

Lions Clubs International:  
Global Mental Health Service Week Program

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## Program Outline

### 4–12 October 2025

Mental health is health. In line with the **first official Global Week of Service for Mental Health and Well-being**, Lions Clubs International is mobilizing all Lions and Leos to take action in their communities from 4 October to 12 October 2025. As an officer, here's a comprehensive, actionable, and SEO-friendly program plan for Lions leaders to implement—designed to be unique, human-centered, and copyright free.

#### Program Theme

**“Step Up for Mental Health—Break the Stigma, Build Well-being”**

#### Core Objectives

- **Raise mental health awareness** for all ages and backgrounds.
- **Reduce stigma** associated with mental health challenges.
- **Promote practical well-being strategies** within communities.
- **Offer direct support** and resources for those in need.

#### Suggested Activities Calendar

Date	Activity	Description
4 Oct 2025	Global Kickoff Rally	Host a community-wide rally or online webinar to launch the week, featuring guest speakers.
5–6 Oct 2025	Mental Health Screening Camps	Provide free, confidential checkups and counseling in partnership with healthcare professionals.
7 Oct 2025	School & College Awareness Drives	Organize workshops, interactive talks, or art competitions for youth focusing on emotional health.
8 Oct 2025	Elder Care & Support Initiatives	Visit senior centers, conduct listening circles, and distribute well-being kits for the elderly.
9–10 Oct 2025	Community Walks & Fitness for Wellness	Organize group walks, yoga sessions, or meditation classes that promote physical and mental well-being.

Date	Activity	Description
11 Oct 2025	Panel Discussion with Experts	Host a hybrid (online/offline) panel with mental health experts, advocates, and survivors.
12 Oct 2025	“Light Up for Hope” Closing Ceremony	Illuminations or candle-light vigils in public places to symbolize ending stigma and spreading hope.

### Amplifying Impact: Additional Ideas

- **Volunteer Outreach:** Invite new members and collaborate with Leos, local NGOs, and health professionals.
- **Social Media Campaign:** Use hashtags like #LionsForMentalHealth, #BreakTheStigma, and #MentalHealthMatters.
- **Storytelling Initiatives:** Share real stories in newsletters and social feeds to foster emotional connection.
- **Resource Distribution:** Circulate pamphlets with emergency helplines, self-care tips, and local help contacts.
- **Art & Essay Contests:** Empower youth to express emotions through art, poetry, or essay competitions.
- **Pledge Drives:** Encourage community pledges to be mental health allies and upstanders.

### Reporting & Recognition

- **Document Activities:** Take photos and write brief reports—share with the district and Lions International.
- **Recognize Champions:** Honor outstanding volunteers and partners during the closing ceremony.

### SEO Tips for Web & Social Media

- Begin every post with keywords: “Lions Clubs Mental Health Service Week 2025,” “Lions Mental Health Initiatives October,” etc.
- Highlight location tags and participant numbers in your reports.
- Regularly update the club website/blog and submit press releases to local news outlets.

### **Humanized, Inclusive Approach**

- Promote inclusion: all ages, genders, and backgrounds welcome.
- Encourage non-judgemental dialogue—remind everyone, "It's okay not to be okay."
- Offer multilingual resources where possible.

### **Summary**

This program empowers Lion leaders to inspire lasting change, reduce stigma, and foster mental well-being in every community. Together in service, Lions and Leos can not just transform, but save lives—one act of kindness at a time.

## 4th October: Global Kickoff Rally & Community Awareness

### 1. Inaugural Rally/Event Launch

- **Opening Ceremony:**
- Begin with a formal inauguration. Invite club leaders, local dignitaries, guest mental health professionals, and people with lived mental health experience.
  - Welcome speeches should reinforce the program's theme: *"Step Up for Mental Health—Break the Stigma, Build Well-being."*
  - Use banners, posters, and digital displays with positive messages and the event hashtag (e.g., #LionsForMentalHealth).
- **Lighting/"Symbolic" Launch:**
- Consider lighting a landmark, releasing balloons, lighting candles, or tying green ribbons to symbolize hope and mental health awareness.

