

5 Ways to
Wellbeing

5 Ways To Wellbeing Campaign Guidance & Toolkit

Five Ways to Wellbeing Campaign Guidance

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Background and Purpose of the Campaign

There are good levels of awareness among the population of the importance of taking individual actions to look after physical health, e.g. eating 5 fruit and veg a day, stop smoking and engaging in physical activity, but awareness is much lower around the importance of looking after mental health and wellbeing.

The Health and Wellbeing Board identified 'Mental Health For All' as one of its health priorities over 2019-2023. The mental wellbeing strategy, published in 2018, sets out an objective to use the 5 ways to wellbeing approach to increase the ability of the general population to look after their own mental wellbeing, and prevent mental health problems, thereby reducing the burden on mental health services in Waltham Forest. The strategy also highlighted the need to target wellbeing campaigns at residents experiencing higher risk for developing mental health problems. The higher risk groups in Waltham Forest include younger people, older adults, people with underlying health conditions, people with disabilities, LGBT and Black and Asian communities.

This guidance and resource pack has been produced to support you promote mental wellbeing amongst your network through developing your own activities or signposting people to resources available in Waltham Forest.

Impact of COVID-19 on Wellbeing

In the wake of the recent COVID-19 pandemic, promoting mental health and wellbeing is even more important as early studies have shown that the pandemic is likely to affect mental health now and in the aftermath. Lockdown measures, fears of infection, deaths of loved ones and the barrage of news about Covid-19 deaths, are likely to increase anxiety, stress and depression for individuals and their families. Furthermore, disruptions to normal supportive structures and other factors like job loss will impact people's mental health as the activities people would normally do to stay well reduce. For example, social isolation and physical activity is being impacted due to increased social distancing, social isolation, lockdown and reduced social opportunities. It is therefore is important more than ever to publicise the need for residents to be mindful of their mental health and take part in activities that supports their wellbeing, and the opportunities available to do so safely and even while at home. The campaign resources have been updated to include messages around taking care of mental health whilst at home or during a pandemic.

What is Five Ways to Wellbeing

Five Ways to Wellbeing are an evidence-based set of actions individuals can take in their everyday lives to improve their mental health and wellbeing. These actions are

- connecting with others,
- being active,
- learning new things,
- taking notice and
- giving or volunteering.

How You can Get Involved

Mental health is everybody's business. So we encourage everyone to take part and promote 5 ways to wellbeing to your friends, colleagues, staff, clients and service users.

This guidance will help you implement the 5 ways to wellbeing in your own personal lives and help you encourage your network to discover and take part in activities that will help their mental health. By utilising resources produced in the guidance and encouraging and facilitating these five ways to wellbeing, we can provide opportunities for people to stay well and build resilience during these challenging times. Take one or more of the following actions:

- Attend the 5 ways to Wellbeing online webinars (see walthamforest.gov.uk/5ways for details)
- Signpost residents or service users to in residence or local opportunities to take part in activities that help wellbeing
- Consider creating opportunities to improve wellbeing when developing services or activities within your settings
- Utilise the resources provided below including digital and printed resources (eg screens, social media, leaflets and posters to raise awareness about wellbeing).

Download resources through www.walthamforest.gov.uk/5ways and contact public.health@walthamforest.gov.uk (or swabrina.njoku@walthamforest.gov.uk) for further support and resources if required

Five Ways to Wellbeing Resources

Printed copies

We are providing Leaflets, z cards and posters that can be disseminated to staff and residents within your setting or during events. Posters can be placed in public spaces or notice boards. Printing can be organised on your own by downloading resources on www.walthamforest.gov.uk/5ways or contact Swabrina.njoku@walthamforest.gov.uk to order.

A3 Posters



Z Card



Digital and Graphic Assets

We have created a suite of digital assets to help you promote Five Ways to Wellbeing. These include:

- Logos
- Email signatures
- TV digital screens
- A4 digital screens

Digital Bus Stop Screen



Digital Display Screen



Five Ways to Wellbeing Resources

Logos

Logos can be used on your leaflets, websites or timetables for activities, classes or events around any one or more of the 5 ways to wellbeing (physical activities, social events, learning activities or courses, and volunteering opportunities). You can also mention that 'this activity covers one or more of your 5 Ways to wellbeing'

Social media

Social media is a great way to spread the word more widely and support this wellbeing campaign. Use the images provided and short copy messages for your posts. Don't forget to use one of the following hashtags along with your post #5wayswf #5wayswalthamforest #5wayswaltham.

