

 mind



Information pack for schools

Mental Health Awareness Week

Monday 11 – Sunday 17 May 2026

Mental Health Awareness Week is the perfect opportunity to talk about wellbeing within your school community.

We know that we all have mental health, good and bad. And anyone in the school community could need support, whether that's staff, pupils or parents. Because after all, 1 in 4 of us will experience a mental health problem each year.

This pack contains some ideas to start conversations, how to signpost for support, to build awareness into assemblies or lessons, and some ideas to fundraise too.

This year, Mind is highlighting the need to see the individual, not just the patient. Because we know that good mental health care is *human*.

We need your help to make sure that everyone in your school knows it's ok to talk about how they are feeling. Together, let's talk about mental health.



Contents

1 Activities at school

Contents:

- School assembly
- Lesson plans
- Walk and talk
- Spread the word

2 Fundraising ideas

Contents:

- Why fundraise for Mind?
- Organise a fundraiser
- Getting started

3 Raise awareness


Contents:

- Intranet post template
- School newsletter
- Suggested social media captions

4 Where to find support

Contents:

- Signposting information for young people
- Signposting information for adults
- Other useful contacts



1

**Activities
at school**

Activity ideas

There are lots of ways you can get your school involved in Mental Health Awareness Week.

This could be holding a mental health focused assembly or dedicating a lesson to combatting stigma. Or simply spreading the word on your intranet or social media.

We've included ideas throughout this pack which you can use as inspiration. Or get creative and do your own thing – we'd love to hear what you get up to.

Don't forget to share your activities on social media with **#mentalhealthawarenessweek.**





School assembly

Hold a school assembly focused on mental health. Highlight how talking can often be the first step in getting support.

[Visit our information pages for young people](#) to learn more about mental health, where to get support and tips for coping.

Lesson planning

Dedicate a lesson to mental health and show how talking about mental health problems can help to break down stigma.

[Download our lesson plan](#) to help your students develop their understanding of mental health.

Walk and talk

Side by side conversations can sometimes make talking about our mental health feel a little easier.

Why not organise a 'walk and talk' to encourage your class to get outside and have conversations during Mental Health Awareness Week.

Spread the word

Share your plans on your intranet, in newsletters and on social media so teachers and parents can get involved too.

Read our suggested wording on pages 13, 14 and 15 for ideas.





2

**Fundraising
ideas**



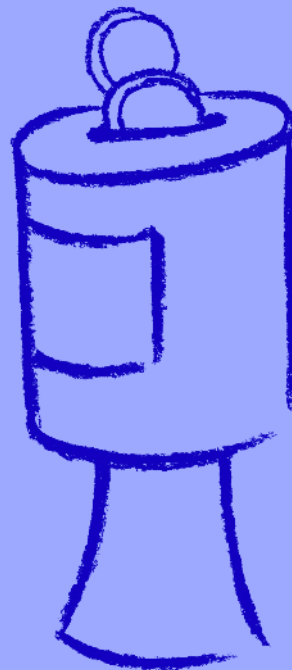
Why fundraise for Mind?

There are lots of ways you can fundraise for Mind around Mental Health Awareness Week.

By organising a fundraiser, you're not only helping to combat stigma, but the money you raise will help us be there for more people who need us.

When we connect with others in our community, it can have a powerful impact on our wellbeing.

From hosting a bake sale to organising a charity quiz night, we've shared some ideas in this pack.



Organise your own fundraiser

Go bright for Mind

Whether it's a bake sale with rainbow cupcakes, a fashion show with the brightest outfits, or crafting your own colourful creations, Go bright for Mind is all about bringing energy, fun, and creativity to the cause.

Ask for a small donation to take part.

[Find out more](#)

1

Bright bakes

Run a baking competition in school or host a bake sale to raise money for Mind.

2

Brighten up the hallways

Compete for the brightest hallway across year groups.

3

Fashion show

Organise a school fashion show, charge for tickets and ask the audience to choose the winner.

4

Get crafty

Arts & crafts boost wellbeing and are a great way to get together and raise some funds.

5

Dress in colour

Organise a non-uniform day and encourage your students to wear colourful outfits.

6

Fun carnival

Host a carnival or fun fair with games, food stalls, and activities.

