



## Light up Green to help end the silence on mental health

A Chara,

In May 2019, See Change and its partner organisations will host the 7th 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.

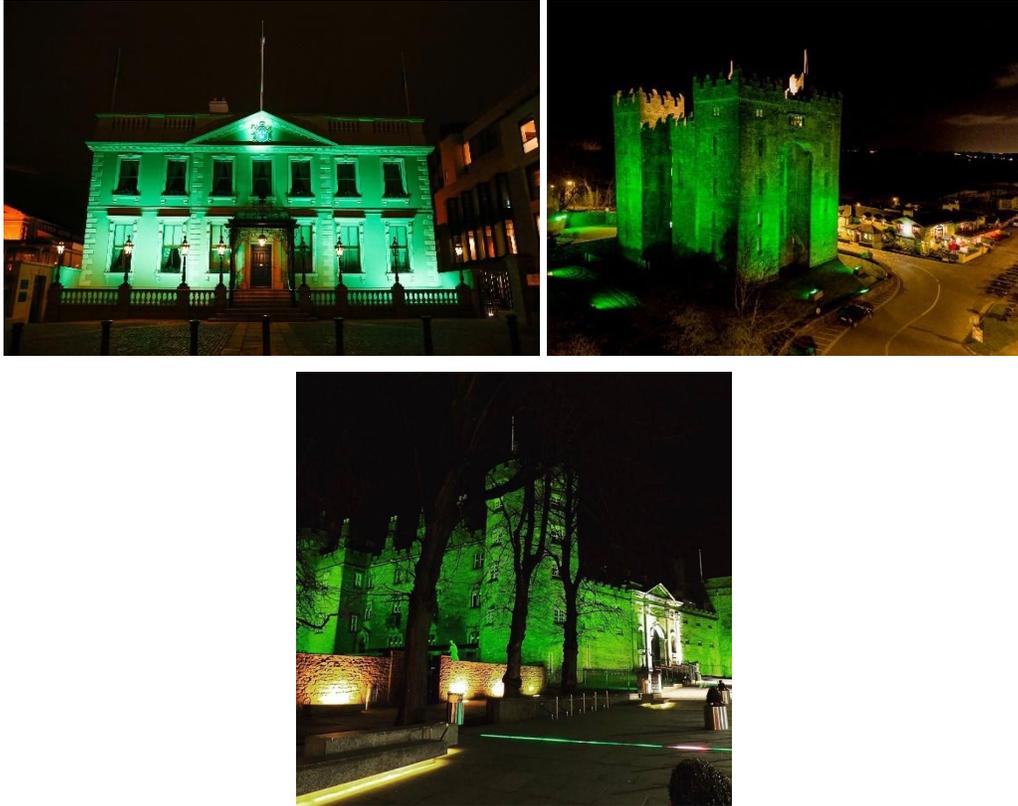
The campaign spreads the message that you don't have to be an expert to talk about mental health or have all the answers, sometimes the most helpful thing you can do is let someone know that you are there for them and simply listen. With the help of our 100+ partner organisations and over 60 ambassadors, 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 2019, 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 42 buildings in 15 counties who lit up green in 2018 are listed below:

Carlow: Carlow County Library and Carlow County Buildings

Clare: Bunratty Castle

Cork: University College Cork and Cork City Hall

Dublin: Heuston Station, Connolly Station, The Mansion House, Dublin City Council Civic Offices, the Convention Centre, County Hall Swords, Fingal County Council, AIB Bankcentre; AIB Burlington Road, AIB Adelaide road, AIB Sandyford, AIB Dame Street, AIB 66 St Mall; AIB Cornelscourt, AIB Grafton Street, AIB South Richmond Street and the head offices of the EIR Group and PWC

Donegal: Letterkenny IT

Galway: Galway County Hall and Galway Mayo IT (GMIT), AIB Eyre Square

Kildare: The Oak Tree at Aras Cill Dara and Kerry Group Naas

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Kilkenny: Kilkenny Castle, AIB  
Leitrim: Leitrim County Council Buildings  
Limerick: Limerick Moylish Building at Limerick IT  
Longford: Longford County Council Buildings  
Sligo: Sligo Institute of Technology  
Tipperary: AIB Clonmel  
Waterford: Waterford City Hall, Waterford City & County Council's Economic Development Section, and Bishop's Palace Museum  
Wexford: Dunbrody Famine Ship

Click [here](#) to view our 2018 Green Ribbon Impact Report:

<https://seechange.ie/wp-content/uploads/2018/09/GR-Report-28.08.18-.pdf>

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 coming May. Ordering of green ribbons will be available through our website [www.seechange.ie](http://www.seechange.ie)

Caroline Condon  
See Change Workplace Programme Officer

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## **When?**

1 May 2019 - 31 May 2019

## **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?**

See the following page for information

[www.seechange.ie](http://www.seechange.ie)

For queries please contact

[ccondon@seechange.ie](mailto:ccondon@seechange.ie)

## **How you can Light up Green**

**We are suggesting the colour code below:**

**RGB Code 1271860**

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## **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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