Also always link to our website on your social media posts:
walthamforest.gov.uk/5ways



Logo or Email Signature



Five Ways to Wellbeing Resources

Key Messages

These messages can be used when communicating Five ways on social media, webpage, newsletters or emails. They include health related information as well as clear call to actions for the readers. Please find below long copies (for webpages, newsletter or emails) and short copies (for social media) :

LONG COPIES:

- (1) Five ways to wellbeing are five actions people can take in their everyday lives that have been proven by research to support good mental wellbeing and happiness. We are encouraging our staff and residents to put more of these actions into their lives to keep up a good emotional health:
 - Connect- social connections support and develop good mental wellbeing.
 - Be active - physical activity is one of the best ways to feel and look good.
 - Take notice - this relates to mindfulness and appreciation of the surrounding environment as well as how we feel
 - Keep learning - mastering new skills, particularly later in life, improves self-esteem and reduces depression and anxiety.
- (2) The 5 ways to Wellbeing- connecting more with people, being active, taking notice, learning new things and giving or volunteering- are actions we can take in our day to day that have been shown by research to improve our happiness and wellbeing. There are a lot of opportunities and activities within Waltham Forest to improve your wellbeing and get your 'Five Ways to Wellbeing'. Find out more to walthamforest.gov.uk/5ways
- (3) Did you know that one in four people in the UK experienced mental health issues? We don't need to wait until we are struggling with our mental health; there are lots of things we can do to protect ourselves and prevent problems escalating, just as we do with our physical health.
- (4) Giving a smile, a kind word, our time or resources to a cause we are passionate about, can lead to a feeling of being useful and appreciated by others and can improve your happiness. Find out more here walthamforest.gov.uk/5ways

Five Ways to Wellbeing Resources

SHORT COPIES:

- (1) We all have a mental health and like our physical health, there are things we can do to look after or improve our mental wellbeing and prevent mental health problems. [Find out more](#)
- (2) We don't need to wait until we are struggling with our mental health; there are lots of things we can do to protect ourselves and prevent problems escalating, just as we do with our physical health. [Find out more](#)
- (3) The 5 ways to Wellbeing- connecting more with people, being active, taking notice, learning new things and giving or volunteering- are actions we can take in our day to day that have been shown by research to improve our happiness and wellbeing. [Find out more](#)
- (4) There are a lot of opportunities and activities within Waltham Forest to improve your wellbeing and get your 'Five Ways to Wellbeing'. [Find out more](#)
- (5) Did you know that a little kindness [insert either of these: connecting with others, learning new things, being active, taking notice of ourselves and others] goes a long way for your mental health and wellbeing? [Find out more](#)

Five Ways to Wellbeing For Care Homes and Residential Care Settings

People needing Residential Care are commonly people with a learning difficulty, dementia, mental health problems or age-related complications who are more likely to experience poor mental health problems. Local data from Waltham Forest Residents Insight Survey confirms this trend showing that wellbeing and social contact levels were lower for older adults and people with long term disabilities compared to the general population.

The current pandemic has further compounded the issue. Care homes and residential settings have been most affected with corona virus infections and death levels highest amongst this group. As a result, care home residents face increased risk of social isolation, mental health problems, anxiety and depression. The staff within these settings are also affected due to long working hours, increased risk of infection and impact of the higher rates of death amongst their clients. Mental wellbeing support is therefore important now more than ever for both staff and residents of care homes. We've developed free resources to help adult social care and residential staff support their own mental health and help their colleagues and clients discover and participate in activities that supports their wellbeing too.

