**GOOD THINKING COMMS TOOLKIT**

**Mental wellbeing and Buddhism**

**Using this document**

This toolkit contains information about the [Good Thinking](http://www.good-thinking.uk) mental wellbeing resources co-created with members of the Buddhist community, including the [Five ways to good mental wellbeing and Buddhism](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0308_EN_Five_Ways_Wellbeing_Buddhism_v5_a600fb37d6.pdf?updated_at=2023-10-04T12:04:14.794Z) guide. It will support you in raising awareness of the free, NHS-approved resources available through the Good Thinking service to help support positive mental health and wellbeing in your community.

If you have any questions, please contact the Good Thinking team at:

[info@good-thinking.uk](mailto:info@good-thinking.uk)

**The toolkit contains:**

1. **An introduction to the Good Thinking service**
2. **A link to the** **Good Thinking** [**Buddhism resources webpage**](https://www.good-thinking.uk/faith-and-belief-communities/buddhism)**, where you’ll find**

* Links to the [Five ways to good mental wellbeing and Buddhism](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0308_EN_Five_Ways_Wellbeing_Buddhism_v5_a600fb37d6.pdf?updated_at=2023-10-04T12:04:14.794Z) booklet for you to share online or print as needed (various translated versions of the guide are available)
* A link to the [Buddhism and bereavement](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0323_Good_Thinking_Buddhist_Bereavement_Guide_v5_5aafdde7f3.pdf) booklet
* A link to [Emergency Non-Denominational Buddhist Rites at End of Life](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/Emergency_Non_Denominational_Buddhist_Rites_at_End_of_Life_982ad975d2.pdf) information
* A link to the [Guide for healthcare professionals: Death and bereavement in Buddhism](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0323_Good_Thinking_Reference_Card_V2_No_Logo_c4ef72385d.pdf)
* Videos produced by members of the Buddhist community offering tips and advice to help with stress, anxiety and low mood that are in line with the Buddhist tradition

1. **A newsletter/bulletin/intranet article for you to use to raise awareness of the resources with your community**
2. **Social media content (including copy, graphics, videos and animation) for you to use to promote the toolkit to your community via WhatsApp, X (formerly Twitter), Instagram, LinkedIn and Facebook pages. You can also tag us using: @GoodThinkingUK**
3. **Printable Good Thinking resources for communal areas**

* Links to printable [posters](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0423_Good_Thinking_Poster_A4_AW_01_763d8bef5e.pdf) and [flyers](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/Good_Thinking_Leaflet_ed155edd51.pdf), and information about how to request professionally printed flyers and A3 posters directly from the Good Thinking team

**1. The Good Thinking service**

**What is Good Thinking and how do we support Londoners?**

Good Thinking is a digital service that helps Londoners look after their mental health and wellbeing in a way that works for them. We provide personalised advice, support and resources to help people struggling with:

* Stress
* Anxiety
* Low mood
* Sleep
* Other mental health concerns, such as trauma, bereavement and eating disorders

Our service is:

* Free of charge
* NHS-approved
* Available 24/7 on any device
* Completely anonymous

**What resources are available through Good Thinking?**

Good Thinking provides a range of resources to help Londoners improve their mental wellbeing, including:

* Free apps (NHS-approved and independently assessed)
* Quick quizzes which give tailored support recommendations
* Printable workbooks and guides
* Advice articles with tips to boost mental health
* Blogs and personal stories
* Podcasts
* Videos and webinars

**Why is it important that Good Thinking services are personalised?**

Londoners have told Good Thinking that there is no ‘one size fits all’ solution when it comes to their mental 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, academics, charities, and many others to create tailored, impactful content. Everyone’s mental health is different – we are here to help Londoners find their own path to improve their wellbeing.

**2. Good Thinking Buddhism resources**

Good Thinking have a range of resources tailored for the Buddhist community available at

<https://www.good-thinking.uk/faith-and-belief-communities/buddhism>.

