



**go
purple**
FOR WORLD MENTAL
HEALTH DAY

Social Media Pack

**action
mental
health**

Go Purple for Parity

Join us and campaign for [#ParityForMentalHealth](#)
4-10 October 2021



YOUR SUPPORT MATTERS



It's World Mental Health Day on 10 October.

For too long, the mental health of Northern Ireland has been underfunded and undervalued. As a neglected 'Cinderella service', it has been in the shadows and overlooked for too long.

The Covid-19 pandemic has exacerbated a situation in which more people in Northern Ireland experience mental health issues than anywhere else in the United Kingdom and it needs to be urgently addressed.

Action Mental Health has long campaigned for a mental health strategy for Northern Ireland and warmly welcomed Minister Swann's announcement of its launch earlier this year and the appointment of a Mental Health Champion. It is imperative that we now see urgent work across Government to secure the significant investment required to deliver the actions outlined in the strategy. We urgently need to see parity for mental health. Be part of our Go Purple for Parity campaign this year.

Join us by using our Social Media Calendar and Graphics Pack to share the campaign messages or by creating your own content using the hashtags #ParityForMentalHealth #WorldMentalHealthDay #GoPurpleForParity

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**Mental health issues
are 25% higher among children and
young people in Northern Ireland than
other parts of the UK.**

JOIN WITH US ON CALLING FOR...



.... Parity for mental health
in Northern Ireland, in line
with physical health.

... assurance that the
Mental Health Strategy
will be fully funded and
fully implemented

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SHARE ON SOCIAL MEDIA



Join us on social media and campaign for **#ParityForMentalHealth**

We have made taking part as easy as we can! On the run up to #WorldMentalHealthDay (10 October) we've prepared 1 tweet/post per day. Use the "Click here to Tweet" links provided and then add our graphic.

(Click to tweet won't load the graphic automatically, please add using the media icon underneath your tweet & selecting the image! Thank you for supporting the #ParityForMentalHealth Campaign)

We have asked our clients why it's so important to go purple for parity - many thanks to Geraldine, Mandy, Ben & Sandra

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To join in with our Go Purple for Parity Fundraising Campaign, email: fundraising@amh.org.uk for more information.



- Tweet 1a: Monday 4th October – [Click here to tweet](#)



We're supporting the @amhNI #GoPurpleForParity Campaign for #WorldMentalHealthDay and calling for #ParityForMentalHealth. We're calling on the Government to ensure the Mental Health Strategy will be fully funded & implemented.

- Tweet 1b: Monday 4th October – [Click here to tweet](#)



We're supporting the @amhNI #GoPurpleForParity Campaign for #WorldMentalHealthDay and calling for #ParityForMentalHealth. We're calling on the Government to ensure the Mental Health Strategy will be fully funded & implemented.

- Tweet 2: Tuesday 5th October – [Click here to tweet](#)



We're supporting the @amhNI #GoPurpleForParity Campaign for #WorldMentalHealthDay and calling for #ParityForMentalHealth. We're calling on the Government to ensure the Mental Health Strategy will be fully funded & implemented.

- **Tweet 3: Wednesday 6th October – Click here to tweet**



We're supporting the @amhNI #GoPurpleForParity Campaign for #WorldMentalHealthDay and calling for #ParityForMentalHealth. We're calling on the Government to ensure the Mental Health Strategy will be fully funded & implemented.

- **Tweet 4: Thursday 7th October – Click here to tweet**



We're supporting the @amhNI #GoPurpleForParity Campaign for #WorldMentalHealthDay and calling for #ParityForMentalHealth. We're calling on the Government to ensure the Mental Health Strategy will be fully funded & implemented.

- **Tweet 5: Friday 8th October – Click here to tweet**



We're supporting the @amhNI #GoPurpleForParity Campaign for #WorldMentalHealthDay and calling for #ParityForMentalHealth. We're calling on the Government to ensure the Mental Health Strategy will be fully funded & implemented.

Thank you for supporting
#ParityForMentalHealth

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If you need any further help or support, the team can be reached by emailing comms@amh.org.uk

