



Celebrating MHFAiders: A workplace toolkit

Celebrate. Empower. Sustain.





MHFAIDER

DAY



Celebrating the people who make a difference.

Your MHFAiders® are making a difference every day.

They step up for their colleagues, reduce stigma, and help create a culture where mental health is taken seriously. That care ripples out to strengthen wellbeing and performance across your organisation.

On 12 November 2025, we'll mark **MHFAider Day** – the first nationwide celebration of MHFAiders in England. It's a moment to shine a spotlight on their contribution and show your commitment as an employer. But it's more than just a gesture of thanks.

The evidence is clear: When people feel valued and supported, they thrive – and so do workplaces.

This toolkit gives you simple, practical ways to celebrate your MHFAiders – on MHFAider Day and throughout the year.

Inside, you'll find ready-to-use resources, from social media posts to a five-day celebration planner, as well as tips on keeping your workplace commitment strong. Every action helps strengthen your MHFAider community.

Together, we're transforming the way we talk about and support mental health, in the workplace and beyond.

Best wishes,

MHFA England®





MHFAIDER DAY

Celebrate your MHFAiders with pride

One of the simplest ways to recognise your MHFAiders is by showing their contribution publicly.

Two easy ways to celebrate

1. Encourage your MHFAiders to share their badge

If your MHFAiders are members of the Association of Mental Health First Aiders®, they'll have access to an official digital badge. Encourage them to share it on LinkedIn or in their email signature, with a line about the impact they're making in your workplace.



2. Share a workplace celebration post

A simple 'thank you' post or an MHFAider spotlight is a visible way to show recognition. To make it even easier, we've also created ready-to-use MHFA England assets that show you've invested in our evidence-based training. You'll find these in the social media section below.



Why it matters

A small gesture can go a long way in helping MHFAiders feel valued and reinforcing to your employees that mental health is just as important as physical health.



Tip for impact: Keep it authentic. A short line of thanks from leadership alongside a graphic is often the most engaging way to celebrate.



Five-day MHFAider celebration planner

Not sure where to start? Use this planner to celebrate MHFAiders in a way that works for your culture. You can use it in the run-up to MHFAider Day on 12 November 2025, during that week, or at a time that works best for your organisation.



Day 1	Recognise	Tips
Activity	Share an internal message (e.g. intranet, all-staff email, team meetings) to spotlight your MHFAiders and explain their role.	<p>Remote/hybrid: Use intranet posts or Slack/Teams channels.</p> <p>In person: Announce at team meetings or display on noticeboards.</p>
Day 2	Show the impact	Tips
Activity	Post a statistic on your internal channels or social media about the positive impact MHFAiders have in your workplace.	Use the statistics provided in this toolkit later or select your own workplace data (e.g. the number of MHFAiders trained).
Day 3	Celebrate	Tips
Activity	Host a thank-you activity (lunch, virtual coffee chat, spotlight feature) and share a public message on your channels using our social media assets.	<p>Remote/hybrid: Organise a virtual thank-you event or spotlight MHFAiders in your newsletter.</p> <p>In-person: Create a thank-you wall or celebrate at team gatherings.</p>
Day 4	Inspire stories	Tips
Activity	Encourage MHFAiders to share their #MyMHFAiderStory – one conversation that mattered or why they became an MHFAider – either internally or on LinkedIn.	Provide prompts from the toolkit to make it easy. Celebrate these stories across your workplace channels.
Day 5	Commit	Tips
Activity	Highlight how your workplace invests in MHFAiders, e.g. through MHFA Refresher training, self-care support, or networks – and share plans to keep skills fresh.	Use internal channels to remind colleagues about training opportunities and create a space for ongoing peer support.

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Internal communications templates



Your MHFAiders are a powerful part of your workplace wellbeing culture. They can only be recognised if colleagues know who they are and what they do.

To help you build pride, we've created ready-to-use templates for:

-  All-staff emails
-  Intranet/news posts
-  Newsletter snippets

They're designed to help you say thank you and raise awareness.

 [Download the internal communications templates](#)



Tip for impact: Adapt the templates with your own details, such as naming your MHFAiders, sharing success stories, or linking to your wellbeing resources. Personalisation makes recognition more meaningful.

Social media templates

Social media is one of the most visible ways you can boost the morale of MHFAiders and showcase your commitment to workplace wellbeing. We've created a mix of posts and assets you can adapt to your brand, or use as they are.

Inside, you'll find:

-  Recognition posts to celebrate your MHFAiders
-  Statistic-led posts that spotlight their impact
-  General posts to keep visibility high year-round
-  Guidance for sharing your workplace's MHFAider story

 [Download the social media templates](#)



Tip for engagement: Share posts from your workplace accounts and encourage your leaders to amplify them. Tag @MHFAEngland to connect with the national campaign and community.



MHFAIDER DAY

By the numbers: The impact of MHFA in the workplace

Investing in MHFAiders isn't just the right thing to do. It also makes good business sense. These figures show the difference MHFAiders are making in workplaces across England.

	Over 800,000 MHFAiders trained in England, building a national network of mental health support
	90,000+ members of the Association of Mental Health First Aiders
	90% of MHFAiders actively use their skills in the workplace, meaning your investment has a direct day-to-day impact
	95% of MHFAiders feel proud to be in their role, boosting engagement and connection at work
	Independent research shows a return for employers of £4.70 for every £1 invested in supporting the mental health and wellbeing of their workforce

How to use these statistics

- Share them in your internal updates to highlight impact
- Add them to leadership reports or wellbeing updates to demonstrate value
- Include them in presentations or events during MHFAider Day – or any time of year





**MHFAIDER
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Keeping your commitment strong

MHFAider Day is about recognition and celebration, but it's also about keeping that commitment alive all year round. Here are three powerful ways to do that:

- 1. Support your MHFAiders through the Association of Mental Health First Aiders.** Every trained MHFAider receives three years of membership, providing exclusive resources, ongoing learning, and a national movement
- 2. Refresh and expand skills.** MHFA Refresher training ensures your MHFAiders feel confident and equipped. It's recommended every three years to keep knowledge sharp and effective
- 3. Grow your network of MHFAiders.** Expanding your MHFAider network strengthens your workplace culture, reduces stigma, and provides a broader base of support across teams



Get support for your workplace

To discuss MHFA Refresher training, growing your MHFAider network, or embedding a wider workplace wellbeing strategy, contact our team at workplace@mhfaengland.org.

Together we make it matter

Celebrating your MHFAiders is about more than one day. It's about showing that your organisation values their contribution and supports its people.

By recognising them, you reinforce your commitment to creating a healthier, high-performing workplace. This toolkit is here to help you celebrate, share impact, and keep that momentum going all year round.



Thank you for making it matter.

Share your workplace's story? Get in touch at stories@mhfaengland.org or join the conversation with **#MyMHFAiderStory**.

