



Light up Green to help end the silence on mental health

A Chara,

In May 2018, See Change and its partner organisations will host the 6th annual Green Ribbon campaign to encourage Ireland to Say 'No' to Mental Health Stigma.

The Green Ribbon has proven to be See Change's flagship campaign where one month in the Irish calendar is now earmarked for helping to end the stigma of mental health difficulties with thousands of organisations, groups, workplaces and individuals.

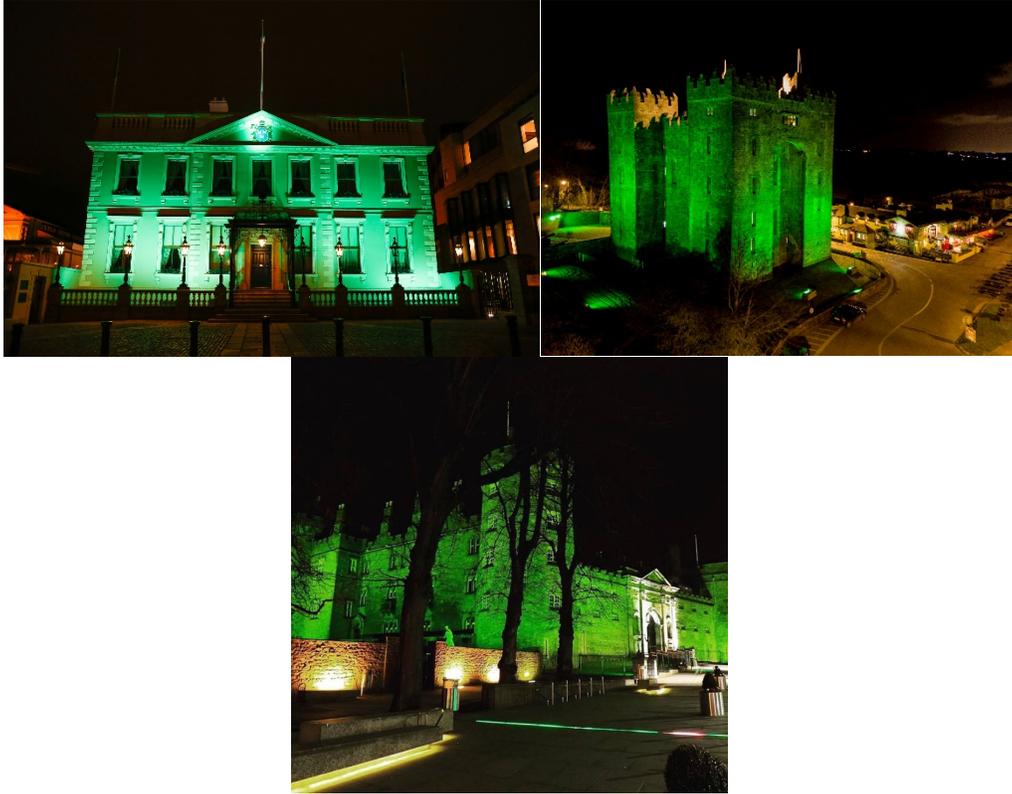
The campaign spreads the message that you don't have to be an expert to talk about mental health or have all the answers, sometimes the most helpful thing you can do is let someone know that you are there for them and simply listen. With the help of our 100+ partner organisations and over 60 ambassadors, we distribute 500,000+ Green Ribbons nationwide and free of charge in conjunction with hundreds of local and national events to help end the silence on mental health.

This May 2018, we are asking businesses, landmark buildings and cultural institutions to 'Light up Green' with exterior lighting to help "Say 'No' to Mental Health Stigma."

Stigma is one of the main reasons people experiencing mental health difficulties do not seek help, according to research we commissioned in 2017:

- Almost 4 in 10 would conceal a mental health difficulty from family, friends or colleagues.
- 46% of under 35 year olds would conceal a mental health difficulty from family, friends or colleagues.
- People living in rural communities are more likely to conceal a mental health difficulty than those living in urban areas.
- 42% living in rural communities would conceal a mental health difficulty from family, friends or colleagues.

The See Change vision is that every person in Ireland can be open and positive about mental health, understanding it as a normal part of the ups and downs of life.



The ask is simple - Light up Green to show your support for ending the silence around mental health issues. We will profile each building on the Green Ribbon website. The campaign gains extensive coverage throughout the month of May. The 17 buildings that lit up green in 2017 are listed below:

The Mansion House, Dublin
 Heuston Station, Dublin
 Kilkenny Castle
 Dunbrody Famine Ship, Wexford
 Carlow County Library
 King John's Castle, Limerick
 The Oak Tree, Aras Cill Dara, Kildare
 University College Cork
 Institute of Technology, Galway

The Convention Centre, Dublin
 Connolly Station, Dublin
 Bunratty Castle, Clare
 The Visual Arts Theatre, Carlow
 Carlow County Buildings
 UL Bridge, Limerick
 Galway County Library
 Institute of Technology, Sligo

C/O Block B Maynooth Business Campus, Maynooth, Co Kildare. Tel 01 5413715.
www.seechange.ie  www.greenribbon.ie Shine Charity Number: 6380



The full Green Ribbon Impact report is attached to this email.

We are aware that it is easier for some buildings and premises to illuminate than others, but for most, it is relatively easy and low cost. We have included some guide information to help you to 'Light up Green' with this letter.

We would like to take this opportunity to offer our sincerest thanks to all of you who have supported us in the past.

We also look forward to welcoming many more of you on board for Green Ribbon Month this May 2018. If you would like to order some Green Ribbons please contact us at info@seechange.ie

Thanking you in advance.

Caroline Condon
See Change

When?

1 May 2018 - 31 May 2018.

What will we do?

We will create a community driven social movement across Ireland to reduce the stigma and discrimination associated with mental health issues. The Green Ribbon Campaign aims to encourage open conversations of mental health difficulties in Ireland.

What do we need you to do?

Light your building green!

How?

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See the following page for information
www.seechange.ie

For queries please contact
info@seechange.ie

How you can Light up Green

We are suggesting the colour code below:

RGB Code 1271860

LED

LED has become extremely popular in recent years with an explosion of colour-changing buildings in the city, including the Convention Centre and National Concert Hall in Dublin. Luckily, if your building is fitted with colour-changing LED lights, then Going Green for the Festival could be as simple as pushing a button. If in doubt, talk to your electrician.

SON (High Pressure Sodium)

SONs are a very popular type of architectural light and are seen on buildings all over the city including Trinity College and Bank of Ireland at College Green. Also used in streetlights, they produce a warm orange colour. Unfortunately because of this, it makes it very difficult to change this orange to green using colour gels or filters. However, there is a type of bulb available that simply retro fits into the existing lamps, called a Metal Halide which is available in a specialist green colour.

Green Metal Halide bulbs

Contact your local electrical wholesaler for more information. Popular brands for Green Metal Halide bulbs are 'Venture' and 'Colorlite'. Metal Halides Metal Halides are similar to SON lamps, but produce a cool white colour. As seen with the SON lamp, there is a special green bulb version available. If you already have white light metal halides on your premises, you can change their colour with green gels for minimal cost. Green Gel/Colour Filter Colour Filters or Gels are a specialised, heat-resistant, coloured plastic used mainly in theatre and stage lighting, with 1000s of shades available. Gels can be put on any white light source, including fluorescent tubes. It is a simple cost effective solution for greening your business. Gels are available from theatrical lighting suppliers like SLC Dublin, (01)6773044.

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