

HBF Mental Health Awareness campaign pack

Mental Health Awareness Week (13th – 19th May)

The Home Builders Federation is supporting the Mental Health Foundation's Mental Health Awareness week. This is UK national initiative focussing on raising awareness of mental health and inspiring actions to promote the message of good mental health for all.

Following the successful launch of HBF's mental health awareness campaign in March we are keen to work with home builders to promote the existing support that is available for employees and their families as well as how organisations can support their employees in the workplace.

We would love to get your support on the campaign and showcase the great work you are doing within your own organisations. To get involved in the campaign, we have highlighted a number of ways you can help us promote mental health awareness below.

How to get involved

1 Signing the Building Mental Health Charter and making a donation

Already a number of our members have backed our mental health awareness campaign by giving a donation to support the work of the Lighthouse Club Construction Industry charity. The charity receives no funding and your donation would go towards the provision of its confidential 24/7 construction industry helpline, and retraining workers who have been injured or suffered an illness. To make a donation, email Lynda.tahri@hbf.co.uk.

Your organisation can also get involved by signing [Building Mental Health Charter](#) and showing your organisations commitment to raising awareness of mental health.

2 Social Media toolkit

We have created a social media toolkit for Mental Health Awareness Week to illustrate the many options of support available to employees. To get involved, we would encourage members to take part each day and promote the messages on the toolkit via their own social media channels. The messages will illustrate both your organisations commitment in promoting mental health awareness and that there is support for those working in the home building sector.

To take part and download the social media toolkit, visit www.hbf.co.uk/MHASocialmedia. Some helpful hashtags and social media handles that you can use as part of the campaign are:



#MentalHealthAwarenessWeek
@LighthouseClub_
@HomeBuildersFed

3 Take part in the #BuildersBrew competition

We are working with the Fit-Out Sector to support their Interactive #BuildersBrew Mental Health campaign. The campaign is designed to encourage people to not bottle-up but to open-up and talk about the issues causing them stress, anxiety or depression over a mug of tea or coffee. The campaign also reminds us to be vigilant of spotting signs in our colleagues and offering support where we can.

To build awareness of the campaign we are asking people to submit an image of themselves with their mugs of tea and coffee and tweet this with the hashtags **#BuildersBrew** **#MentalHealthAwarenessWeek** and handle **@fisorg**.

You could even get the chance to win a #BuildersBrew Flask.

4 Delivering a Tool Box Talk for your staff

A Tool Box Talk is a great way to deliver valuable information on mental health and support available directly to your workforce. The talk will help staff identify the signs and learn how to start a conversation with others who may be experiencing mental health issues. You can download the Tool Box Talk from the HBF website at www.hbf.co.uk/mentalhealth but we encourage you to add your own branding and messaging to suit your organisation.

5 Share your case studies and initiatives

If you are organising your own mental health campaign or doing any fundraising work to promote Mental Health Awareness week then get in touch. We would love to feature your stories on our website and social media.

If you have a mental health first aider at your organisation and they would be happy to be a case study, please get in touch too. By sharing their experiences and why they wanted to become a Mental Health First Aider we can help others to be trained in these key roles.

Thank you for support and for taking part in mental health awareness week. For more information, please get in touch with Lynda Tahri at Lynda.tahri@hbf.co.uk.



In conjunction with