### 2. Community Awareness March or Rally

- **March/Walk:**  
Organize a short community walk through a prominent local area:
  - Encourage participants to wear green or event-branded masks, T-shirts, or ribbons.
  - Distribute placards with mental health messages and quotes like "Your Mind Matters" or "It's Okay to Ask for Help."
  - Leaders should share the route and rallying points in advance.
- **Public Participation:**
- Ensure participation from diverse groups—schools, colleges, health workers, senior citizens, youth, etc..

### 3. Mental Health Awareness Activities on Site

- **Info Booths:**
- Set up stalls manned by Lions/volunteers with:
  - Free mental health educational materials (brochures in local languages).
  - List of local helplines and counseling resources.
- **Pledge Corner:**
- Allow everyone to sign a wall/banner as a *pledge* to be a mental health ally.
- **Art/Poster Exhibition:**
- Display educational posters, students' artwork, or collages focused on feelings, stress management, and hope.

#### 4. Inspirational Keynote/Webinar Session

- Host a short talk or panel by mental health experts (live, hybrid, or virtual). Suggested topics:
  - Removing stigma
  - Tips for well-being
  - Real-life recovery stories
  - Q&A with the audience

#### 5. Social Media Activation

- **Live Posting:**
- Share photos, testimonials, and event highlights with dedicated hashtags on WhatsApp, Facebook, and Instagram.
  - Invite attendees to post short videos sharing their support or tips for mental well-being.
- **Green Selfie Zone:**
- Create a spot with a green backdrop (color of mental health awareness) for selfies; encourage sharing to raise visibility.

#### 6. Wellness Activity for All Ages

- **Mindfulness Moment:**
- End the rally/activity with a brief group *breathing exercise, guided meditation, or a gratitude circle*—led by a trained volunteer or professional.

#### Implementation Tips

- Partner with local organizations, colleges, or municipalities for permissions and promotion.
- Prepare event toolkits a week in advance: banners, resource leaflets, placards, water for participants, and safety gear.
- Have volunteers ready to assist and guide participants, answer simple queries, and document the event for reporting.
- Consider inclusivity—arrange ramps, translations, and refreshments for all participants.

## 5th October: Mental Health Screening Camps

- **1. Planning & Partnerships**
- **Collaborate** with local hospitals, mental health professionals, psychologists, counselors, or NGOs who specialize in mental wellness.
- **Secure a Safe Venue:** Use a local community center, school hall, club premises, or partner hospital—ensuring privacy for discussions.
- **Advance Publicity:** Announce through banners, WhatsApp groups, social media, and posters a week prior so the community knows the date and venue.
- **2. Camp Setup & Staffing**
- **Registration Desk:**
- Simple sign-in to track participation, distribute tokens, and give basic information sheets.
- **Screening Stalls/Cabins:**
- Have separate, private booths for:
- Individual counseling or assessment by professionals
- Group awareness sessions
- **Resource Distribution:**
- Make available:
- Pamphlets with tips for stress, anxiety, and helplines
- Flyers about local mental health resources
- **3. Screening & Counseling Process**
- **Welcome & Orientation:**
- Brief volunteers greet and explain the process. Patients are assured of confidentiality.
- **Screening:**
- Basic screening tools (short questionnaires for anxiety, depression, stress).
- Trained staff guide residents in filling forms.
- **Initial Counseling:**
- People with positive screening results offered a brief one-to-one with a counselor for advice or follow-up recommendations.

- **Referrals:**

If needed, arrange referrals to local psychologists, clinics, helplines, or tele-counseling services.

- **4. Interactive Awareness Sessions (optional, every 1-2 hours)**

- Group talks by mental health professionals on topics like:

- Early warning signs

- Stress coping techniques

- Myths & facts about mental health

- **5. Outreach for All Ages**

- **Separate time slots** for children/teens, adults, and seniors if possible.

- Easy-to-understand materials in local language, with volunteers helping the elderly or those with special needs.

- **6. Feedback & Follow-up**

- Collect brief written or oral feedback about the screening experience.

- Encourage participants to share their experience or suggest future mental wellness topics.

