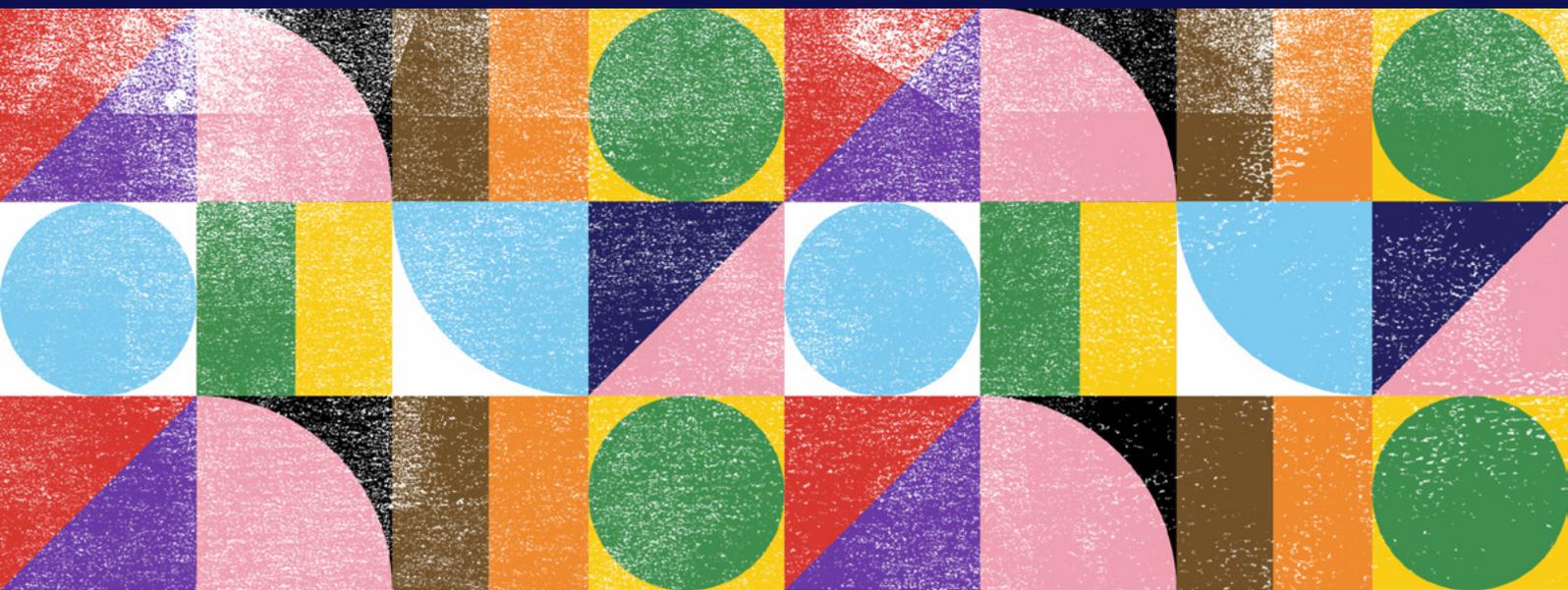


# CHECK-IN WITH **PRiDE**

**CHECKINWITHPRIDE.CO.UK**



## WHAT IS IT?

'Check-in with Pride' is part of the award winning check in campaigns from West Yorkshire Health and Care Partnership ('Staff check-in' and 'Check-in with your mate'). As well as providing communication assets, signposting to support and suicide prevention training, the campaign continues to normalise conversations around mental health, inspiring people to talk to one another in their life at home, in the community and at work - potentially saving lives.

Starting this Pride season and running beyond, the 'Check-in with Pride' campaign will run with your support. Together we can boost campaign awareness and encourage more mental wellbeing conversations, particularly for our LGBTQ+ friends.

## WHY IS IT HAPPENING?

Research highlights the need for positive mental wellbeing interventions for LGBTQ+ populations. Here are some papers that highlight the need for this campaign:

### **2022 YouGov: LGBT+ Britons more likely to report suffering with mental health conditions**

"LGBT+ Britons are more likely to suffer with mental health conditions such as anxiety, depression and insomnia, a new YouGov survey shows. Over the last 12 months, half of LGBT+ Britons (51%) say they experienced or were diagnosed with a mental health condition, compared to a third of the general population (32%)."

Read the full report:

<https://yougov.co.uk/society/articles/43010-lgbt-britons-more-likely-report-suffering-mental-h>

### **2022: Gender-related self-reported mental health inequalities in primary care in England: a cross-sectional analysis using the GP Patient Survey**

This study shows large gender-related inequalities in self-reported mental health outcomes in England. Given the existence of self-reported unmet mental health needs, it suggests that better health care system inclusivity and health-care professional training are needed, alongside broader improvements in the social and legal environment for transgender, non-binary, and gender diverse people.

Read the full report:

[https://www.thelancet.com/journals/lanpub/article/PIIS2468-2667\(23\)00301-8/fulltext](https://www.thelancet.com/journals/lanpub/article/PIIS2468-2667(23)00301-8/fulltext)

### **Mental health in people with minority sexual orientations: A meta-analysis of population-based studies: Wittgens et al. (2022) - academic meta-analysis (a very robust approach in research)**

"Integrating the findings of population-based studies conducted over the last 20 years, this meta-analysis found an overall higher risk for mental disorders in sexual minority people compared with heterosexuals. Both lesbian/gay and bisexual people had a higher risk for all examined diagnostic categories than heterosexual people. When comparing bisexual people to lesbian/gay people, bisexual people had a higher risk for depression and suicidality."

Read the full report:

<https://onlinelibrary.wiley.com/doi/full/10.1111/acps.13405>

## WHEN IS IT HAPPENING?

Note: The **CheckInWithPride.co.uk** site will be launched by 14th June.

### **From 15th June - end August:**

This is a teaser campaign period ahead of full launch in August. You can launch and promote the first set of campaign resources available at [CheckInWithPride.co.uk](https://CheckInWithPride.co.uk).

These resources include:

- A news item you can promote from your blog/web page/in your publications
- Social media posts and images to promote your support and drive traffic to the campaign during this period
- There are also Pride event kits (flags, pull up banner, table cloth, T-shirts and flyers). Press files can be found on the check-in web page.

### **From end of August:**

A second phase launch will include new sets of assets targeting staff across West Yorkshire Health and Care Partnership. These will be circulated at this time for year round communications at [CheckInWithPride.co.uk](https://CheckInWithPride.co.uk) and [staffcheck-in.co.uk](https://staffcheck-in.co.uk).

## WHO IS IT TARGETING?

This is a public facing campaign that will be promoted through West Yorkshire Health and Care Partnerships, Local Authorities and any other participating individuals or organisations.

Launching at (but not limited to) Pride season, the campaign aims to have a positive impact on LGBTQ+ mental wellbeing.

A new briefing note will be circulated in July in preparation for phase two of 'Check-in with Pride'. This will target staff/colleagues across West Yorkshire Health and Care Partnership and will align for those working in caring professions.

## HOW CAN YOU SUPPORT IT?

Go to [CheckInWithPride.co.uk](https://CheckInWithPride.co.uk), download and promote the campaign assets from 15 June.

Share this briefing note with your networks, staff networks, friends and contacts - encourage more people to spread the word and promote the campaign message between June and August.

Promote [CheckInWithPride.co.uk](https://CheckInWithPride.co.uk), where relevant, with any other comms you have planned during this period and/or from any online links or resources that lend to this campaign.