

# Campaign Toolkit:

## Five ways to Wellbeing and Sikhi

### Using this document

This campaign toolkit contains information about the Five Ways to Wellbeing and Sikhi resources and will support you in raising awareness of mental health and wellbeing within your local community.

The toolkit includes:

- an introduction to the Good Thinking digital mental wellbeing service;
- a link to the Five Ways to Wellbeing and Sikhi booklet for you to share online or print as needed;
- a newsletter/bulletin article for you to use to raise awareness of the booklet with your community;
- social media content for you to use to promote the toolkit to your community on your Twitter, Instagram and Facebook pages. You can also tag us in [@GoodThinkingUK](https://twitter.com/GoodThinkingUK)

We'd appreciate your support in promoting this campaign to improve mental health and wellbeing across London.

You can find out more [here](#).

If you have any questions, please contact the Good Thinking team at [info@good-thinking.co.uk](mailto:info@good-thinking.co.uk) or Nicola Aspinall at [Nicola.aspinall2@nhs.net](mailto:Nicola.aspinall2@nhs.net)

## **About Good Thinking**

Good Thinking is an NHS-approved, online mental health and wellbeing platform that helps Londoners look after their mental health and wellbeing in a way that works for them. Since its launch in 2017, more than half a million people have used our digital service to tackle anxiety, stress, low mood, sleep problems and other concerns that can impact upon mental health and wellbeing. Good Thinking is free for those that live, study or work in London thanks to the support of the Mayor of London, London Councils, Directors of Public Health and Public Health England. It is delivered by Healthy London Partnership.

Available 24/7 on any device and completely anonymous, Good Thinking provides a range of resources to help Londoners improve their mental wellbeing, including free NHS-approved apps, articles, blogs, podcasts, self-assessments, videos and printable workbooks. All the apps we recommend are independently assessed and our clinically validated self-assessment tool is powered by [DoctorLink](#).

Since the start of the Covid-19 pandemic, we have expanded our resources to meet the growing demand for mental health support across London. Londoners have told Good Thinking that there is no 'one size fits all' solution when it comes to their health – they want information and support that reflects how they live and what their values are.

So, Good Thinking has been working with a variety of organisations, faith communities, academies, charities, and many others to create tailored, impactful content. Everyone's mental health is different – we are here to help you find your own path to improve your wellbeing. Visits to our website and downloads of our resources have increased significantly during the pandemic.

# **Newsletter/bulletin copy**

## **Five ways to Wellbeing and Sikhi**

Good Thinking has launched a new resource as part of its 'Five Ways to Wellbeing' series for faith groups. Five ways to Wellbeing and Sikhi has been developed in collaboration with members of the Sikh community and endorsed by the Sikh Council UK, providing advice and guidance on looking after your mental health and wellbeing in line with the Sikh tradition:

1. Connect with the Divine and other people
2. Be physically active
3. Learn something new each day
4. Give to others
5. Pay attention to the present moment

The toolkit is supported with a series of videos and animations on the five ways to wellbeing that can be shared on WhatsApp and across social media channels. You can tag Good Thinking using [@GoodThinkingUK](https://www.instagram.com/GoodThinkingUK)

For more information, visit our [Sikhi community page](#).

**-Ends-**

## Social media content

### Videos

We've uploaded several short videos to YouTube to help promote Five Ways to Wellbeing and Sikhi. Produced by members of the Sikh community, the videos talk about common concerns that people may face in relation to their mental health and wellbeing, such as anxiety, low mood and stress. The videos also offer techniques that may help to overcome these concerns that are in line with the Sikh tradition.

Please share these videos across your social media channels with members of your community.

[Anxiety & The Sikh Faith](#)

[Anxiety & The Sikh Faith: symptoms, treatment and the importance of Mindfulness](#)

[Being physically active in line with the Sikh tradition](#)

[Connecting with The Devine and other people in the Sikh tradition: short version](#)

[Connecting with The Devine and other people in the Sikh tradition: long version](#)

[Giving to others in line with Sikh tradition](#)

[Learning something new in line with Sikh tradition](#)

[Paying attention to the present moment in line with Sikh tradition](#)

## Animations and assets for social media

We've developed a range of animations and assets that you can use to support us in promoting this campaign. These include:

- Mp4 video files (available in both portrait and landscape layouts);
- Jpeg image files.

