FOR THE GLOBAL MOVEMENT
FOR MENTAL HEALTH

Last year, business and political leaders at Davos agreed that it was time to act on mental health. Together we can ensure that 2020 is the year when intent becomes action.

The world is speaking out about mental health and the World Economic Forum Annual Meeting Davos 2020 is a vital moment to unite globally with one clear message, it’s time to invest in mental health.

In this toolkit you will find guidance on celebrating the important work of the global mental health community. As well as actions you can take to amplify the voices of campaigners and call on leaders to do more for mental health.

CONTENTS

The Main Message to Share 3
Social Media Handles 3
Actions you can Take on Mental Health 4
The Main Mental Health Activities at Davos 2020 5
Graphics and Images for Use on Social Media 7

#WEF20 #TIMETOINVEST
In 2019 world leaders pledged to act on the global mental health crisis. We now have the blueprint - 2020 is the #TimeToInvest in #MentalHealth #wef20 @Davos @wef

Don’t Forget to Tag Us! Click on the social icons to be taken to the accounts

World Economic Forum
facebook  instagram  linkedin  @worldeconomicforum  twitter  @wef

Davos
twitter  @davos

#TimeToInvest
#wef20
#MentalHealth

#WEF20 #TIMETOINVEST
HOW CAN I TAKE ACTION?

*PLEASE NOTE: ALL TIMES GIVEN ARE IN CET (GMT+1)*

1

SHARE THE PROGRESS CAMPAIGNERS ARE MAKING
Share this briefing on The Global State of Mental Health, produced by the BluePrint Group to encourage leaders around the world to prioritise and invest in mental health.

Suggested post:

#Depression & #anxiety affects more than 265 million people worldwide. In 2019 leaders at @davos agreed it’s #TimeToAct on mentalhealth. Now for 2020, it’s #TimeToInvest. READ MORE: [https://bit.ly/2OW04Tn @gospeakyourmind @wef #wef20](https://bit.ly/2OW04Tn @gospeakyourmind @wef #wef20)

2

SHARE TIME’S VIDEO ON YOUTH MENTAL HEALTH
Help tell the stories of young people across the globe, their experiences with mental health and the challenges faced in accessing mental health support. You can find TIME’s video on youth mental health [here](https://www.time.com).

Suggested post - to be posted during or after TIME & Kaiser Permanente’s youth panel, Wednesday 22nd January, 12:00 - 14:00:

Half of all mental illnesses begin before the age of 14. It’s #TimeToInvest in #MentalHealth from the ground up - ensuring every young person can access vital treatment & support when they need it. @TIMEHealth #wef20 @Davos @wef

3

SHOW LEADERS IT IS #TIMETOINVEST
Amplify the voices of campaigners and show that the world is speaking out about mental health. Share the new Speak Your Mind campaigners’ video on social media and call on your leaders to invest in mental health. [Video available to download January 22nd](https://www.weforum.org).

Suggested post - to be posted January 22nd 16:00

The world is speaking on mentalhealth. We need leaders at @davos to listen & take action. It’s #TimeToInvest. Add your call to the global @gospeakyourmind voice petition: [gospeakyourmind.org #wef20 @wef #SpeakYourMind](https://gospeakyourmind.org)

4

SHARE THE VOICES OF YOUNG CAMPAIGNERS
‘The Innovation of Youth and Civil Society Driving the Global Movement for Mental Health’ article will be published on WEF’s website, co-written by Global Shaper, Naeem, and Speak Your Mind campaigner, Jazz. You can find the article on advancing the case for mental health [here](https://www.weforum.org).

Suggested post - to be posted during WEF’s youth panel, Wednesday 22nd January, 16:00-16:45:

Read more on how young people are changing face of the global #mentalhealth agenda in this blog from @wef @GlobalShapers @NaeemDalal & @jazzthornton_ #TimeToInvest #wef20 [www.weforum.org](https://www.weforum.org)
@gospeakyourmind @Davos

#WEF20 #TIMETOINVEST
ENGAGE WITH MENTAL HEALTH MOMENTS AND CONTENT DURING DAVOS
UnitedGMH will collate and share updates and content in this live toolkit as it becomes available, including films, photography and other contributions from the majority of mental health moments at Davos.

