**Celebrating Mental Health Awareness Week with Five ways to Wellbeing and Islam**

**Strict embargo 00.01hrs Monday 10 May 2021**

**Using this document**

This document contains information to support your local communities with a focus on mental health and wellbeing.

This campaign toolkit includes:

* [About Good Thinking](#_About_Good_Thinking)
* [Template news story](#_Template_news_story)
* [Suggested newsletter copy](#_Short_narrative_(Word)
* [Suggested intranet copy](#_Suggested_Staff_Newsletter)
* [Suggested WhatsApp copy](#_Suggested_WhatsApp_copy.)
* [Suggested social media copy](#_Suggested_social_media)
* [Google Drive – download animations](https://drive.google.com/drive/folders/1uHNJ2GELiHXNh6ZX1Z0lmAo-FjGBi5e6?usp=sharing)
* [Short Survey](#_Short_Survey)

For further communication enquiries please contact the Good Thinking team at

info@good-thinking.co.uk or Sonia Ettetuani, Communications Lead s.ettetuani@nhs.net

### **About Good Thinking**

Good Thinking an online mental wellbeing platform that helps Londoners look after their mental health and wellbeing in a way that works for them. Since its launch in 2017, more than half a million people have used our digital service to tackle anxiety, stress, low mood, sleep problems and other concerns. Good Thinking is free for those that live, study or work in London thanks to the support of the Mayor of London, London Councils, Directors of Public Health and Public Health England. It is delivered by Healthy London Partnership.

Available 24/7 on any device and completely anonymous, Good Thinking provides a range of resources to help Londoners improve their mental wellbeing, including free NHS-approved apps, articles, blogs, podcasts, self-assessments, videos and printable workbooks. All the apps we recommend are independently assessed and our clinically validated self-assessment tool is powered by DoctorLink.

During the COVID-19 pandemic, we have expanded our resources to meet the growing demand for mental health support across London. Londoners have told Good Thinking that there is no ‘one size fits all’ solution when it comes to their health – they want information and support that reflects how they live and what their values are.

So, Good Thinking has been working with a variety of organisations, faith communities, academies, charities, and many others to create tailored, impactful content. Everyone’s mental health is different – we are here to help you find your own path to improve your wellbeing. Visits to our website and downloads of our resources have increased significantly during the pandemic.

**About this toolkit**

This toolkit has been designed to help you make Good Thinking visible across your organisation and the communities you work with. The information, tools and templates will help you to deliver the campaign message and make the best use of the communication channels and resources that are available to you.

Please help us disseminate these valuable resources with your local networks and trusted partners.

## If you have any questions, please feel free to email Sonia Ettetuani, Good Thinking

## Communications Lead s.ettetuani@nhs.net

### **Template news story (Word Count: 369 words) to adapt and use locally.**

 **News Release**

**Strict embargo 00.01hrs Monday 10 May 2021**

**Celebrating Mental Health Awareness Week with** **Five ways to Wellbeing and Islam**

Monday 10 May 2021 marks the launch of Mental Health Awareness Week, the UK’s national week to raise awareness of mental health.

COVID-19 has impacted the whole world; for almost everyone, life has had to change profoundly with an increase in a range of mental health conditions for adults, from emotional exhaustion, sleep problems and anxiety to depression. In response, the Good Thinking team has been developing the service making changes to offer better and more relatable support to Muslim communities in London. Millions of us have experienced a mental health problem or seen a loved one struggle and we understand that people might be feeling anxious, stressed or struggling with other mental health concerns.

As part of the awareness week, Good Thinking has been working in partnership with Muslim communities in The London Borough of Newham, Newham Council’s Public Health Team, and the Mental Health Lead for North East London CCG to create the [Five Ways to Wellbeing and Islam](https://good-thinking.s3.amazonaws.com/documents/EN_JC0308_Five_Ways_Wellbeing_Islam_AW.pdf), as recommended by the NHS. This expanded resource is to meet the growing demand for mental health support across London and its diverse communities and to provide curated resources that feel more culturally appropriate for faith communities.