You'll find these folders attached to the email you will have received accompanying this toolkit.

### Content: WhatsApp



Channel	Copy
WhatsApp	<p>In the Sikh tradition, mental health is a very important aspect in a person's well-being, as it is essential to living a healthy and balanced life.</p> <p>We have created the Five ways to Wellbeing and Sikhi to give you some tips on how to maintain your wellbeing, please share this video.</p> <p><a href="https://www.youtube.com/watch?v=OcWsbt1uJZ0">https://www.youtube.com/watch?v=OcWsbt1uJZ0</a></p>
WhatsApp	<p>For those of us who may be facing mental health issues, or are coping with anxiety and negativity, one of the many ways that we may try to overcome these challenges, is to take a balanced approach of both spirituality and practicality.</p> <p>We have created the Five ways to Wellbeing and Sikhi to provide some tips on how to maintain that balance, please share this video:</p> <p><a href="https://www.youtube.com/watch?v=OcWsbt1uJZ0">https://www.youtube.com/watch?v=OcWsbt1uJZ0</a></p> <p>For more information, visit <a href="https://www.good-thinking.uk/faith-and-belief-communities/sikhi/">https://www.good-thinking.uk/faith-and-belief-communities/sikhi/</a></p> <p>➔ Please share widely</p>
WhatsApp	<p>The issue of mental health is real and should not be taken lightly. For those who are facing any kind of mental health issues, do not be afraid and seek professional help. There is no harm and shame in doing this, there's always help around the corner.</p> <p>For more information, visit <a href="https://www.good-thinking.uk/faith-and-belief-communities/sikhi/">https://www.good-thinking.uk/faith-and-belief-communities/sikhi/</a></p> <p>➔ Please share widely</p>

WhatsApp	<b>NHS 5 Ways to Wellbeing – a Sikh Perspective</b> <input checked="" type="checkbox"/> Developed by Good Thinking working with Sikh communities <input checked="" type="checkbox"/> Lots of excellent resources; short inspiring videos, animations and translated resources too <a href="https://www.good-thinking.uk/faith-and-belief-communities/sikhi/">https://www.good-thinking.uk/faith-and-belief-communities/sikhi/</a> ➔ Please share widely
Whatsapp	Listen to Sikh Educator, Bhai Baljit Singh share how anxiety is spoken about in the Sikh way of life <a href="https://www.youtube.com/watch?v=SEJsphQly88">https://www.youtube.com/watch?v=SEJsphQly88</a>
Whatsapp	Sikh Educator, Bhai Baljit Singh, talks about the symptoms of anxiety and the benefits of mindfulness in dealing with these symptoms <a href="https://www.youtube.com/watch?v=Fp9FYphBfus">https://www.youtube.com/watch?v=Fp9FYphBfus</a>

## Content: Social Media



Please support this campaign through your own social media channels by creating your own posts or liking and sharing the social content posted from:

**Facebook** [goodthinkinguk](https://www.facebook.com/goodthinkinguk)  
**LinkedIn** [goodthinkinguk](https://www.linkedin.com/company/goodthinkinguk)  
**Instagram** [www.instagram.com/goodthinkinguk](https://www.instagram.com/goodthinkinguk)  
**Twitter** [@GoodThinkingUK](https://twitter.com/GoodThinkingUK)

Please show your support on social media, encouraging people to visit the Good Thinking website for support. Feel free to share the social media images found within the comms toolkit when you share your posts!

Please find below some example posts that can be posted on your social channels.

