**Campaign Toolkit:**

**Five ways to Wellbeing and Christianity**

**Using this document**

This campaign toolkit contains information about the Five Ways to Wellbeing and Christianity resources and will support you in raising awareness of mental health and wellbeing within your local community.

The toolkit includes:

* an introduction to the Good Thinking digital mental wellbeing service;
* a link to the Five Ways to Wellbeing and Christianity booklet for you to share online or print as needed;
* a newsletter/bulletin article for you to use to raise awareness of the booklet with your community;
* social media content for you to use to promote the toolkit to your community on your Twitter, Instagram and Facebook pages. You can also tag us in [@GoodThinkingUK](https://twitter.com/GoodThinkingUK)

We’d appreciate your support in promoting this campaign to improve mental health and wellbeing across London.

You can find out more [here.](https://www.good-thinking.uk/christianity/)

If you have any questions, please contact the Good Thinking team at

[info@good-thinking.uk](mailto:info@good-thinking.uk)

### **About Good Thinking**

Good Thinking is an NHS-approved, online mental health and 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 that can impact upon mental health and wellbeing. 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](https://www.doctorlink.com/).

Since the start of 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.

**Newsletter/bulletin copy**

**Five ways to Wellbeing and Christianity**

Good Thinking has launched a new resource as part of its ‘Five Ways to Wellbeing” series for faith groups. Five ways to Wellbeing and Christianity has been developed in collaboration with members of the Christian community and endorsed by [The Church of England](https://www.churchofengland.org/), [The Catholic Church in England and Wales](https://www.cbcew.org.uk/), [the Evangelical Alliance](https://www.eauk.org/) and [Churches Together](https://cte.org.uk/). The toolkit provides advice and guidance on looking after your mental health and wellbeing in line with the Christian tradition:

1. Connect with God and other people
2. Be physically active
3. Learn something new each day
4. Give to others
5. Pay attention to the present moment

The toolkit is supported with a series of videos and animations on the five ways to wellbeing that can be shared on WhatsApp and across social media channels. You can tag Good Thinking using [@GoodThinkingUK](https://twitter.com/GoodThinkingUK)

For more information, visit the Good Thinking [Christian community page.](https://www.good-thinking.uk/christianity/)

**-Ends-**

**Social media content**

**Videos**

We’ve uploaded several short videos to YouTube to help promote Five Ways to Wellbeing and Christianity. Produced by members of the Christian community, the videos talk about common concerns that people may face in relation to their mental health and wellbeing, such as anxiety, low mood and stress. The videos also offer techniques that may help to overcome these concerns that are in line with the Christian tradition.

Please share these videos across your social media channels with members of your community. The video links are below:

|  |  |
| --- | --- |
| **Video link** | **Description** |
| <https://youtu.be/EBP4SM_Ba9M> | Sarah Farrow, King’s College London Chaplain, shares why it’s important to connect with others. |
| <https://youtu.be/biKiCqm0eV8> | Reverend Jim Craig, King’s College London Chaplain, talks about the importance of making time for yourself. |
| <https://youtu.be/gobu_SdNRJU> | Nicola Pickstone shares how nature can improve your mental wellbeing. |
| <https://youtu.be/QrFD2xbUF6U> | Bishop Bartholomew Orji and Reverend Nan Kyei-Baffour share why earning is important for your wellbeing. |
| <https://youtu.be/Z2HJOq1C-lc> | Reverend Philip Wright, Chaplain at West Ham United Football Club, talks about the importance of maintaining good physical health for mental wellbeing. |
| <https://youtu.be/S4wHqqrACCg> | Alfred Banya, Deacon in the Roman Catholic Church, shares how faith can support mental wellbeing. |
| <https://youtu.be/FhJRjFb0h50> | Simon Hughes, Chancellor of South Bank University and former MP, shares the importance of connecting with God and other people. |

### **Animations and assets for social media** We’ve developed a range of animations and assets that you can use to support us in promoting this campaign. These include:

* Mp4 video files (available in both portrait and landscape layouts);
* Jpeg image files.

