



MENTAL HEALTH FIRST AID ENGLAND REBRANDS AND APPOINTS ITS FIRST PR AGENCY FOR WORLD MENTAL HEALTH DAY

To coincide with World Mental Health Day (WMHD) on the 10 October, Mental Health First Aid (MHFA) England, has brought together design agency, Grampy to work on its new brand identity, Recording Earth for its film content and for the first time appointed a PR agency, Munro & Forster (M&F) Communications.

The global theme for this year's WMHD 'psychological and mental health first aid for all', aims to make Mental Health First Aid a global priority on a par with physical first aid. The internationally recognised, along with the launch of a refreshed two-day training course by MHFA England, provides the ideal back-drop to reveal the company's brand refresh.

Established in 2009, MHFA England, a community interest company has grown rapidly to become the leading mental health training provider and one of the UK's fastest growing women-led small businesses on the Fortuna 50.

Eleanor Miller, Director of Marketing and Communications, MHFA England says: "We have had an incredible journey since our inception, and we wanted a brand identity that reflects this and unifies the various training provisions we now have on offer. We chose to work with Grampy because they've been with us throughout our journey and understand precisely our vision as an organisation. Their professional approach to the rebrand and product development design has made what is a potentially quite difficult transition a very smooth one."

Insert name and job title Grampy explains: "The strategic approach for the rebrand was one of reduction and clarity: taking out all the superfluous parts in the previous design to provide a solution which shows one organisation with a cohesive, simple and strong ambition.

"The logo has been designed to show the meeting of minds but abstracted to avoid being associated with gender or age. The two minds join to form an M which represents mental health and also the connecting of a community."

The appointment of M&F as MHFA England's PR agency, followed a competitive pitch. Since then, the agency has worked closely with Eleanor and her team to deliver a campaign that focuses on media relations, content creation and stakeholder and employer engagement.



Eleanor says: “Within just four months the Munro & Forster team has significantly boosted the profile of MHFA England within the national and sector press. However the remit was not solely a media relations one and I have been equally impressed by their ability to create a thought provoking, engaging and adaptable marketing campaign. The key focus of the campaign was a downloadable toolkit themed around the call to action theme ‘Take 10 Together’. Uptake of the kit and social media engagement has been impressive and we will look forward to evaluating the results after World Mental Health Day.”

Julie Flexen, Managing Director at Munro Forster says: “Mental health cuts across all of society, affecting all ages and especially in the workplace. The PR industry is no exception. We are delighted to be the first PR agency to work alongside MHFA in bringing its important agenda to the forefront.

“Whilst there has been an increased in awareness of MHFA and the theme for WMHD lends itself perfectly to the MHFA England’s agenda, the idea of mental health first aid support is

still fairly novel. Therefore we felt it was important that, as part of our campaign, we take our audience on an initial journey on what MHFA entails, in order to showcase its benefits.

“Our Take 10 Together campaign does precisely this – it is a call to everyone to check in on someone - a friend, a family member, a colleague or student – and have a 10-minute conversation with them about their mental health wellbeing on WMHD, and we’ve provided the know-how on exactly how to do this effectively.”

M&F communications strategy also mobilises the wider MHFA England family, its 1,000 plus instructors across the country, stakeholders, the diverse mix of employers the organisation works with, including WHSMITH, Crossrail, Royal Mail, The Wellcome to name a few.

To find out more about MHFA England visit www.mhfaengland.org

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Notes to editors

For further information, please contact: mhfaEngland@munroforster.com or contact Kat McCamley on Katharine.mccamley@munroforster.com or call 0207 089 6120.

About MHFA England

- MHFA England is a Community Interest Company, established in 2009.
- MHFA is the mental health equivalent of physical first aid training and provides participants with the skills and confidence to recognise the signs and symptoms of common mental health issues and effectively guide a person towards the right support services.
- To date almost 150,000 people in England are Mental Health First Aid trained.
- The core principles of MHFA include: spotting the signs of a mental health issue, helping to prevent issues from getting worse and give confidence in helping someone who is experiencing a problem.
- As well as the Adult MHFA course, the organisation runs a number of bespoke courses including Youth MHFA, Higher Education MHFA, Armed Forces MHFA and Workplace MHFA.
- More information about MHFA England and its courses can be found at www.mhfaengland.org or by [emailing info@mhfaengland.org](mailto:info@mhfaengland.org)