



WORLD MENTAL HEALTH DAY MENTAL HEALTH AT WORK

**COMMUNICATIONS TOOLKIT
FOR UN ORGANIZATIONS**

You can get inspired by previous WMHD events:

WMHM 2021 events recordings [\[Link\]](#)

WMHD 2022 event recording [\[Link\]](#)

WMHD 2023 event recording [\[Link\]](#)

Complete [playlist of events organized by the MHS team](#)

2. Share information

Share resources on mental health and wellbeing.

Send broadcast messages about World Mental Health Day/Month to all personnel/ your Division/ Team.

Publish intranet articles on World Mental Health Day/Month.

Share available materials on a weekly basis.

Annexes

Annex1: Things to Consider When You Plan for Events and Activities

Develop your WMHD planning tool

- Check lessons learned from previous WMHD
- Identify events dates, activities, roles and responsibilities, actions and deadlines.
- Conduct regular meeting to ensure clarity of roles.
- Track progress and identify any challenges.
- Identify speakers, and coordinate contacting them early enough.

Prepare the communication campaign package

- Flyer for your events
- Social posts, to announce about your events and messages
- Internal emails to announce and invite
- Intranet announcements (10-7 days before the event)
- Intranet articles (post-event to share objectives achieved and summary of the event) with photos (if applicable)
- Post-event social post (if applicable)

Prepare and test needed logistics

- Identify platform (MS Teams, Webex, Zoom) and access rights. Is the event for your organization only or if there will be external guests?
- Make sure speakers are comfortable with the platform and its technical aspects. Organize a prep. meeting with speakers to test IT.
- Assign roles and tasks distribution- prior and during the event.
- Prepare backup plan.