The [five ways to good mental wellbeing and Islam](https://good-thinking.s3.amazonaws.com/documents/EN_JC0308_Five_Ways_Wellbeing_Islam_AW.pdf), are based on NHS advice and are also encouraged in Islamic teachings, they are:

1. [Connect with Allah and with people](https://drive.google.com/file/d/1S9gEe6DjZVhRPEz5v68Y9kvxxY8TkEZ2/view?usp=sharing)
2. [Be physically active](https://drive.google.com/file/d/1srFO_DDs_djAM-j7Gs2gocZQhISZDJJl/view?usp=sharing)
3. [Learn something new each day](https://drive.google.com/file/d/1dvPq-TvFBht93VKLtn0nCfEk1rQIiUZp/view?usp=sharing)
4. [Give to others](https://drive.google.com/file/d/1MgGXhsNY8Wt_4-US_P7MLNFPA989zi-q/view?usp=sharing)
5. [Pay attention to the present moment](https://drive.google.com/file/d/1lt8RueSk6-YLzZoLrzvRhr4t5pRUsGSP/view?usp=sharing)

Endorsed by the Muslim Council for Britain, British Islamic Medical Association and The British Board of Scholars and Imams, the Five Ways to Wellbeing and Islam will be available in seven languages English, Bengali, Gujarati, Urdu, Somali, Hindi and Arabic as part of the wider toolkit. The toolkit provides a series of videos and accompanying animations on the five ways to wellbeing that can be shared on WhatsApp and across various social media platforms. **This toolkit will be followed by more toolkits for other faith communities.**

It has never been more important to look after your mental wellbeing and help your loved ones.

**Dr Wajid Akhter, Vice President, British Islamic Medical Association, said:**

"In order for communities to improve their mental health, they need to be able to view it in terms that they recognise and empathise with. The "5 ways to good mental wellbeing and Islam" developed by Good Thinking is a perfect example of faith based and mental health expertise combining to produce guidance that is not only accessible, but hopefully inspirational."

**Sheikh Hasan, Founding Trustee, The British Board of Scholars & Imams (BBSI), said:**

“With our communities feeling worried, anxious and isolated during these challenging times, Good Thinking highlights that there are lots of things we can do to look after our mental wellbeing and help others. We are pleased to endorse this campaign and commit to working alongside Good Thinking and other key partners to play our role in supporting our community.”

**Zara Mohammed, Secretary General of the Muslim Council of Britain, said:**

"There has never been a more crucial time to support mental well-being initiatives due to COVID-19. The Good Thinking campaign will provide a range of resources to help Londoners improve their mental health in so many ways. It is my pleasure to support this initiative along with key partners in this vital work they are doing for our communities which is needed more than ever."

**Dr Imrana Siddiqui, GP & Clinical Lead for Mental Health North East London CCG, said:**

“Islam promotes a holistic way of life and encourages good mental, physical and spiritual wellbeing. Good Thinking, by meaningfully co-producing with Muslim communities and experts, has produced a compelling resource incorporating values of Islam harmoniously into NHS guidance. We hope Muslim communities will find these culturally tailored resources relatable and practical in promoting wellbeing and self-care during these challenging times and beyond.”

**Cllr Zulfiqar Ali, Cabinet Member for Health and Adult Social Care, Newham Council, said:**

“Newham Council is delighted to be collaborating with Good Thinking to raise awareness of mental health wellbeing within the Muslim community, especially in this extraordinary climate. It is vital that communities recognise that poor mental health is an illness and treat it with the same seriousness as poor physical health. It is comforting to know that there are many resources available to help treat mental illness, and I urge residents not to suffer in silence. The first step is acknowledging it and then talking to your GP who can refer or signpost you to the right services.”

**Muhammad Uddin, Newham Muslim Forum, said:**

"We're living through incredibly challenging times and our communities are facing intense pressures. People are worried, anxious and feeling alone. The Good Thinking app gives us some very important tools that we can use to help manage our mental well-being, while engaging with our faith-based traditions. We can only help others if we first help ourselves. Newham Muslim Forum are pleased to endorse this campaign and commit to working alongside Good Thinking and other key partners to play our role in supporting our community."

Some of the ways you can support this campaign during Mental Health Awareness Week and beyond:

* Consider the [five steps to improve mental health and wellbeing,](https://good-thinking.s3.amazonaws.com/documents/EN_JC0308_Five_Ways_Wellbeing_Islam_AW.pdf) as recommended by the NHS and also encouraged in Islamic teachings.
* Join the conversation on social media and tag us in [@GoodThinkingUK](https://twitter.com/GoodThinkingUK)
* Use the toolkit and its resources with your community.

For more information, visit [www.good-thinking.uk/faith-and-belief-communities](http://www.good-thinking.uk/faith-and-belief-communities)

**-Ends-**

**Notes to editors**

For more information or to arrange an interview with a spokesperson, please contact info@good-thinking.uk

**About Good Thinking**

Good Thinking supports Londoners to look after their mental health and wellbeing in a way that works for them. Since its launch in 2017, more than half a million people have used our digital service to tackle anxiety, stress, low mood, sleep problems and other concerns. Good Thinking is free for Londoners thanks to the support of the Mayor of London, London Councils, Directors of Public Health and Public Health England. It is delivered by Healthy London Partnership.