Getting started

How we'll support you

Once you've chosen your event, we'll support you every step of the way.

You'll get a pack full of useful information, materials to use on the day, resources to promote the event, and lots more!

Visit our fundraising pages to register for your fundraising pack.



A large, bold blue number '3' is positioned on the left side of the image. The background is a solid light pink color. Overlaid on the background are several thick, white, hand-drawn scribbles that resemble chalk or paint strokes, forming a series of overlapping arches that sweep across the right side of the frame.

3

Raise

awareness

Intranet post template

Introduce Mental Health Awareness Week on your school's intranet or send an email to encourage staff to get involved.

If you're planning an event or activity, you could use this as an opportunity to promote it too.

Have a conversation about wellbeing this Mental Health Awareness Week

To all staff,

Mental Health Awareness Week is Monday 11th May – Sunday 17th May and we're encouraging everyone to have conversations about mental health.

We all have mental health. But too often, mental health problems are treated as a taboo subject – something not to be talked about, especially at work. Talking openly and honestly can be the first step towards better mental health for everyone.

As part of our ongoing commitment to this, we are supporting Mental Health Awareness week. *[Include details here of what your school is doing].*

We want everyone – students and staff - to feel comfortable talking about mental health and ask for support if they need it.

[You could remind staff of your school's support offer or share any student wellbeing initiatives. There's also signposting information in this pack that you could include too]

School newsletters

Newsletters and blogs are a great way to open up the conversation about mental health and share your activities for Mental Health Awareness Week.



The organisation's perspective

Include a quote or paragraph from your head teacher about why they're supporting mental health and why challenging stigma is important to your school.

Signpost to relevant support

Let your teachers and parents know what resources are available and what they can do if they're worried about their students'/children's mental health.



Suggested captions for social media

Social media is a great tool to help spread the word about an event or activity and get people interested.

If your school uses social media, we would love for you to join the conversation and create a buzz in the run up to and during Mental Health Awareness Week.

You don't need to have all the answers to be a good listener. Sometimes a friendly ear and space to share is all someone needs.

Let someone know they're being heard this
#mentalhealthawarenessweek

#mentalhealthawarenessweek is 11-17 May!

How will you have a conversation about mental health?

[Share info about your school's activities]



Great mental health care is human

See the person, not the patient.
Join the campaign.
11-17 May 2026



Download Mind's social posts for Mental Health Awareness Week at
[mind.org.uk/mentalhealthawarenessweek](https://www.mind.org.uk/mentalhealthawarenessweek)



4

**Where to
find support**

Support for young people

Helplines & textlines

If you feel overwhelmed, or like you want to hurt yourself, you can:

Text SHOUT to 85258 to contact the [Shout textline](#).

Call HOPELINE247 on **0800 068 4141** or the **NHS on 111** and select option 2.

Contact Childline by using [1-2-1 chat](#) or calling **0800 1111**.

Call Samaritans on **116 123** for 24/7 support.

Online

[Mind's information pages](#) for young people shares more about mental health, where to get support and tips for coping.

[YoungMinds](#) also offer mental health support for young people, parents and carers.

Read our full list of useful contacts for young people.

Support for adults

Mind's helplines

Support line: 0300 102 1234

Monday to Friday, 9am-6pm

Infoline: 0300 123 3393

Email: info@mind.org.uk

Monday to Friday, 9am-6pm

Welfare benefits line: 0300 222 5782

Monday to Friday, 9am-5pm

Legal line: 0300 466 6463

Email: legal@mind.org.uk

Monday to Friday, 9am-6pm

Local Minds

Local Minds offer face-to-face services across England and Wales. These services include talking therapies, peer support and advocacy.

Side by Side

Side by Side is our supportive online community for anyone experiencing a mental health problem. The Side by Side community is available 24/7.

sidebyside.mind.org.uk

Other useful contacts

Samaritans

Call 116 123

Email jo@samaritans.org.uk

24/7 support

CALM

Call 0800 58 58 58

Helpline open 5pm-midnight, 365 days a year. Webchat available on website

SHOUT

Text SHOUT to 85258

24/7 confidential text support



A full list of useful contacts can be found on [Mind's website.](#)



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