



**Buckinghamshire
Council**

MEN IN MIND

Toolkit

THIS IS A CAMPAIGN RUN BY BUCKINGHAMSHIRE COUNCIL. IT IS NOT ASSOCIATED WITH MIND, THE NATIONAL ASSOCIATION FOR MENTAL HEALTH.



Men In Mind Toolkit

02

Buckinghamshire Council is encouraging people to have 'men in mind' via a campaign to support men's mental fitness and focus on suicide prevention.

Mental health issues among men are a growing concern, with many not seeking help due to stigma and societal expectations. Good mental health is vital for men, especially considering that, according to the Office of National Statistics suicide data for 2023, highlights that three-quarters of suicide deaths were among men.

The Men In Mind campaign encourages men to prioritise their mental fitness through various activities and strategies that promote overall wellbeing, such as engaging in physical activity, staying connected, managing stress, and addressing alcohol and drug use.

It also aims to teach friends, family, colleagues and acquaintances how to recognise the signs that someone might be experiencing suicidal thoughts or struggling with their mental health, learn how to start a conversation and help them get the support they need.

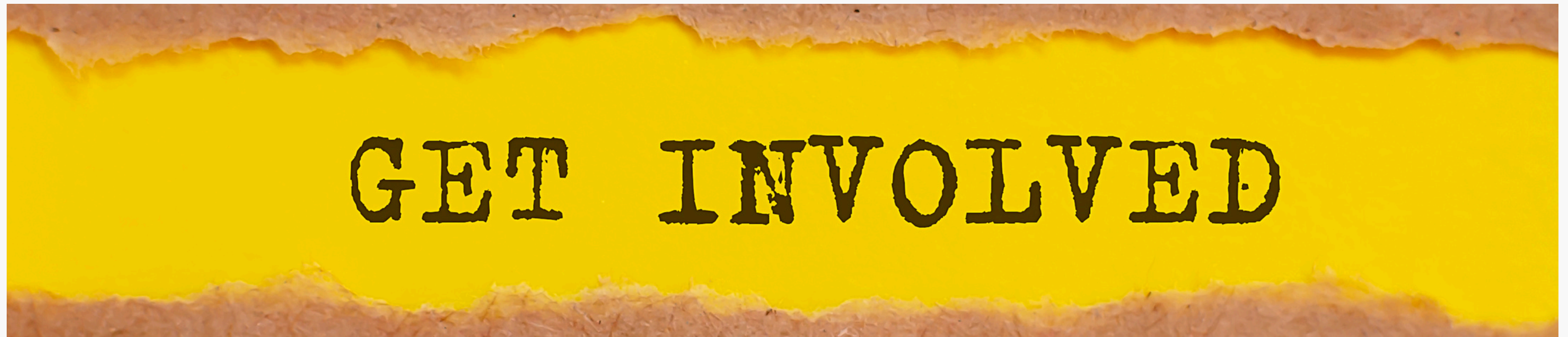
The campaign is aimed at men aged 35-55, who are likely to be more at risk of suicide. Men experiencing unemployment, relationship breakdowns, family problems, money worries, job related stress, loneliness, loss, disabling or painful physical illness, depression or heavy use of drugs or alcohol are also at a higher risk of suicide.



How Can You Support The Campaign and Use the Toolkit

You can support this campaign by sharing information via your organisation's communications channels and with your networks.

Consider any newsletters, articles, social media posts, forums, meeting agendas, internal comms, staff health & wellbeing agendas, linking with other projects or workstreams, that could be used to share the message.



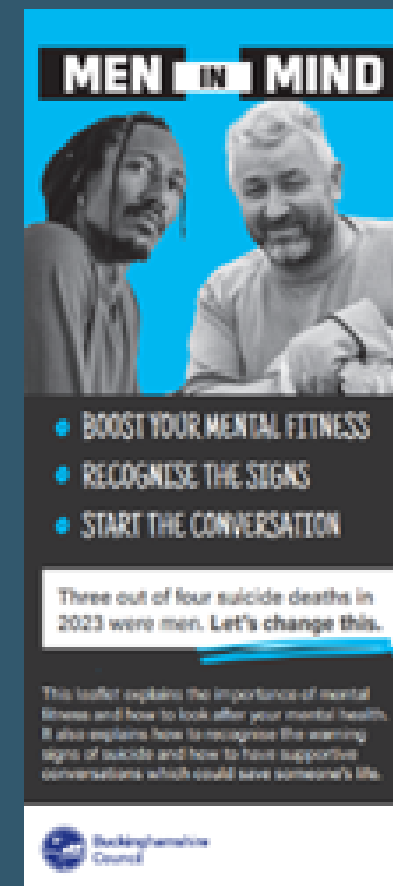
This toolkit provides you with an array of assets and information to support Men in Mind:



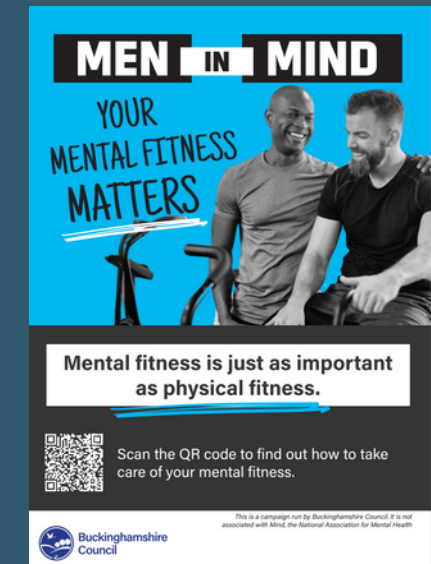
Support in your back pocket' – business cards (2 designs available) with conversation starters and information on where to get help, to keep in your back pocket for when talking to a friend you are worried about, or to use if you need support yourself



• Social media graphics – for use on your social media channels. (Suggested social media wording can be found on page 7 of the toolkit.)



Flyer – A5 flyers to share



A4 Posters



Social Media Post Suggestions

Please be sure to tag in @BucksCouncil on any social media posts and use #MenInMind

Mental fitness is just as important as physical fitness – and the two are linked! Physical activity is a powerful tool for boosting mood and reducing stress. Walking, going to the gym, playing sport, working out at home – it all helps. What’s good for the heart is good for the mind so work on your physical fitness to help your mental fitness too ➔ [Men in Mind \(healthandwellbeingbucks.org\)](http://healthandwellbeingbucks.org)

@BucksCouncil #MenInMind

Staying connected with other people is an important way to help your mental fitness.

Talking to friends, colleagues, family and enjoying social time together is good for us, so make some time to catch up with a friend today ➔ [Men in Mind \(healthandwellbeingbucks.org\)](http://healthandwellbeingbucks.org)

@BucksCouncil #MenInMind #MentalFitness

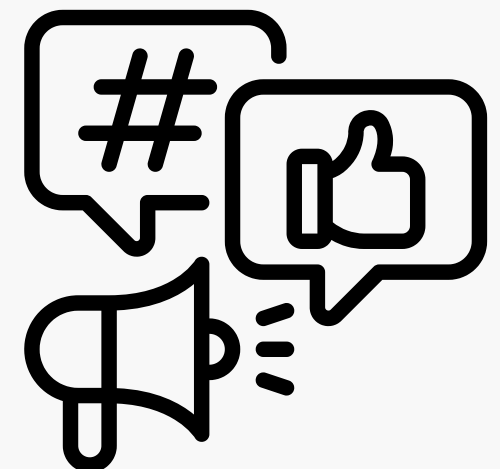
Online, it can be harder to spot the signs that someone is feeling suicidal. Keep an eye out for someone posting stuff that’s sad, negative, graphic, violent, impulsive or emotional... (you’ll know when it’s more than just a joke)

To find out more visit ➔ [Men in Mind \(healthandwellbeingbucks.org\)](http://healthandwellbeingbucks.org)

@BucksCouncil #MenInMind

Could you spot the signs that someone is thinking about suicide? Knowing what to look out for could help save someone’s life.

To find out more visit ➔ [Men in Mind \(healthandwellbeingbucks.org\)](http://healthandwellbeingbucks.org) @BucksCouncil #MenInMind



Men In Mind Contact and Assets

Men In Mind assets can be found on the [Men In Mind Toolkit](#)

The campaign web page [Men in Mind \(healthandwellbeingbucks.org\)](http://healthandwellbeingbucks.org) provides details on:

- Supporting men's mental health
- Taking charge of your mental fitness
- How to spot the signs of suicide
- What to say and do if you're worried about someone
- Where to find help

Any questions, or for hard copies of materials please contact:
Rebecca.Kineen@buckinghamshire.gov.uk



Thank You For Supporting Men In Mind

Together we can reduce stigma and create a supportive environment
for men's mental health