Available 24/7 on any device and completely anonymous, Good Thinking provides a range of resources to help Londoners improve their mental wellbeing, including free NHS-approved apps, articles, blogs, podcasts, self-assessments, videos and workbooks. All the apps we recommend are independently assessed and our clinically validated self-assessment tool is powered by DoctorLink.

For more information, visit [www.good-thinking.uk](http://www.good-thinking.uk)

### Suggested Newsletter copy (Word Count: 216 words)

**Five ways to Wellbeing and Islam**

COVID-19 has impacted the whole world; for almost everyone, life has had to change profoundly with an increase in a range of mental health conditions for adults, from low wellbeing, sleep problems and anxiety to depression. In response the Good Thinking team has been making changes to the service to offer better support to Muslim communities in London.

Endorsed by the Muslim Council for Britain, British Islamic Medical Association and The British Board of Scholars and Imams, the [Five Ways to Wellbeing and Islam](https://good-thinking.s3.amazonaws.com/documents/EN_JC0308_Five_Ways_Wellbeing_Islam_AW.pdf) will be available in seven languages English, Bengali, Gujarati, Urdu, Somali, Hindi and Arabic.

These resources have been developed by mental health professionals and practicing Muslims to meet the growing demand for mental health support across London and its diverse communities and to also urge the Muslim community to be more aware of the five steps to improve mental health and wellbeing, as recommended by the NHS. These are also things encouraged in Islamic teachings.

The issue of mental health is real and should not be taken lightly. For those who are facing any kind of mental health issues, do not be afraid and seek professional help. There is no harm and shame in doing this, there’s always help around the corner.

For more information, visit [www.good-thinking.uk/faith-and-belief-communities](http://www.good-thinking.uk/faith-and-belief-communities)

### **Suggested Intranet copy (Word Count: 134 words)**

**Five ways to Wellbeing and Islam**

In the past year it’s safe to say that many of us have experienced so many mental health challenges, Black Asian and Minority Ethnic (BAME) people have been facing harsher impacts of the pandemic, in terms of infection rates, mortality and social upheaval. In response, the Good Thinking service has been working in partnership with Muslim communities to create the [Five Ways to Wellbeing and Islam](https://good-thinking.s3.amazonaws.com/documents/EN_JC0308_Five_Ways_Wellbeing_Islam_AW.pdf), as recommended by the NHS.

Endorsed by the Muslim Council for Britain, British Islamic Medical Association and The British Board of Scholars and Imams, the Five Ways to Wellbeing and Islam will be available in seven languages English, Bengali, Gujarati, Urdu, Somali, Hindi and Arabic.

This spiritual month of Ramadan, be aware of your mental health and wellbeing.

For more information, visit [www.good-thinking.uk/faith-and-belief-communities](http://www.good-thinking.uk/faith-and-belief-communities)



### **Campaign Resources**

**Animations for social media and WhatsApp**

All animations for social media and WhatsApp are available to download through [Google Drive](https://drive.google.com/drive/folders/1uHNJ2GELiHXNh6ZX1Z0lmAo-FjGBi5e6?usp=sharing)

**Translated Materials**

The NHS recommends five things you can do to help improve your mental health and wellbeing. These are also encouraged in Islamic teachings.

Good Thinking has created this ‘[Five ways to good mental wellbeing & Islam’](https://good-thinking.s3.amazonaws.com/documents/EN_JC0308_Five_Ways_Wellbeing_Islam_AW.pdf) guide in collaboration with members of London’s Muslim communities, North East London CCG (NEL) and The London Borough of Newham.

* Five ways to good mental wellbeing & Islam – [English](https://good-thinking.s3.amazonaws.com/documents/EN_JC0308_Five_Ways_Wellbeing_Islam_AW.pdf)
* Five ways to good mental wellbeing & Islam – [Bengali](https://good-thinking.s3.amazonaws.com/documents/BN_JC0308_Five_Ways_Wellbeing_Islam_AW.pdf)
* Five ways to good mental wellbeing & Islam – [Gujarati](https://good-thinking.s3.amazonaws.com/documents/GU_JC0308_Five_Ways_Wellbeing_Islam_AW.pdf)
* Five ways to good mental wellbeing & Islam – [Urdu](https://good-thinking.s3.amazonaws.com/documents/UR_JC0308_Five_Ways_Wellbeing_Islam_AW.pdf)
* Five ways to good mental wellbeing & Islam – [Hindi](https://good-thinking.s3.amazonaws.com/documents/HI_JC0308_Five_Ways_Wellbeing_Islam_AW.pdf)
* Five ways to good mental wellbeing & Islam – [Somali](https://good-thinking.s3.amazonaws.com/documents/SO_JC0308_Five_Ways_Wellbeing_Islam_AW.pdf)
* Five ways to good mental wellbeing & Islam – [Arabic](https://good-thinking.s3.amazonaws.com/documents/AR_JC0308_Five_Ways_Wellbeing_Islam_AW.pdf)