**You’ll find:**

* Good Thinking’s [Five ways to good mental wellbeing and Buddhism](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0308_EN_Five_Ways_Wellbeing_Buddhism_v5_a600fb37d6.pdf?updated_at=2023-10-04T12:04:14.794Z) booklet for you to share online or print as needed (translated versions of the guide are available [Burmese](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/MY_JC_0308_Five_Ways_Wellbeing_Buddhism_v5_1_1_c167e2a3c3.pdf), [Simplified Chinese](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/ZHTW_JC_0308_Five_Ways_Wellbeing_Buddhism_v5_ca5568fc6b.pdf), [Traditional Chinese](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/ZHCN_JC_0308_Five_Ways_Wellbeing_Buddhism_v5_a2c446bda0.pdf), [Nepalese](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/NE_JC_0308_Five_Ways_Wellbeing_Buddhism_v5_1_265e8fb1fe.pdf), [Sinhalese](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/SI_JC_0308_Five_Ways_Wellbeing_Buddhism_v5_1_1_8e1b6335d6.pdf), [Thai](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/TH_JC_0308_Five_Ways_Wellbeing_Buddhism_v5_4cd2f8efc5.pdf) and [Vietnamese](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/VI_JC_0308_Five_Ways_Wellbeing_Buddhism_v5_1_b317a679c1.pdf)).
* A link to the [Buddhism and bereavement](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0323_Good_Thinking_Buddhist_Bereavement_Guide_v5_5aafdde7f3.pdf) booklet; a guide to help Buddhists across London who have lost a loved one as well as health and care professionals who are supporting terminally ill patients of the Buddhist faith.
* A link to [Emergency Non-Denominational Buddhist Rites at End of Life](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/Emergency_Non_Denominational_Buddhist_Rites_at_End_of_Life_982ad975d2.pdf) information; which refers to a set of rituals and practices within Buddhism that are intended to provide spiritual comfort and support to individuals facing the end of their life.
* A link to the [Guide for healthcare professionals: Death and bereavement in Buddhism](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0323_Good_Thinking_Reference_Card_V2_No_Logo_c4ef72385d.pdf); a guide for healthcare professionals on how to support individuals of from the Buddhist faith approach the end of their life and navigate the subsequent death and bereavement processes.
* Videos produced by members of the Buddhist community offering tips and advice to help with stress, anxiety and low mood that are in line with the Buddhist tradition.

1. **Newsletter/bulletin copy**

**Good Thinking – digital mental health support for London’s Buddhist community**

Good Thinking, London’s free, NHS-approved digital mental health and wellbeing service, has collaborated with members of London’s Buddhist community to create mental wellbeing resources that align with the beliefs and teachings of Buddhism.

**Five ways to good mental wellbeing and Buddhism**

Developed in collaboration with Buddhists across the capital and endorsed by the [Network of Buddhist Organisations](https://www.nbo.org.uk/) and [The Buddhist Society](https://www.thebuddhistsociety.org/), Good Thinking’s [five ways to wellbeing guide](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0308_EN_Five_Ways_Wellbeing_Buddhism_v5_a600fb37d6.pdf?updated_at=2023-10-04T12:04:14.794Z) provides advice on looking after your mental health and wellbeing in line with the Buddhist tradition:

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

**Explore the full range of resources**

Visit [Good Thinking](https://www.good-thinking.uk/faith-and-belief-communities/buddhism) to download the guide (translations in seven languages and a printable version of the booklet are also available) and explore the full range of resources tailored for the Buddhist community including a guide to [Buddhism and bereavement](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0323_Good_Thinking_Buddhist_Bereavement_Guide_v5_5aafdde7f3.pdf), a [guide for healthcare professionals: Death and bereavement in Buddhism](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0323_Good_Thinking_Reference_Card_V2_No_Logo_c4ef72385d.pdf) and videos offering tips and advice to help with stress, anxiety and low mood.

For more information about the service and to access free NHS-approved support and resources, visit [Good Thinking](https://www.good-thinking.uk).

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1. **Social media content**

Please show your support on social media, encouraging people to visit the Good Thinking website for support.

