



Green Ribbon 2021 Theme & Overview Plan

The Green Ribbon Campaign 2021 has been moved to September after careful consideration.

On reflection of 2020, and the understanding that the situation with Covid-19 will still be unclear in the run up to May, it is our first consideration to keep people safe. We have received a lot of feedback that the campaign was well received at the end of last year, as it tied with World Suicide Prevention Day and World Mental Health Day. More importantly, people felt a lift from it in the darker days, and that heading into winter it was an important time to be talking about mental health.

We are hopeful that by the autumn, it may be safe to have some kind of events or outdoor activities with the roll out of the Covid-19 vaccine happening across the summer, and as it will be considerably warmer in September, we have pulled the campaign back one month from last year to allow the possibility of events in 2021.

It is our intention to keep the Green Ribbon Campaign in September moving forward.

Green Ribbon Themes

Pre-campaign Theme

Language of Mental Health

Encouraging people to be aware of the language they use and to take responsibility to educate themselves.

Across our Green Ribbon Campaign and pre-campaign, we will be focused on giving people the tools before asking them to make change.

See Change are conducting research on language this year which will tie in with this.

Over-arching Green Ribbon Theme

Inclusion

This theme builds on the theme of Discrimination from Green Ribbon 2020, and continues the tone of previous months leading up to campaign (work with minority groups; see below).

Connecting for Life

Focus this year is on Goal 1 and Goal 3;

- Population wide understanding of mental health
- Focus of priority groups

2021 Monthly theme calendar;

January	Self-care & Goal Setting
February	Conversations & Care
March	Women (to include specific voices; eg; farmers)
April	Workplace & Global voices
May	Mental Illness Awareness
June	LGBTQIA Voices
July	Traveller Voices
August	GR Pre - Campaign
Sept	GR Campaign
October	Black History Month
November	Men's Voices (to include specific voices; eg; farmers)
December	Reflection

GR Campaign Weekly Themes

Week 1: Understanding the Topic of Exclusion

1st-3rd September

What is exclusion? Definitions, and language of, exclusion.

**Dublin & Cork launches this week.*

Week 2: Social Exclusion

6th-10th September

What exclusion looks like and where it shows up in society.

Each day allocated to a different scenario e.g. workplace, medical, community.

Information and understanding event this week.

**World Suicide Prevention Day falls on Friday of this week.*

Week 3: What Exclusion Feels Like

13th-17th September

How it feels to be excluded.

Strong lean on language and feeling of stigma this week.

Week 4: Behaviour of Exclusion

20th-24th September

Silence is the behavior of exclusion – which relates back to stigma.

Strong lean on stigmatizing behaviour this week.

Week 5: A Week to See Change – Social Inclusion

27th-30th September

What is the change that we want to see?

Focus on positive actions to create change. Examples of stigma free language, conversations, and scenarios.

Social Inclusion event this week.

Suggested Partner voices; First Fortnight, St. Patrick's Hospital, AIB Diversity & Inclusion

Green Ribbon Events / Important Dates

Launch

- **Dublin Launch:** Wednesday 01 September 2021
- **Cork Launch:** Friday 03 September 2021

Time to Talk Day

- Tuesday 07 September 2021

World Suicide Prevention Day

- Friday 10 September 2021

Pass the Ribbon Video

- Week 5 of Green Ribbon

Additional Info

- Supporters packs with branded downloadable resources available online
- Green Ribbon Podcast with guest speakers and focus on weekly themes