



Green Ribbon Campaign 2022: Frequently Asked Questions (FAQs)

The following document provides information on the See Change Green Ribbon campaign 2022. This year, See Change is celebrating 10 years of the Green Ribbon campaign.

If there is a question we haven't answered here, please email us at commsofficer@seechange.ie with your query.

When is the Green Ribbon campaign happening this year?

The Green Ribbon campaign will run across the month of **September**.

What are the Green Ribbon events / important dates that I need to be aware of?

Green Ribbon launch events

- **Dublin Launch:** 11:00 – 13:00pm on Thursday 1st September 2022
- **Cork Launch:** 11:00 – 13:00pm on Tuesday 6th September 2022

It is See Change's hope that the Dublin and Cork Green Ribbon launches for 2022 will be in-person events. However, should any future Covid-19 restrictions be enforced by the government in the run up to the events, See Change will host both launch events via Zoom Webinar.

Green Ribbon weekly events

Each weekly green ribbon event will focus on a different theme related to the topic of shame:

Week 1: Understanding the topic of shame

1st-2nd September

During this week, we will look at what shame is (with a focus on chronic/toxic shame), including our history of transgenerational shame in Ireland, what causes shame, and the triggers that people living with shame experience.

**Dublin launch this week on 1st September*

Week 2: What shame looks like

5th-9th September

We will provide information about what shame looks like in society and how it can negatively impact a person with mental health difficulties.

**Cork launch this week on 6th September*

**World Suicide Prevention Day falls on Saturday of this week, 10th September*

Week 3: What shame feels Like

12th-16th September

The focus for this week will be on the emotions of shame, including our thoughts and feelings. We will be sharing stories from people with lived experiences of shame, stigma and discrimination and how it made them feel from a mental health perspective.

Week 4: Behaviour of shame

19th-23rd September

We will be looking at some of the behaviours of shame by highlighting the different categories of shame (including the mind, body, culture and values), as well as the defense strategies of shame.

Week 5: A week to see change – what is the antidote to shame?

26th-30th September

For our final week, we will be focusing on how validation and unconditional acceptance are the antidote to shame.

Time to Talk Day

- Tuesday 13th September 2022

Time to Talk Day is an opportunity to have open and honest conversations about mental health, whether that's with family, friends or in the workplace. See Change encourages not only talking, but taking the time to listen to others about any challenges or struggles they are facing.

More information about Time to Talk Day will be available closer to the start of the Green Ribbon campaign.

World Suicide Prevention Day

- Saturday 10 September 2022

What is the theme of the Green Ribbon campaign this year?

Shame

The Green Ribbon theme for 2022 is shame. We will be looking at what shame is, how shame presents itself and how shame impacts people with mental health difficulties.

Our tagline for this year and for the Green Ribbon campaign is:

There is no shame in having a mental health difficulty

Language of mental health

Through events and social media posts, we will be encouraging people to become more aware of the language they use every day that may be triggering for people with mental health difficulties. We will also be encouraging people to educate themselves about mental health and mental illnesses.

Across our Green Ribbon campaign and pre-campaign, we will be focused on giving people the tools before asking them to make change.

See Change is conducting research on language this year which will tie in with this.

Connecting for Life

Focus this year is on Goal 1 and Goal 3:

- Population wide understanding of mental health
- Focus of priority groups

What are the See Change 2022 monthly themes?

Throughout the year, we will be sharing information and personal stories from our Ambassadors about shame. We will also be dedicating each month to a different group/community.

January	Self-care and introduction to yearly theme of shame
February	Starting the conversation about shame
March	Women's voices
April	Responsible conversations
May	Mental illnesses
June	LGBTQIA+
July	Ethnic minorities
August	GR Pre-campaign: Hard Conversations
Sept	GR Campaign
October	Black History Month / World Mental Health Day
November	Men's voices
December	End of year wrap-up

How can I order Green Ribbons so that I have them for the official campaign in September?

Closer to the campaign it is also possible to order ribbons directly from our website .

Alternatively, you can send an email to info@seechange.ie with the amount of Ribbons you would like the delivery address including postcode, contact person's name, phone number and email address full stop you will then be added to the pre-order list. This is subject to availability as we have a maximum of 500,000 ribbons for the whole country. We appreciate your understanding about this.

Can I order ribbons for my workplace, community or school?

Yes, this is an inclusive campaign and we are happy for everyone to get involved. Please note how to order in the answer above.

How many ribbons can I order?

- Minimum order is 100 Ribbons
- For orders over 1,000, but less than 10,000 you can order as listed above
- For orders over 10,000, please contact us to arrange delivery

Do I get a box with my order of ribbons?

Usually we send a box with every 200 ribbons. You're welcome to download our box template directly from our website under the [Printable Resources section](#) should you need more boxes.

Can I order more boxes with my ribbon order?

We have a set amount of boxes and aim to supply one box per 200 Ribbons. To help with box supply we have released the assets for the design, and you can download it from our [website](#) enabling you to print it on card and create additional boxes.

*Once our boxes have been distributed, we do not have capacity, or funding, to provide more for additional orders.

Can I order Green Ribbons during the campaign?