**Facebook** [goodthinkinguk](https://www.facebook.com/goodthinkinguk)

**LinkedIn**  goodthinkinguk

**Instagram** [www.instagram.com/goodthinkinguk](http://www.instagram.com/goodthinkinguk)

**X (Twitter)**  [@GoodThinkingUK](https://twitter.com/goodthinkinguk)

Please find below some example posts that can be posted on your social channels. Remember to tag us in when you can **@GoodThinkingUK** 😊

**Suggested content for social media**

|  |  |
| --- | --- |
| **Copy for X (formerly Twitter)** | **Graphic -** [Download graphics here](https://drive.google.com/drive/folders/1s6Dd6AwQj1HtdajbJIubi_j96UDNsW7t?usp=sharing) |
| Londoners want support that reflects their lifestyles and values.  @GoodThinkingUK have a range of resources co-created with members of the #Buddhist community to help you manage your mental wellbeing in line with Buddhist beliefs and traditions.  👉 https://www.good-thinking.uk/faith-and-belief-communities/buddhism | [Download graphics here](https://drive.google.com/drive/folders/1s6Dd6AwQj1HtdajbJIubi_j96UDNsW7t?usp=sharing) |
| Explore @GoodThinkingUK’s Five Ways to Wellbeing and Buddhism guide!  Co-created with members of the #Buddhist community to help you manage your #mentalhealth and wellbeing in line with Buddhist beliefs and traditions:  👉 <https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0308_EN_Five_Ways_Wellbeing_Buddhism_v5_a600fb37d6.pdf?updated_at=2023-10-04T12:04:14.794Z> |  |
| #MentalHealth isn’t one size fits all.  @GoodThinkingUK have a range of resources co-created with members of the #Buddhist community to help you manage your mental wellbeing in line with Buddhist beliefs and traditions.  👉 https://www.good-thinking.uk/faith-and-belief-communities/buddhism |  |

|  |  |
| --- | --- |
| **Copy for Instagram** | **Graphic -** [Download graphics here](https://drive.google.com/drive/folders/1s6Dd6AwQj1HtdajbJIubi_j96UDNsW7t?usp=sharing) |
| Londoners want support that reflects their lifestyles and values.  @goodthinkinguk have a range of resources co-created with members of the #Buddhist community to help you manage your mental wellbeing in line with Buddhist beliefs and traditions.  👉 good-thinking.uk/faith-and-belief-communities/buddhism | [Download graphics here](https://drive.google.com/drive/folders/1s6Dd6AwQj1HtdajbJIubi_j96UDNsW7t?usp=sharing) |
| Explore @goodthinkinguk’s Five Ways to Wellbeing and Buddhism guide!  Co-created with members of the #Buddhist community to help you manage your #mentalhealth and wellbeing in line with Buddhist beliefs and traditions.  Copy and paste the link below into your browser:  <https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0308_EN_Five_Ways_Wellbeing_Buddhism_v5_a600fb37d6.pdf?updated_at=2023-10-04T12:04:14.794Z> |  |
| #MentalHealth isn’t one size fits all.  @goodthinkinguk have a range of resources co-created with members of the #Buddhist community to help you manage your mental wellbeing in line with Buddhist beliefs and traditions.  👉 good-thinking.uk/faith-and-belief-communities/buddhism |  |

|  |  |
| --- | --- |
| **Copy for Facebook / LinkedIn** | **Graphic -** [Download graphics here](https://drive.google.com/drive/folders/1s6Dd6AwQj1HtdajbJIubi_j96UDNsW7t?usp=sharing) |
| Londoners want support that reflects their lifestyles and values.  @goodthinkinguk have a range of resources co-created with members of the #Buddhist community to help you manage your mental wellbeing in line with Buddhist beliefs and traditions.  👉 https://www.good-thinking.uk/faith-and-belief-communities/buddhism | [Download graphics here](https://drive.google.com/drive/folders/1s6Dd6AwQj1HtdajbJIubi_j96UDNsW7t?usp=sharing) |
| Explore @goodthinkinguk’s Five Ways to Wellbeing and Buddhism guide!  Co-created with members of the #Buddhist community to help you manage your #mentalhealth and wellbeing in line with Buddhist beliefs and traditions:  👉 <https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0308_EN_Five_Ways_Wellbeing_Buddhism_v5_a600fb37d6.pdf?updated_at=2023-10-04T12:04:14.794Z> |  |
| #MentalHealth isn’t one size fits all.  @goodthinkinguk have a range of resources co-created with members of the #Buddhist community to help you manage your mental wellbeing in line with Buddhist beliefs and traditions.  👉 https://www.good-thinking.uk/faith-and-belief-communities/buddhism |  |

