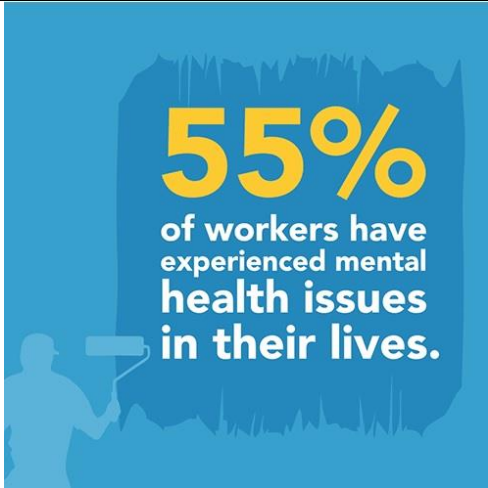









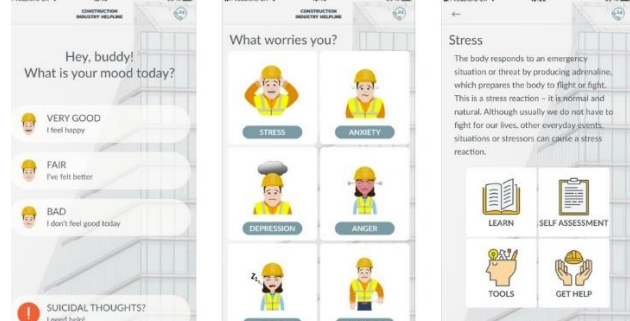
HBF – World Mental Health Day Social Media Toolkit **10 October 2019**

Thank you for taking part in HBF's social media toolkit for World Mental Health Day 2019. The messages and imagery below will help to raise awareness of mental health issues facing the construction industry and the support that is available to employees and their families.

Mental Health Awareness Week is a UK national initiative that inspires actions to promote good mental health for all. The social media toolkit has been designed to be used on media platforms Twitter and LinkedIn. If you have any questions, please email [Sarah Baba](#).

Day	Post type	Content	Imagery
One	Employer/ Industry focussed	We are committed to making a difference. [Organisation name] has signed the Building Mental Health charter to raise awareness and improve mental health in the home building industry #worldmentalhealthday	

Two:	Employer Focused	<p>It takes courage to talk about how you really feel. Over 55% of workers have experienced #mentalhealth issues in their life. Let's be part of the solution! See what action house builders are taking and find useful resources</p> <p>www.hbf.co.uk/mentalhealth</p> <p>#WorldMentalHealthDay</p>	
Three:	Employee/ Public Focussed	<p>Don't let it all build up, the Construction Industry Helpline is a free 24/7 confidential helpline for the construction industry's workforce and their families. If you're struggling, there is always help available</p> <p>@LightHouseClub_</p> <p>#worldmentalhealthday</p>	

Four:	Employer focussed	<p>55% of workers have experienced a #mentalhealth problem. The Building Mental Health framework gives home builders 5 clear steps they can take to raise mental health awareness and address issues in the workplace-find tips and resources here @lighthouseClub_#WorldMentalHealthDay</p>	<div> <div> <h3>BUILDING MENTAL HEALTH IN FIVE POSITIVE STEPS</h3> <ol style="list-style-type: none">  <p>1 Sign the charter</p>  <p>2 Signpost Support</p>  <p>3 Deliver A Toolbox Talk</p>  <p>4 Offer Mental Health Awareness Training</p>  <p>5 Develop Mental Health First Aiders</p> </div> </div>
Five:	Employer Focussed	<p>Break down the stigma of mental health by starting a conversation. Toolbox Talks are a great way to raise awareness, for a home builder template you can adapt today visit https://hbf.co.uk/mentahealthresources #worldmentalhealthday</p>	<div>  </div>
Six:	Employee/ Public focussed	<p>Not everyone is comfortable talking about their feelings. The free Lighthouse Club app can help provide information and guidance on a range of issues. Download it on the App Store and Google Play now. #mentalhealthweek</p>	<div>  </div>