Remember to tag us in when you can **@GoodThinkingUK** 😊

Copy	Link to be used
We've launched Five Ways to Wellbeing and Sikhi is a new resource designed to support members of the #Sikh community to manage their #mentalhealth and wellbeing in line with your beliefs, traditions and lifestyle.	<a href="https://www.good-thinking.uk/faith-and-belief-communities/sikhi/">https://www.good-thinking.uk/faith-and-belief-communities/sikhi/</a>

For those of us who may be facing #mentalhealth issues, or are coping with #anxiety and negativity, one of the many ways that we may try to overcome these challenges, is to take a balanced approach of both spirituality and practicality @GoodThinkingUK	<a href="https://www.good-thinking.uk/faith-and-belief-communities/sikhi/">https://www.good-thinking.uk/faith-and-belief-communities/sikhi/</a>
We're excited to launch the Five Ways to Wellbeing and #Sikhi, developed in collaboration with the Sikh community and endorsed by @SCUKofficial @SikhCouncilUK	<a href="https://www.good-thinking.uk/faith-and-belief-communities/sikhi/">https://www.good-thinking.uk/faith-and-belief-communities/sikhi/</a>
#Anxiety can affect us all. It's important to remember that you're not alone. No matter how overwhelmed you may feel, there's always help around the corner @SCUKofficial @SikhCouncilUK @sikhyourmind @kaurcoaching @_taraki_	<a href="https://www.good-thinking.uk/faith-and-belief-communities/sikhi/">https://www.good-thinking.uk/faith-and-belief-communities/sikhi/</a>
<b><i>"Approaching mental wellbeing in society requires an approach which is reflective of the communities we serve. Faith communities are often left out of discussions around mental wellbeing, so it is fantastic to see important strides being taken towards more faith sensitive approaches"</i></b>  Shuranjeet Singh from @_taraki_ talks about the launch of the new Five Ways to Wellbeing and Sikhi	<a href="https://www.good-thinking.uk/faith-and-belief-communities/sikhi/">https://www.good-thinking.uk/faith-and-belief-communities/sikhi/</a>
Listen to Sikh Educator, Bhai Baljit Singh share how #anxiety is spoken about in the Sikh way of life	<a href="https://www.youtube.com/watch?v=SEJsphQly88">https://www.youtube.com/watch?v=SEJsphQly88</a>
Sikh Educator, Bhai Baljit Singh, talks about the symptoms of #anxiety and the benefits of mindfulness in dealing with these symptoms	<a href="https://www.youtube.com/watch?v=Fp9FYphBfus">https://www.youtube.com/watch?v=Fp9FYphBfus</a>
Staying physically active can improve stress, anxiety and low mood as well as help you sleep better. Our new resource offers advice on staying active in line with the #Sikh tradition	<a href="https://www.youtube.com/watch?v=cJlalh_7dgg">https://www.youtube.com/watch?v=cJlalh_7dgg</a>
Connecting with the Divine, and with other people can help you to achieve a more positive mindset and feel more connected. Take a look at our 5 Ways to Wellbeing and #Sikh toolkit for more useful tips	<a href="https://www.youtube.com/watch?v=O_zkiMtLhBk">https://www.youtube.com/watch?v=O_zkiMtLhBk</a>
Seva, or selfless service is highly valued in the #Sikh tradition. Serving others is a form of service to the Divine and can help you adopt a more positive mindset. Read more in our full 5 Ways to Wellbeing and Sikhi resource.	<a href="https://www.youtube.com/watch?v=wPohU2P_fbU">https://www.youtube.com/watch?v=wPohU2P_fbU</a>
Learning something new everyday helps your mind stay active, boosting your self-confidence and helping you to gain a sense of purpose for better #mentalhealth.	<a href="https://www.youtube.com/watch?v=d5NHQlWmj_8">https://www.youtube.com/watch?v=d5NHQlWmj_8</a>
Mindfulness can help to bring about a sense of peace and appreciation, generating a more positive mindset and improving #mentalhealth and wellbeing.	<a href="https://www.youtube.com/watch?v=7Q_dPONNRq8">https://www.youtube.com/watch?v=7Q_dPONNRq8</a>

**Your support of this faith-based campaign will be greatly appreciated, please feel free to share amongst your colleagues and networks.**