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**‘Check-in with Pride’ news item and social media post content for phase 1 launch (15/06/24 – 31/08/24)**

Thank you for promoting the ‘Check-in with Pride’ campaign. In this document you will find a:

* News item to promote from your blog or news page
* Social media content to promote the campaign

News item:

**Purpose:** To unite in promoting the Check-in with Pride campaign which aims to highlight the challenges LGBTQ+ face in supporting their mental health, to reduce stigma by encouraging conversations about mental health and to increase access to support services available - resulting in more inclusiveness and compassion.

**Publication date:** Embargoed until 15 June (and to be published and shared any time between June and end of August)

**Publication channel:** To be promoted through participating organisations news and blog channels and highlighted on social media

News item title for you to publish (Supporting images can be found at **CheckInWithPride.co.uk)**:

**[Insert name of organisation here]** **is Checking-in with Pride.**

*“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%).”*

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

Good mental health is an ongoing journey for many people, but for LGBTQ+ people that journey can be more challenging.

We are using this Pride season to encourage everyone to *Check-in with Pride*. So, we’re pledging to start more conversations about mental health, and supporting the *Check-in with Pride* Campaign: **CheckInWithPride.co.uk**.

*“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.”*

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

We can all do more to break down the stigma around talking about mental health, starting with the people around us. You can ask: *How are you feeling? Is there anything you would like to talk about?* (Learn about having [mental health conversations](https://www.mind.org.uk/media-a/6085/annex-f.pdf) from Mind).

*Check-in with Pride* aims tofoster a more inclusive and compassionate environment, and better support our LGBTQ+ friends, family, work mates, neighbours and chosen families.

Together we can normalise conversations about mental health, and in doing so support more people who are struggling. You can find more information on how to check-in with someone, details of free suicide prevention training, and links to support services at **CheckInWithPride.co.uk**.

Footnote:

Check-in with Pride is part of the award-winning ‘Check-In’ campaign ([staffcheck-in.co.uk](http://staffcheck-in.co.uk/)) by West Yorkshire Health and Care Partnership. Since its launch in 2020 hundreds of organisations have signed up to normalise conversations about mental health.

Social media post for promoting the ‘news item’:

(NOTE: Supporting images and social media animations can be found at **CheckInWithPride.co.uk)**

We want to use this Pride season to highlight the struggles LGBTQ+ people face in supporting their mental health and encourage everyone to *Check-in with Pride*. So, we’re pledging to start more conversations about mental health, and supporting the *Check-in with Pride* Campaign. Read about it: [INSERT YOUR ARTICLE URL] or visit **CheckInWithPride.co.uk**.

General ‘Check-in with Pride’ social media posts

(NOTE: Supporting images and social media animations can be found at **CheckInWithPride.co.uk)**

Let’s break the stigma of talking about mental health for everyone. Visit **CheckInWithPride.co.uk** to find out more and how you can support your LGBTQ+ friends, family, neighbours, work mates and chosen family.

Together we can normalise mental health conversations, and make sure everyone is included 🏳️‍🌈. Find out how you can Check-in with Pride at **CheckInWithPride.co.uk**.

Good mental health is an ongoing journey for many people, but for LGBTQ+ people that journey can be more challenging. Find out how you can Check-in with Pride at **CheckInWithPride.co.uk**.

We’re using this Pride season to highlight the challenges LGBTQ+ people can face in supporting their mental health and encouraging everyone to Check-in with Pride. For more information, including links to support services visit **CheckInWithPride.co.uk**.

We’re pledging to start more mental health conversations, and Check-in with Pride 🏳️‍🌈✨. For more information, including links to support services visit **CheckInWithPride.co.uk**.

A simple conversation can make a big difference to someone’s mental health. Find out how you can Check-in with Pride 🏳️‍🌈at **CheckInWithPride.co.uk**.

**For reference:**

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%2823%2900301-8/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>