**Videos**

[Councillor Zulfiqar Ali](https://youtu.be/q1W7HoGON1w)

**Cabinet Lead for Health & Adult Social Care, Newham Council** In this video, Councillor Zulfiqar Ali talks about the importance of finding support if you or anyone you know is struggling with their mental health and wellbeing.

[Imam Yunus Dudhwala](https://youtu.be/svKGBEjiyTE)

**Head of Chaplaincy, Barts Health NHS Trust** In this video, Imam Yunus Dudhwala shares how connecting with Allah and with people can improve your mental wellbeing.

[Zuzana Khan](https://youtu.be/buDTdH-ukCU)

**NHS Nurse** In this video, Zuzana Khan shares how being physically active can improve your mental wellbeing.

[Zara Mohammed](https://youtu.be/l89QocZcgZA)

**Secretary-General, Muslim Council of Britain** In this video from Zara Mohammed shares her thoughts on wellbeing and Islam.

[Ramona Aly](https://youtu.be/lJSisUHZw48)

**Journalist and Broadcaster** In this video Ramona Aly shares how learning something new every day can improve your mental wellbeing.

[Imam Hassan Abdullahi](https://youtu.be/lRBpVrDJyjM)

**NHS Chaplain, UCLH** In this video Imam Hassan Abdullahi shares how paying attention to the present moment can improve your mental wellbeing.

[Dr Shahzada Khan](https://youtu.be/0GYXRLI_TlI)

**Diabetes Clinical Lead, Newham CCG** In this video Dr Shahzada Khan shares how giving to others can improve your mental wellbeing.

### **Suggested WhatsApp copy**

|  |  |
| --- | --- |
| **Channel** | **Copy** |
| WhatsApp | In Islam, mental health is a very important aspect in a person’s well-being, as it is essential to living a healthy and balanced life.This spiritual month of Ramadan, we encourage you to share this video. <https://drive.google.com/file/d/1DaBxsBDmVdI34xFaerTg1ElcL0PZ7IZc/view?usp=sharing>  |
| WhatsApp | For those of us who may be facing mental health issues, or are coping with anxiety and negativity, one of the many ways that we may try to overcome these challenges, is to take a balanced approach of both spirituality and practicality. This spiritual month of Ramadan, be aware of your mental health and wellbeing. For more information, visit [www.good-thinking.uk/faith-and-belief-communities](http://www.good-thinking.uk/faith-and-belief-communities) 🡺Please share widely  |
| WhatsApp | The issue of mental health is real and should not be taken lightly. For those who are facing any kind of mental health issues, do not be afraid and seek professional help. There is no harm and shame in doing this, there’s always help around the corner.For more information, visit [www.good-thinking.uk/faith-and-belief-communities](http://www.good-thinking.uk/faith-and-belief-communities) 🡺Please share widely  |
| WhatsApp | **NHS 5 Ways to Wellbeing – an Islamic Perspective** ✅Developed by Good Thinking working with Muslim communities✅Lots of excellent resources; short inspiring videos, animations and translated resources too✅Launched in the blessed month of Ramadan to inspire you to continue improving your wellbeing throughout the year<https://drive.google.com/file/d/1EUho79b0mx3BefHD_Q6FQvBvoCIg_B65/view?usp=sharing>🡺Please share widely  |
| WhatsApp | Listen to Sarwat Tasneem founder of 14-Consulting sharing her journey to finding mental health support by focusing on the things that matter. <https://youtu.be/yZiHnq_o7ks> 🡺Please share widely  |
| WhatsApp | Listen to NHS Nurse Zuzana Khan, sharing how being physically active can improve your mental wellbeing. <https://youtu.be/88xdCko44-k> 🡺Please share widely  |
| WhatsApp | Listen to Zara Mohammed, Secretary-General, Muslim Council of Britain shares her thoughts on wellbeing and Islam. <https://youtu.be/l89QocZcgZA> 🡺Please share widely  |
| WhatsApp | Listen to Remona Aly, Journalist and Broadcaster shares how learning something new every day can improve your mental wellbeing. <https://youtu.be/lJSisUHZw48> 🡺Please share widely  |
| WhatsApp | Listen to Imam Hassan Abdullahi, NHS chaplain at UCLH shares how paying attention to the present moment can improve your mental wellbeing. <https://youtu.be/lRBpVrDJyjM>🡺Please share widely  |
| WhatsApp | Listen to Dr Shahzada Khan, Diabetes Clinical Lead, Newham CCG shares how giving to others can improve your mental wellbeing. <https://youtu.be/0GYXRLI_TlI> 🡺Please share widely  |
| WhatsApp | Listen to Imam Yunus Dudhwala, Head of Chaplaincy, Barts Health NHS Trust shares how giving to others can improve your mental wellbeing. <https://youtu.be/0GYXRLI_TlI> 🡺Please share widely  |