Possibly. To date the majority of our Green Ribbons have been distributed nationwide before the campaign starts so that people have their ribbons for the entire month. From time to time, we have a small amount of Green Ribbons left, and distribute them as quickly as we can once we receive an order.

Can I order ribbons earlier in the year?

We don't hold stock of the ribbons throughout the year, and only get them in advance of the campaign each year. We appreciate that you would like to raise awareness of mental health issues and are running events and that our Green Ribbons would be a nice addition to what you are doing. We would like to direct you to our downloadable resources that are available to you year-round that you are welcome to use for your event outside of the official Green Ribbon campaign as part of your Green Ribbon celebrations. We appreciate your understanding that we do not give out the ribbons themselves until the actual campaign time.

Can I order green ribbon enamel pins?

It is not possible to place an order for our enamel pins as we get a small quantity of these each year, and only provide pins to our distribution partners. However, you can get in touch and if we have some left in stock we will do our best to support your request.

I've ordered ribbons but they haven't arrived yet. Can I get tracking information to find out where they are?

Our Green Ribbons are delivered through a distribution centre and do not have individual order tracking information. We aim to deliver your ribbons within in two weeks of receiving your order. We appreciate your understanding in delays that may occur during busy periods.

Can I contact the distribution centre myself to find out about my ribbons?

No, our distribution centre is not set up to take public queries in relation to Green Ribbon orders.

The delivery is free; can I pay for my order to be delivered more quickly?

No, we do not have payment system in place, and our distribution centre is not set up for collection from external couriers or individuals.

Will you post things I am doing / events I am running on your website or social media?

We like to try and support where we can, but unfortunately as we are a small team we do not always have capacity to post every request. Posting is also subject to pre-check by See Change, and must be in adherence to both See Change guidelines and Headline media guidelines.

I've written an article or social media post and want to put it on your website, how do I do that?

All articles and content on our social media and website are written by our staff, Partners and Ambassadors. If you would like to become an official Partner or Ambassador please contact us for more information at info@seechange.ie

Will somebody from See Change attend our event?

At this time, we are adhering to Government guidelines and are not attending face -to-face meetings, presentations or events. Should travel restrictions be lifted by September we hope to support some events. This is dependent on availability of staff or Ambassadors, and requires advance booking. We appreciate your understanding in relation to this. If you would like to making a booking, please fill out [this booking form](#) and we will be in touch to discuss it in detail.

In the event that we are still providing a fully virtual service, we may be able to attend your event virtually.

I've organised an event, can I tag See Change in my social media posts?

Absolutely! Please tag us in all your Green Ribbon events and posts! You'll find us on these platforms;



<https://twitter.com/seechangeirl>



<https://www.facebook.com/SeeChangeIreland/>



<https://www.instagram.com/seechangeirl/>



[See Change -The National Mental Health Stigma Reduction Partnership | LinkedIn](#)

I want to book a speaker from See Change to do a stigma reduction session for our workplace/ community/ school. How do I do that?

If you would like to book a speaker, please fill out [this booking form](#) and we will be in touch to discuss it in detail. All Ambassador bookings are managed by our Volunteer Support Officer. Your booking form will be received, and your request will be processed. Our Volunteer Support Officer will be in touch with you to arrange an Ambassador match for your event. After the event you are required to fill in a feedback form.

***Please note, bookings are required one month in advance, and possibly longer in the run up to Green Ribbon due to the number of requests we receive.**

Is there a charge for a See Change speaker for my Green Ribbon event?

No, the Green Ribbon campaign is funded by the National Office of Suicide Prevention, so all costs are covered. While these sessions are funded, we do gratefully accept donations in order to support the Ambassadors and provide wellbeing packs, volunteer appreciation gifts, and additional training and materials. If you would like to make a donation following an Ambassador engagement, please let us know and we will send you the relevant information.

I've sent a query in relation to green ribbon and I still haven't got an answer. When will I receive the information I required?

Our general information emails at info@seechange.ie. We endeavor to get back to you within 3 working days; understanding that that if an email is received on Thursday afternoon the first working day is Tuesday. During busy periods this response time may be longer.

Can I phone somebody in See Change to discuss my order?

As we are now remote and hybrid working, we may not have access to phone support. Please email us at and send us your query. If we can call you back, we will, otherwise we will respond via email. During busy periods it is not possible to receive call backs as we do not have the staff capacity to man a phone line.

Should you contact the office, a message will be taken by reception and we will be notified, and endeavor to get back to you in 3 working days.

Additional Info

Supporter packs

Branded downloadable resources are available [online](#). The supporter packs include:

- Green Ribbon Poster

- Green Ribbon Flag
- Talking cards (business card size)
- Tea Pack Envelope
- Bunting
- Pull up banner
- Large and medium Green Ribbon prop (for photo's)
- Green Ribbon display box
- Email banner
- Social Media banners (Facebook/Twitter)
- Supporters "How To" guide for organising Green Ribbon events, with helpline
- Communications calendar (weekly listing with text, images and Ambassador content, with specific posting dates)
- See Change booklets and guides:
 - What is Stigma? booklet
 - Stand Up to Stigma booklet
 - Mental Health Matters booklet
 - A New Reality: Living with Covid Guide