My Whole Self

What?

- My Whole Self is the campaign for workplace culture change from Mental Health First Aid (MHFA) England. It's calling on organisations to empower employees to bring their whole self to work, and support their own and other's wellbeing
- Wherever you are working from, feeling supported to choose to bring your whole self to work is better for wellbeing and better for business

Why?

- The nation faces a mental health crisis in the wake of the COVID-19 pandemic. More people than ever will need mental health and wellbeing support. Employers must act now. Workplaces are key to creating a society where everyone's mental health matters
- Bringing together diversity and inclusion with health and wellbeing will drive a positive transformation in workplace mental health and performance

The key points

- My Whole Self aims to create a workplace culture where people have the safety and freedom to choose which parts of their identity they share at work, without fear of judgement
- In 2021 we shouldn't feel like we have to leave parts of our identity behind – be that our cultural or ethnic background, gender identity, sexuality, disability, or health
- 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 Thursday 18 March.

Use a social card from the following slide 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



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](#) campaign for workplace culture change.

In 2021 we shouldn't feel like we have to leave parts of our identity behind – be that our cultural or ethnic background, gender identity, sexuality, disability, or health. The My Whole Self campaign is calling on organisations to empower employees to bring their whole self to work, and support their own and other's wellbeing.

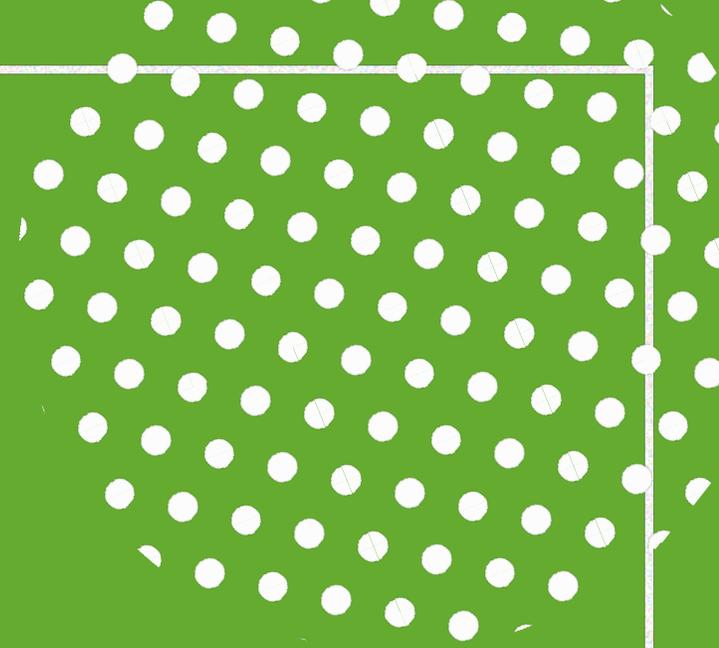
In a global study during COVID-19, 89% of employees have said their work life was getting worse and 85% said their wellbeing declined. (Harvard Business Review, February 2021) Ensuring everyone feels safe and confident to speak up and contribute in the workplace will better support peoples' mental health. It will also help our organisation, and others, to thrive post-pandemic.

Join us on Thursday March 18 to celebrate My Whole Self day when people across the country will be encouraged to bring their whole self to work, wherever that may be. If you'd like to take part too, 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

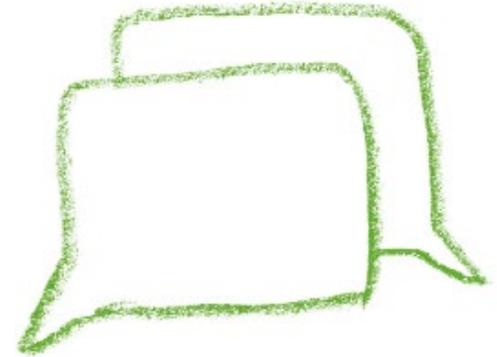
How will you celebrate My Whole Self Day on Thursday 18 March? Involve your colleagues and HR or Diversity & Inclusion team and start planning how you can mark the moment. Download more information including the My Whole Self toolkit and activity worksheets from mhfaengland.org/my-whole-self.



My Whole Self
Desert Island
Favourites



My Whole Self
book club



My Whole Self
discussion panel

Share your My Whole Selfie and video story

Show your support for #MyWholeSelf on 18 March by sharing a photo of your authentic self. Here's how to take part:

1. Take a selfie, and add 'This is #MyWholeSelf' and words to describe your whole self. You can write on a piece of paper and hold it in the selfie, or you can add the words using your phone's photo app or in your social media app (e.g. Instagram Stories, Facebook Stories, or a LinkedIn post)
2. Share your picture on your social media - you can tag us @MHFAEngland



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 Thursday 18 March – My Whole Self Day.

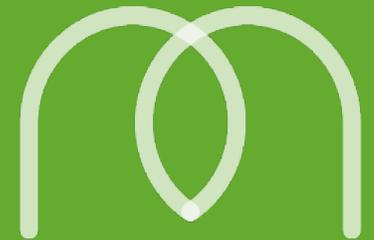
- Why are you supporting the My Whole Self campaign?
- In your personal experience, how has bringing your whole self to work helped you?
- Why is it important that everyone feels they can bring their whole selves to work?

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