These are available to download from the [Good Thinking pages of the Healthy London Partnership website.](https://www.healthylondon.org/five-ways-to-wellbeing-and-christianity/)

Icon

Description automatically generated

### **Content: WhatsApp**

|  |
| --- |
| **Copy** |
| In the Christian tradition, mental health is a very important aspect in a person’s well-being, as it is essential to living a healthy and balanced life.  We have created the Five Ways to Wellbeing and Christianity to give you some tips on how to maintain your wellbeing, please share this video.  <https://www.good-thinking.uk/christianity/> |
| For those of us who may be facing mental health challenges or coping with stress and anxiety, taking a balanced approach of both spirituality and practicality can help us to face these challenges head on and manage them more effectively.  We have created the Five Ways to Wellbeing and Christianity to provide some tips on how to maintain that balance, please share this video:  <https://www.good-thinking.uk/christianity/>  èPlease share widely |
| If you’re facing any kind of mental health concerns, don’t be afraid to seek professional help. There’s no harm or shame in doing this - there’s always someone who can help just around the corner.  For more information, visit <https://www.good-thinking.uk/christianity/>    èPlease share widely |
| **NHS 5 Ways to Wellbeing – a Christian Perspective**  ✅Developed by Good Thinking working with the Christian community  ✅Lots of excellent resources; short inspiring videos, animations and translated resources too  <https://www.good-thinking.uk/christianity/>    èPlease share widely |



### **Content: Social Media**

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. Feel free to share the social media images found within the comms toolkit when you share your posts!

Please find below some example posts that can be posted on your social channels. Remember to tag us in when you can **@GoodThinkingUK** 😊

|  |  |
| --- | --- |
| **Copy** | **Link to be used** |
| We’ve launched Five Ways to Wellbeing and Christianity to support members of the #Christian community to manage their #mentalhealth and wellbeing in line with their beliefs, traditions and lifestyle. | <https://www.good-thinking.uk/christianity/> |
| One of the ways in which we can tackle #mentalhealth challenges head on is by adopting a balanced approach of spirituality and practicality @GoodThinkingUK | <https://www.good-thinking.uk/christianity/> |
| We’re excited to launch the Five Ways to Wellbeing and Christianity, developed in collaboration with the #Christian community and endorsed by @churchofengland @catholicEW @EAUKnews and @ChurchesEngland | <https://www.good-thinking.uk/christianity/> |
| #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, both spiritually and from your local healthcare team | <https://www.good-thinking.uk/christianity/> |
| ***Looking after ourselves physically, mentally and spiritually is at the core of the Christian faith…Taking a holistic view of our mental health and wellbeing enables us to focus on the positives that life throws at us as well as dealing with the inevitable challenges we may face along the way.”***  **The Venerable Alastair Cutting**  Archdeacon of Lewisham & Greenwich | <https://www.good-thinking.uk/christianity/> |
| ***“I am really proud to have been part of the co-development process to design and produce Good Thinking’s Five Ways to Good Mental Wellbeing and Christianity. The leaflet takes key elements of the Christian faith pilgrimage and demonstrates how they tie in closely with addressing how we can stay mentally strong in line with our own lifestyle and beliefs.”***  **The Venerable Alastair Cutting**  Archdeacon of Lewisham & Greenwich | <https://www.good-thinking.uk/christianity/> |
| Staying physically active can improve stress, anxiety and low mood as well as help you sleep better. Our new resource offers advice on staying active in line with the #Christian tradition | <https://www.good-thinking.uk/christianity/> |
| Connecting with God, and with other people can help you to achieve a more positive mindset and feel more connected. Take a look at our 5 Ways to Wellbeing and #Christianity toolkit for more useful tips | <https://www.good-thinking.uk/christianity/> |
| Learning something new everyday helps your mind stay active, boosting your self-confidence and helping you to gain a sense of purpose for better #mentalhealth. | <https://www.good-thinking.uk/christianity/> |
| Mindfulness can help to bring about a sense of peace and appreciation, generating a more positive mindset and improving #mentalhealth and wellbeing. | <https://www.good-thinking.uk/christianity/> |

**Your support of this faith-based campaign will be greatly appreciated.**

**Please feel free to share amongst your colleagues and networks.**