• Joining the Conversation Throughout Davos
  Share the briefing note on The Global State of Mental Health

• The Big Picture on Mental Health
  Link available January 22nd

• An Insight, An Idea with Deepika Padukone
  Link available January 21st

• TIME and Kaiser Permanente: Mental Health Panel
  Share TIME’s mental health video here (link available January 22nd)

• Road to Recovery: Responding to Children’s Mental Health in Conflict
  (link available from January 22nd)

• Protecting Mental Health in Youth
  Share WEF’s livestream here

• Mental Health in a Digital World
  (link available from January 23rd)

• Working Well: Leading a Mentally Healthy Organisation
  Download mental health graphics here

WHAT ARE THE MAIN MENTAL HEALTH ACTIVITIES AT DAVOS 2020?

*Please note the events and content below are subject to change.
All timings given are in CET (GMT+1)

1/ THE BIG PICTURE ON MENTAL HEALTH
Tuesday 21st January, 13:30 - 14:00
Wednesday 22nd January, 10:00 - 10:30

This event requires registration through Toplink and a white badge.

From diminishing exposure to green spaces to the rising prevalence of homicide, explore the causes and consequences of mental health conditions now and through time. The Global Situation Space combines NASA time-lapse satellite imagery and geospatial and econometric data with predictive modelling to provide the big picture on today’s conundrums.

2/ AN INSIGHT, AN IDEA WITH DEEPIKA PADUKONE
Tuesday 21st January, 14:45 -15:15

This event requires registration through Toplink and a white badge.

A conversation with celebrated actor and Crystal Awardee Deepika Padukone on how a personal struggle led to a professional calling to end the stigma surrounding mental health.
WHAT ARE THE MAIN MENTAL HEALTH ACTIVITIES AT DAVOS 2020?

3/ A NEW AGENDA IN GLOBAL MENTAL HEALTH (ANNUAL MEETING 2020 COMMUNITY SESSION)
Wednesday 22nd January, 07:30 - 09:00

This event is by invitation only.

WEF is hosting a session to unite global leaders in mental health and map out the ways this group can work together to achieve greater action in the year ahead. The BluePrint Group, facilitated by UnitedGMH, has produced a short briefing on the current state of global mental health, uniting the global agenda.

4/ TIME AND KAISER PERMANENTE: MENTAL HEALTH PANEL
Wednesday 22nd January, 12:00 - 14:00

This event is by invitation only.

TIME and Kaiser Permanente are holding a panel discussion at Davos. The panelists will discuss how mental health is affecting young people across the globe and will be introduced by a short film produced by TIME that will feature Speak Your Mind campaigners.

5/ ROAD TO RECOVERY: RESPONDING TO CHILDREN’S MENTAL HEALTH IN CONFLICT
Wednesday 22nd January, 14:00 - 16:00

This panel event has been organised by Save the Children and The Arsenal Foundation and will be hosted by the Global Citizenship Forum as part of their BEYOND BOUNDARIES event series.

6/ PROTECTING MENTAL HEALTH IN YOUTH
Wednesday 22nd January, 16:00 - 17:00

This event requires registration through Toplink and a white badge.

Around 75% of mental health conditions begin before age 25 and research suggests early intervention is vital.

The youth mental health panel is a key moment at Davos 2020, bringing together youth with lived experience, CEOs and heads of state as panelists to discuss how youth mental health can be promoted to enable them to thrive.

7/ MENTAL HEALTH IN A DIGITAL WORLD
Thursday 23rd January, 10:00-10:30

This event requires registration through Toplink.

From addiction to anxiety, the link between digital technology and poor mental health is gaining traction. This session will focus on how we can build healthy relationships with our smart devices and maintain mental health in an increasingly digital world.

8/ WORKING WELL: LEADING A MENTALLY HEALTHY ORGANIZATION
Thursday 23rd January, 12:30 - 14:00

This event requires registration through Toplink and a white badge.

The workplace panel at Davos 2020 is bringing together CEOs to discuss the importance of prioritising mental health in the workplace. Workplace stress is a major concern for business and this panel will discuss the latest research and best practices in workplace mental health, as well as future-proofing tomorrow’s workforce.
DOWNLOAD GRAPHICS AND VIDEOS HERE

HOW DO I ACCESS WEF CONTENT?
The content below will be updated throughout Davos with live links and any additional relevant materials.

- Livestreams
  wef.ch/facebook & https://wef.ch/youtube

- Photos from Davos 2020
  http://wef.ch/pix - crediting and tagging the World Economic Forum required

- Tweets & Quotes from Panel Sessions
  @Davos

- Links to Blogs, Sessions & Other Content
  @wef

- Content in French & Spanish
  French: https://twitter.com/wef_fr
  Spanish: https://twitter.com/wef_es
  Instagram: @foroeconomicomundial