

# Green Ribbon Campaign 2021: Messaging Calendar

## Theme for 2021: From exclusion to inclusion

This document outlines the key messaging points that See Change will be focusing on during each week of the Green Ribbon campaign for 2021. It is intended to be used in conjunction with the social media calendar document included in your pack.

### GR Campaign Weekly Themes

- **Week 1:** Understanding the Topic of Exclusion (1<sup>st</sup> - 3<sup>rd</sup> September)
- **Week 2:** Social Exclusion (6<sup>th</sup> - 10<sup>th</sup> September)
- **Week 3:** What Exclusion Feels Like (13<sup>th</sup> - 17<sup>th</sup> September)
- **Week 4:** Behaviour of Exclusion (20<sup>th</sup> - 24<sup>th</sup> September)
- **Week 5:** A Week to See Change; Social Inclusion (27<sup>th</sup> - 30<sup>th</sup> September)

Week	This week's theme	Key points for this week
<b>Week 1:</b> 1 <sup>st</sup> – 3 <sup>rd</sup> September	Understanding the topic of exclusion	This week we are talking about: <ul style="list-style-type: none"> <li>• <b>Introducing the topic of exclusion</b> – focus on how individuals from marginalised communities and/or with mental illnesses are being excluded from full involvement in the wider society</li> <li>• The wider society has (unintentional) biases that has led us to pre-judging/discriminating/excluding specific groups like Travellers, LGBTQIA+, etc.</li> <li>• In the context of mental health, those from marginalised communities with mental illnesses are suffering with double stigma – the stigma associated with the community they are in and the stigma of mental health difficulties</li> <li>• Many excluded people won't ask for help because of the stigma and shame associated with mental illnesses</li> <li>• Reminder that there is no shame in having a mental health illness</li> </ul>
Week	This week's theme	Key points for this week
<b>Week 2:</b>	Social inclusion	This week we are talking about:

6 <sup>th</sup> – 10 <sup>th</sup> September		<ul style="list-style-type: none"> <li>• <b>Showcasing what exclusion looks like</b> – being judged for your background/culture without actually getting to know someone within that community</li> <li>• How exclusion shows up in society – difficulty getting jobs, joining clubs or being part of the community</li> <li>• People form opinions without being fully aware of the facts / getting to know someone from a minority group</li> <li>• As individuals, we need to be honest with ourselves about the thoughts we have about people who are ‘different’ – whether that’s a minority group or someone with a mental illness, or even someone with both</li> </ul> <p>World Suicide Day is on 10<sup>th</sup> September – share information for suicide prevention websites such as Samaritans and Pieta House</p>
<b>Week</b>	<b>This week’s theme</b>	<b>Key points for this week</b>
<b>Week 3:</b> 13 <sup>th</sup> – 17 <sup>th</sup> September	What exclusion feels like	<p>This week we are talking about:</p> <ul style="list-style-type: none"> <li>• <b>What exclusion feels like</b> – shame, fear, loneliness</li> <li>• We are all guilty of these prejudices, whether we are aware of them or not. But by becoming aware, we can make a conscious effort to correct ourselves if we do/say something inappropriate</li> <li>• Facing constant discrimination and prejudice results in low self-esteem, feeling isolated and unwanted</li> <li>• Exclusion also negatively impacts mental health – can lead to depression and anxiety</li> <li>• We may feel shameful and embarrassed by pre-judging someone we don’t yet know or have never made the effort to get to know</li> </ul>
<b>Week</b>	<b>This week’s theme</b>	<b>Key points for this week</b>
<b>Week 4:</b> 20 <sup>th</sup> – 24 <sup>th</sup> September	Behaviour of exclusion	<p>This week we are talking about:</p> <ul style="list-style-type: none"> <li>• <b>Reflecting on our own behaviours that have led to others feeling excluded</b> – have you ever ignored or avoided someone because of their position in society or because they have a mental illness you didn’t understand?</li> <li>• Do you feel shameful about having these thoughts and behaviours?</li> <li>• How the language we use on a daily basis can negatively impact mental health, e.g., using words like ‘bipolar’ to describe the weather, or ‘mental’ to describe how busy the shop was</li> </ul>

		<ul style="list-style-type: none"> <li>• A look into self-stigma – how I exclude myself based on how I perceive I will be treated or how I've been treated already</li> <li>• The result of self-stigma is shame, isolation and exclusion from society</li> </ul>
<b>Week</b>	<b>This week's theme</b>	<b>Key points for this week</b>
<b>Week 5:</b> 20 <sup>th</sup> – 24 <sup>th</sup> September	A week to see change – social inclusion	<p>This week we are talking about:</p> <ul style="list-style-type: none"> <li>• Focus on how <b>positive actions we all make can create a change in our society</b></li> <li>• Examples of stigma-free language and conversations – using the correct language, asking questions, educating ourselves through conversations</li> <li>• The importance of having conversations about mental health difficulties and exclusion. Avoiding the conversation and the person can have devastating consequences</li> <li>• Reminder to be open and honest with yourself about having stigmatising thoughts and behaviours. But being aware means that you don't have to act on these thoughts and feelings</li> <li>• Signposting to relevant organisations for marginalised groups</li> <li>• Signposting to organisations for anyone with a mental illness and their family/friends</li> </ul>