### **Suggested social media copy.**

Please support this campaign through your own social media channels by creating your own posts or liking and sharing the social content posted from:

**Facebook** [goodthinkinguk](https://www.facebook.com/goodthinkinguk)

**LinkedIn**  [goodthinkinguk](https://www.linkedin.com/company/goodthinkinguk)

**Instagram** [www.instagram.com/goodthinkinguk](http://www.instagram.com/goodthinkinguk)

**Twitter**  [@GoodThinkingUK](https://twitter.com/goodthinkinguk)

Please show your support on social media, encouraging people to visit the Good Thinking website for support.

Please find below some example posts that can be posted on your social channels. Remember to tag us in when you can **@GoodThinkingUK** and we will share and retweet every message 😊

|  |  |
| --- | --- |
| **Copy** | **Link to be used** |
| The @NHSuk recommends five ways to help improve your mental health and wellbeing. This resource by @GoodThinkingUK is to meet the growing demand for mental health support across London and its diverse communities.  | [www.good-thinking.uk/faith-and-belief-communities](http://www.good-thinking.uk/faith-and-belief-communities)   |
| For those of us who may be facing mental health issues, or are coping with anxiety and negativity, one of the many ways that we may try to overcome these challenges, is to take a balanced approach of both spirituality and practicality @GoodThinkingUK | [www.good-thinking.uk/faith-and-belief-communities](http://www.good-thinking.uk/faith-and-belief-communities)  |
| If you need to seek professional help, seek it! Speak to your GP, or call anonymous hotlines such as the @muslimyouthhelp on 0808 808 2008 @GoodThinkingUK  |  |
| #Anxiety can affect us all. It’s important to remember that you’re not alone. No matter how overwhelmed you may feel, there’s always help around the corner @muslimyouthhelp @GoodThinkingUK  |  |
| When you struggle with your mental health, the journey to feeling better is much shorter when you can speak to someone who really knows your world. Listen to the podcast with @muslimyouthhelp & GoodThinkingUK | <https://www.good-thinking.uk/podcast-muslim-youth-helpline-maaria-mahmood-hadil-nour/>  |
| In this video from @GoodThinkingUK we hear from @Sarwat313, member of @speakerscollect, sharing her journey to finding mental health support by focusing on the things that matter.  | <https://youtu.be/yZiHnq_o7ks>  |
| In this video from @GoodThinkingUK, NHS Nurse @zuzikhan, from @NHS\_TNW shares how being physically active can improve your mental wellbeing.  | <https://youtu.be/buDTdH-ukCU>  |
| In this video from @GoodThinkingUK, @ZaraM01, Secretary General of the @MuslimCouncil shares her thoughts on wellbeing and Islam. | <https://youtu.be/l89QocZcgZA>  |
| In this video from @GoodThinkingUK, @RemonaAly, Journalist shares how learning something new every day can improve your mental wellbeing. | <https://youtu.be/lJSisUHZw48>  |
| In this video from @GoodThinkingUK, NHS Chaplain, Imam Hassan Abdullahi, from @uclh shares how paying attention to the present moment can improve your mental wellbeing. | <https://youtu.be/lRBpVrDJyjM>  |
| In this video from @GoodThinkingUK, GP Dr Shahzada Khan, from @NHS\_TNW shares how giving to others can improve your mental wellbeing.  | <https://youtu.be/0GYXRLI_TlI>  |
| In this video from @GoodThinkingUK, Imam Yunus Dudhwala, Head of Chaplaincy, @NHSBartsHealth shares how connecting with Allah and with people can improve your mental wellbeing  | <https://youtu.be/svKGBEjiyTE>  |

###

### **Short Survey**

To help inform our evaluation of the launch and to capture lessons for future content, we would really appreciate you taking our two-question survey on how the resources have been received.

The survey, which will take less than 60 seconds to complete, can be found [here](https://forms.office.com/r/KWqid8LaJh)

**Your support of this faith-based campaign will be greatly appreciated, please feel free to share amongst your colleagues and networks.**