

May 2013



## Changing minds about mental health

One conversation at a time

### Green Ribbon Campaign Update:

See Change, the National Stigma Reduction Partnership and its 80 partner organisations are rolling out a month long national green ribbon campaign to get people talking openly about mental health problems in May 2013.

More than 150,000 green ribbons will be distributed nationwide free of charge to spark a national conversation about mental health in boardrooms, break-rooms, chat rooms, clubhouses, arts venues, college campuses and around kitchen tables throughout Ireland.

In first week of the campaign alone, by wearing the green ribbon, attending nationwide local events and pledging online support, already over 100,000 people have got on board with the message of the campaign to change minds about mental health, one conversation at a time.

2000+ facebook like -Trending worldwide on thunderclap with global reach of 232,865



### PARTY LEADERS UNITE TO SUPPORT NATIONAL GREEN RIBBON CAMPAIGN

The Taoiseach Enda Kenny, Tánaiste Eamonn Gilmore, Micheal Martin, Gerry Adams and Maureen O'Sullivan joined together to support the green ribbon campaign at Government Buildings on May 8<sup>th</sup>.



Dermot Lambert, former front man with acclaimed Irish band Blink has released a new single "Hey Sean" to help kick-start the green ribbon campaign. All profits go towards making the month of May every year synonymous with challenging the stigma of mental health problems. [Order 'Hey Sean' on iTunes](#) now. Watch the 'Hey Sean' music video:

[http://www.youtube.com/watch?feature=player\\_embedded&v=jkf1CIQZMTw](http://www.youtube.com/watch?feature=player_embedded&v=jkf1CIQZMTw)

**May 2013 was a month of firsts -all aimed at igniting a social movement for change:**

- ⌘ The first nationally-agreed symbol for mental health and stigma-reduction.
- ⌘ A gathering of more than 80 organisations from every aspect of Irish society working together to raise awareness and spark discussion of mental health; community, health, education, political and business.
- ⌘ A new platform for Irish business to prioritise employee mental health and spread the Green Ribbon message in the communities they serve.



**BOX OF FROGS NATIONAL THEATRE TOUR**

The hilarious and specially commissioned theatre piece ‘Box of Frogs ‘ embarked on a national tour as part of the national Green Ribbon campaign to encourage open discussion of mental health. Galway, Carrick-on-Shannon, Navan, Mullingar and Thurles played host to actress Mary McEvoy, comedian John Moynes and Newstalk broadcaster Dil Wickremasinghe who shared their own stories of personal experience with a mental health problems.

See <http://greenribbon.ie/news-and-events/?p=5> for details of performances across the country throughout June 2013.



**NATIONWIDE LETS TALK AND WALK EVENTS**

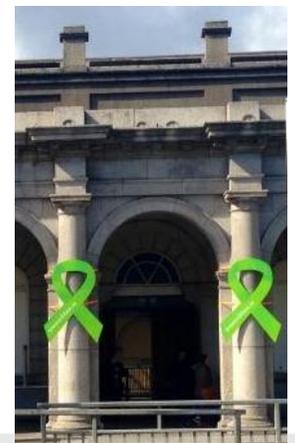
The Irish Farmers Association have joined forces with See Change, Coillte and Mental Health Ireland to organise a nationwide series of “Let’s Talk and Walk” family-friendly forest walk events The Let’s Talk and Walk events took place every Sunday in forest parks in Wicklow, Galway, Limerick and Cavan throughout the month of May.

**Show your support**

- ⌘ Wear the green ribbon. Available from info@seechange, See Change’s 80 partner organisations and all major Irish Rail stations.
- ⌘ Get a digital green ribbon for your website and social media profiles at [www.greenribbon.ie/show-your-support](http://www.greenribbon.ie/show-your-support)
- ⌘ Start your conversation with [@greenribbonIRL](https://facebook.com/greenribbonIRL)

**Key message:**

*You don’t need to be an expert to start talking about mental health or have all the answers. Sometimes the most helpful thing you can do is to let someone know*



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