Printed copies for Care Homes

We are providing leaflets, z cards and posters that can be disseminated to staff and residents at residential setting or during events. Posters can be placed in public spaces or notice boards. Printing can be organised on your own by downloading resources on www.walthamforest.gov.uk/5ways or contact Swabrina.njoku@walthamforest.gov.uk or public.health@walthamforest.gov.uk to order.

Digital and Graphic Assets

We have created a suite of digital assets to help you promote Five Ways to Wellbeing. These include:

- Logos
- Email signatures
- TV digital screens
- A4 digital screens



Ordering Resources

All printed, digital and social resources are available to order and can be download through www.walthamforest.gov.uk. If you have any questions or if you will like to order printed copies, please contact the council's Public Health team on public.health@walthamforest.gov.uk or Swabrina.njoku@walthamforest.gov.uk.

Mental Health Campaign Days

Whilst campaign resources can be used all year round as required, public campaign days are a great opportunity to promote the 5 Ways to Wellbeing campaign at the same time as others nationally and/ or internationally. Common mental health campaign days are:

- **Stress Awareness Month - April**
- **Children's Mental Health Week - 1-7 February**
- **Time to Talk Day - 4 February***
- **Kindness Day - 17 February/ 13 November***
- **Stress Awareness Month - April**
- **UK Maternal Mental Health Awareness Week- 4-10 May***
- **Volunteers' Week- 1-7 June**
- **World Suicide Prevention Day-10 September**
- **World Mental Health Day - 10 October**
- **Men's Mental Health Month- November**

*Dates given are for 2021 but the actual dates may change each year, please search on [Time to Change's mental health calendar](#) website for exact dates for each year.

Evaluating the Campaign

The campaign will be evaluated using measures that demonstrate change in wellbeing such as how happy people feel before and after a campaign, proportion of people that have heard about the 5 ways to wellbeing or feel they have sufficient information to support their emotional health.

The Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) is a validated tool for measuring mental wellbeing. It is commonly used when measuring mental wellbeing in the general population and for tracking the impact of projects, programmes and policies on mental wellbeing. Should you wish to use WEMWBS you will require a license for free from the WEMWBS website, appropriate to your intended use. More information can be found here: <https://warwick.ac.uk/fac/sci/med/research/platform/wemwbs/using>

Settings supporting the campaign or designing services or activities that improve mental wellbeing can also use some or all of the evaluation questions in appendix 1 to measure level of awareness of the 5 Ways to Wellbeing

Other ways to evaluate your activities around the Five Ways to Wellbeing include keeping a track of the following:

- Social media engagement
- Number of people engaging at events
- Number of leaflets distributed
- Webpage hits

Appendix 1 : Questions for Evaluating Your Campaign's or Intervention's Impact on Wellbeing

Q1: Have you recently seen or heard anything about the following topics in relation to Waltham Forest Council or your local area?

	Yes	No	Don't know
5 ways to wellbeing - actions people can take to look after their wellbeing (for example connecting with others, be active, learn new things, take notice and give or volunteer)	1	2	3

Evaluating the Campaign

Q2

To what extent are you aware of the following services and resources available to you in Waltham Forest to help you look after your / your families health and wellbeing?

	I know alot	I know a little	I don't know much	I don't know anything
Opportunities to connect more with people in Waltham Forest eg festivals and events	1	2	3	4
Physical activities such as free swimming for children and elderly, free cycling or dance lessons and other fitness classes and events in Waltham Forest	1	2	3	4
Opportunities to learn new skills for example courses and apprentices with Waltham Forest Learning Services or free cooking courses	1	2	3	4
Opportunities to be mindful of your surrounding and view nature	1	2	3	4
Good thinking and other online resources to support mental health and wellbeing, sleep and support with low level anxiety and depression	1	2	3	4
Volunteering opportunities and services to support people become volunteers in Waltham Forest	1	2	3	4
Opportunities to support your mental wellbeing while at home and/or during a pandemic	1	2	3	4

Thank You For Supporting 5 Ways To Wellbeing

W: walthamforest.gov.uk/5ways E: Public.health@walthamforest.gov.uk

 [walthamforestcouncil](https://www.facebook.com/walthamforestcouncil)  [@wfcouncil](https://twitter.com/wfcouncil)

