**Campaign Toolkit:**

**Seven ways to Wellbeing and Rastafari**

**Using this document**

This campaign toolkit contains information about the Seven Ways to Wellbeing and Rastafari 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 Seven Ways to Wellbeing and Rastafari 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.](https://www.good-thinking.uk/christianity/)

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

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

### **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](https://www.doctorlink.com/).

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**

**Seven ways to Wellbeing and Rastafari**

Good Thinking has launched a new resource as part of its series of faith-focused support. Seven ways to Wellbeing and Rastafari has been developed in collaboration with members of the Rastafari community and endorsed by Sistahs and Elders from the [Rastafari Movement UK](https://www.facebook.com/RastafariMovementUK/) and the [National Nyabinghi Council UK](https://www.facebook.com/nyahbinghinationalcouncil/) and has been developed with support from the wider Rastafari community. The toolkit provides advice and guidance on looking after your mental health and wellbeing in line with the Rastafari tradition:

1. Spiritual wellbeing
2. Physical wellbeing
3. Educational wellbeing
4. Universal (Iniversal) wellbeing
5. Food and wellbeing
6. Social wellbeing
7. Economic wellbeing

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://twitter.com/GoodThinkingUK)

For more information, visit the Good Thinking [Rastafari community page.](https://www.good-thinking.uk/rastafari/)

**-Ends-**

**Social media content**

**Videos**

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

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

|  |  |
| --- | --- |
| **Video link** | **Description** |
| <https://youtu.be/01Wl_3ooHcE> | Ras Akila Kedan and Sistah Azuka talk about the importance of spiritual wellbeing |
| <https://youtu.be/VCjM9Eop6uY> | Ras Akila Kedan and Sistah Azuka talk about the importance of physical wellbeing |
| <https://youtu.be/HZp7R1FOFRg> | Ras Akila Kedan and Sistah Azuka talk about the importance of educational wellbeing |
| <https://youtu.be/cWFFDEwML14> | Ras Akila Kedan and Sistah Azuka talk about the importance of universal wellbeing |
| <https://youtu.be/eSee0iwfNwg> | Ras Akila Kedan and Sistah Azuka talk about the importance of food and wellbeing |
| <https://youtu.be/8VFvUeIcXJg> | Ras Akila Kedan and Sistah Azuka talk about the importance of social wellbeing |
| <https://youtu.be/548pILFNRNw> | Ras Akila Kedan and Sistah Azuka talk about the importance of economic wellbeing |

### **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.

These animations are available to download from the [Healthy London Partnership website](https://www.healthylondon.org/seven-ways-to-wellbeing-and-rastafari/).

Icon

Description automatically generated

### **Content: WhatsApp**

|  |
| --- |
| **Copy** |
| In the Rastafari 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 Seven Ways to Wellbeing and Rastafari to give you some tips on how to maintain your wellbeing, please share this video.  <https://www.good-thinking.uk/rastafari/> |
| 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 Seven Ways to Wellbeing and Rastafari to provide some tips on how to maintain that balance, please share this video:  <https://www.good-thinking.uk/rastafari/>  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/rastafari/>    èPlease share widely |
| **NHS 7 Ways to Wellbeing – a Rastafari Perspective**  ✅Developed by Good Thinking working with the Rastafari community  ✅Lots of excellent resources; short inspiring videos, animations and translated resources too  <https://www.good-thinking.uk/rastafari/>    èPlease share widely |



### **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](http://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 Seven Ways to Wellbeing and Rastafari to support members of the #Rastafari community to manage their #mentalhealth and wellbeing in line with their beliefs, traditions and lifestyle. | [**https://www.good-thinking.uk/rastafari/**](https://www.good-thinking.uk/rastafari/) |
| Spiritual wellness is at the heart of #Rastafari way of life. Taking part in prayer, doing work that has the greatest impact on humanity, volunteering and serving the community can all help to improve #mental wellbeing @GoodThinkingUK | <https://www.good-thinking.uk/rastafari/> |
| In the #Rastafari tradition, physical wellbeing is essential to good #mentalhealth and wellbeing. Starting the day early, using natural products, spending time in nature and taking in the sun are simple ways you can look after yourself. | <https://www.good-thinking.uk/rastafari/> |
| Education is at the heart of the #Rastafari community. Learning about Rastafari history and culture, attending cultural workshops and engaging in discussions with community leaders can all help you to grown mentally stronger | <https://www.good-thinking.uk/rastafari/> |
| For #Rastafari, humanity is the extended family and universal wellbeing (or Iniversal) is a central belief. Using technology, such as the internet, email and mobile phones to connect with the community can help to promote good #mentalhealth. | <https://www.good-thinking.uk/rastafari/> |
| ***“Food is the staff of life, and men and women shall not live by bread alone”*** (Aklila Kedan)Growing your own fruit and vegetables, making natural juices, and reducing your intake of processed foods can all help to promote good #mentalhealth and wellbeing. #Rastafari | <https://www.good-thinking.uk/rastafari/> |
| Getting involved in social activities and #Rastafari community celebrations, such as Nyahbhingi can help you feel included and promote good #mentalhealth and wellbeing. | <https://www.good-thinking.uk/rastafari/> |
| Community prosperity is vital to ensuring equality in the development of wellbeing. Join business support networks and support local shops to help your local community thrive. #Rastafari | <https://www.good-thinking.uk/rastafari/> |

**Your support of this faith-based campaign will be greatly appreciated.**

**Please feel free to share amongst your colleagues and networks.**