**Content for WhatsApp**

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| **Copy** |
| In the Buddhist 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.  We have created the Five Ways to Wellbeing and Buddhism to give you some tips on how to maintain your wellbeing, please share this link:  <https://www.good-thinking.uk/faith-and-belief-communities/buddhism> |
| For those of us who may be facing mental health challenges or coping with stress and anxiety, taking a balanced approach of both spirituality and practicality can help us to face these challenges head on and manage them more effectively.  We have created the Five Ways to Wellbeing and Buddhism to provide some tips on how to maintain that balance, please share this link:  <https://www.good-thinking.uk/faith-and-belief-communities/buddhism>  èPlease share widely |
| If you’re facing any kind of mental health concerns, don’t be afraid to seek professional help. There’s no harm or shame in doing this - there’s always someone who can help just around the corner.  For more information, visit <https://www.good-thinking.uk/faith-and-belief-communities/buddhism>    èPlease share widely |
| **NHS 5 Ways to Wellbeing – a Buddhist Perspective**  ✅Developed by Good Thinking working with the Buddhist community  ✅Lots of excellent resources; short inspiring videos, animations and translated resources too  <https://www.good-thinking.uk/faith-and-belief-communities/buddhism>  èPlease share widely |

**Videos – Five ways to good mental wellbeing and Buddhism**

We’ve uploaded several short videos to YouTube to help promote Five Ways to Wellbeing and Buddhism. Produced by members of the Buddhist 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 Buddhist tradition.

Please share these videos across your social media channels with members of your community. The video links are below:

|  |  |
| --- | --- |
| **Video link** | **Description** |
| <https://www.youtube.com/watch?v=00F8DCPGDI0> | Buddhist chaplain Medini Richardson on connecting with others. |
| <https://www.youtube.com/watch?v=4E6k2VaQ3zI> | Buddhist chaplain Mariano Marcigaglia on being physically active. |
| <https://www.youtube.com/watch?v=4Fd55LmshFs> | Buddhist chaplain David Morris on learning something new every day. |
| <https://www.youtube.com/watch?v=ddYIHJW10d8> | Keith Munnings, Buddhist Healthcare Chaplain, on giving to others. |

**Animations and assets for social media**

### We’ve developed a range of animations (Mp4 video files) that you can use to support us in promoting the Five ways to good mental wellbeing and Buddhism guide.

These are available to download [here](https://drive.google.com/drive/folders/1KesUbgV5gTuPbGVxfHR-5YnHvBk9J-AF?usp=sharing).

1. **Printable Good Thinking resources**

Good Thinking have a range of printable posters, flyers and guides available to download via the [Campaign Hub](https://www.good-thinking.uk/campaign-hub).

If you would like to request professionally printed postcard flyers and/or A3 posters please contact [info@good-thinking.uk](mailto:info@good-thinking.uk) detailing the number required and postal address.

**Flyer:**

* [Good Thinking flyer](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/Good_Thinking_Leaflet_ed155edd51.pdf)

**Posters:**

* [Good Thinking poster 1 (A4)](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0423_Good_Thinking_Poster_A4_AW_01_763d8bef5e.pdf)
* [Good Thinking poster 2 (A4)](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0423_Good_Thinking_Poster_A4_AW_02_39da00f16b.pdf)
* [Good Thinking poster 3 (A4)](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0423_Good_Thinking_Poster_A4_AW_03_32ed9e7f26.pdf)
* [Good Thinking poster 4 (A4)](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0423_Good_Thinking_Poster_A4_AW_04_f2699fe195.pdf)
* [Good Thinking poster 1 (A3)](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0423_Good_Thinking_Poster_A3_AW_01_4ff8015948.pdf)
* [Good Thinking poster 2 (A3)](https://goodthinking-strapi.s3.eu-west-2.amazonaws.com/JC_0423_Good_Thinking_Poster_A3_AW_02_9e00c7773d.pdf)

**Your support in sharing the Good Thinking service is greatly appreciated.**

**Please feel free to share this toolkit amongst your colleagues and networks as far and wide as possible.**