



# Suffolk says thank you!

Be part of the campaign

## In brief: we need your support

- The new '**Suffolk says thank you**' campaign launches on Monday 18 May and will run for three months. The launch ties in with national Mental Health Awareness Week (18-24 May) which has the theme of 'kindness'. See <https://www.mentalhealth.org.uk/campaigns/mental-health-awareness-week>
- The campaign is **designed to celebrate everyday acts of kindness** by giving everyone in Suffolk the opportunity to recognise and thank others. This isn't about exuberant acts or holding up 'heroes' but rather the regular, routine ways we are all helping each other at this time
- To be a success, **we need your help** to promote the campaign as widely as possible within your networks via social media and other distribution – think councillors, town and parish councils, governors, teachers, frontline professionals, practitioners, neighbours, friends, family and many more

## Background

The COVID-19 pandemic has changed our way of life and created previously unimaginable circumstances in which the value of helping others cannot be underestimated. Saying 'thank you' has never been more important and has become a well-established way of life, with communities sharing their appreciation of health and care workers each Thursday.

While frontline healthcare professionals are rightfully recognised for their huge efforts to help those who are unwell over this period, there are also many other less celebrated acts of kindness and generosity in every town and village. From putting out the bins or picking up extra shopping for a neighbour, to making that extra effort to check in on friends and family, Suffolk people are showing their generosity in countless ways.

It is these everyday acts that can mean a lot to people and will be the basis of this campaign. Saying a simple 'thank you' can pay dividends for both the person being thanked and the person showing their appreciation. Each small act of gratitude can give a real boost to people's wellbeing. (See 'give' under the five ways to wellbeing framework for good mental health: <https://www.healthysuffolk.org.uk/projects/5-ways-to-wellbeing>)

## The campaign

Rather than seeking to compete with the weekly opportunity to 'clap for carers', this campaign is designed to provide some fun, simple ways for every Suffolk resident to say thank you. It is about building on the positive appreciation of health and care workers, and many others in recent weeks and extending it to friends, neighbours and wider communities, as well as people who are a feature of our neighbourhoods such as the refuse collector or postal worker.

### **The campaign will be community driven and not 'owned' by any single organisation.**

This means it will not be branded directly with any organisational logos. It is not about celebrating heroes or champions, and the various materials and information are designed for everyone to use and adapt to make them relevant. The principles of the campaign will be informed by the five ways to wellbeing and emotional needs met models.

By creating simple, editable resources that people can personalise, download and share, we want to create a countywide campaign for everyone that brings people together and celebrates often unacknowledged acts of kindness.

## **#Suffolksaysthanks**

The campaign has been developed by the Emotional Wellbeing in the Community group, which is a collaboration of a number of public, health and voluntary sector organisations tasked with meeting the challenges of COVID-19 and specifically to support people's mental health over this period.

The *Suffolk says thank you* campaign will encourage people to:

- Share their thanks with others using a suite of free, downloadable materials from posters to thank you cards;
- Share and upload photos, drawings and letters explaining who they would like to thank and to promote these messages – with express consent – on social media to celebrate those who are going the extra mile
- Contribute to a virtual 'noticeboard' listing everything people can feel thankful for (beautiful countryside, friends, neighbours, NHS workers etc)
- Link communities of kindness such as schoolchildren and care home workers, or football clubs and community volunteers
- See their messages of thanks celebrated in local print and broadcast media, who will be engaged as part of the campaign to share positive examples of kindness, examples of 'thank yous' and the invitation for others to join the campaign

## **How you can support the campaign**

1. Share the accompanying short text briefing with your colleagues and networks to make them aware of the campaign and encourage them to support it
2. Use the free social media-ready banner graphics on your social media platforms and websites from Monday 18 May
3. Follow the campaign and 'like' and retweet posts from the Suffolk County Council social media channels from Monday 18 May
4. Consistently use the #Suffolksaysthanks hashtag when promoting your own content that celebrates acts of kindness and people expressing their thanks
5. Our marketing agency will negotiate the media partnership and coverage so there is no need for you to make a separate direct approach to local media. The launch press release will be issued as a joint Suffolk Resilience Partnership release w/c 18 May

## **Measuring success**

The impact of the campaign will be measured through:

- engagement on social media including use of the hashtag
- the number of visits to the campaign hub
- downloads of the free materials
- local media coverage and
- qualitative information involving examples of how individuals and communities have engaged and supported the campaign messages.

## **Contact for further information**

Gemma Levi, lead for the Emotional Wellbeing in the Community group, 01473 265777 or [gemma.levi@suffolk.gov.uk](mailto:gemma.levi@suffolk.gov.uk)

Chris Pyburn, Public Health Manager, 01473 263742 or [chris.pyburn@suffolk.gov.uk](mailto:chris.pyburn@suffolk.gov.uk)