- **7. Social Media & Community Updates**

- Post stories—respectfully and confidentially—about total screenings, community response, or volunteer efforts.

- Share tips and helpline numbers both at the camp and online.

- Use #LionsForMentalHealth and related hashtags.

- **Implementation Tips**

- Keep a first-aid kit, drinking water, and a relaxation area at the venue.

- Ensure gender-sensitive, non-judgmental counselors.

- Display “You are not alone” and “It’s okay to seek help” messages throughout the camp.

- Document with photos (no faces unless consented) for reporting.

- **This plan ensures a welcoming, professional space for the community to take the first step toward well-being.**

## 6th October: Continued Mental Health Screening Camps & Awareness Drive

### **1. Continuation of Screening Camps**

- Continue conducting the mental health screening camps in the community using the same model as Day 2.
- Ensure all individuals who missed the previous day get a chance to participate.
- Screenings should remain confidential, supportive, and inclusive.

### **2. Focused Awareness Drive**

- Set up **awareness booths** at busy community spaces like markets, transportation hubs, and parks.
- Engage with the public by distributing flyers, brochures, and fact sheets about mental health signs, stigma, and resources.
- Use simple language and local dialects wherever possible for greater reach.
- Volunteers should be trained to engage passersby in short conversations about mental wellness and available support.

### **3. Interactive Workshops**

- Conduct small-group workshops at community centers or schools focusing on:
  - Stress management techniques
  - Building resilience
  - Basic mindfulness exercises
- These sessions should be activity-based and fun to keep engagement high.

### **4. Youth Engagement**

- Include special activities for youth such as role-play or group discussions on handling peer pressure, anxiety, or exam stress.
- Provide materials like journals or mental health diaries to help them track moods and thoughts.

### **5. Resource Support**

- Continue distributing mental health support kits including helpline numbers, coping tips, and self-care checklists.
- Provide contact information for local counseling centers or tele-mental health services.

### **6. Social Media & Documentation**

- Update social media channels with photos, event highlights, and inspiring participant stories (with consent).
- Use hashtags like #LionsForMentalHealth and #MentalHealthMatters to increase reach.
- Collect feedback from participants and volunteers for improvement in future events.

### **Implementation Tips**

- Ensure volunteers and counselors are refreshed and rotated to prevent burnout.
- Maintain hygiene and COVID-19 precautions wherever needed.
- Keep the environment welcoming and stigma-free.
- Use posters and banners to keep the messaging consistent.

## 7th October: School & College Awareness Drives

### **1. Coordination with Educational Institutions**

- Reach out to local schools and colleges in advance to schedule sessions during morning assembly, homeroom, or designated periods.
- Obtain permissions and support from school/college authorities.
- Inform teachers and staff to encourage student participation.

### **2. Interactive Workshops for Students**

- Conduct age-appropriate workshops focusing on:
  - Understanding mental health and emotional well-being
  - Stress and anxiety management techniques
  - Coping with academic pressure and peer relationships
- Use engaging methods such as games, role-plays, and storytelling to make the sessions relatable.

### **3. Art & Expression Competitions**

- Announce competitions themed around mental health, such as:
  - Poster Making
  - Essay Writing
  - Poetry or Short Story Writing
- Encourage creativity as a tool for expressing emotions and reducing stigma.
- Set deadlines and plan for showcasing winning entries at community events or online.

### **4. Peer Support Programs**

- Promote the idea of peer counseling or mental health clubs within schools and colleges.
- Train interested student leaders with basic mental health awareness and listening skills.
- Encourage them to act as first points of contact for their peers.

### **5. Resource Sharing**

- Distribute pamphlets, brochures, and helpline numbers.
- Provide information about how to access mental health support both within the institution and outside.

### **6. Engaging Teachers and Staff**

- Organize a separate briefing or workshop for educators on recognizing early signs of mental distress and how to support students.
- Provide them with resource materials and referral pathways.

## **7. Social Media & School Communication**

- Encourage schools and colleges to share updates and highlights of the activities on their websites or social platforms.
- Use hashtags like #LionsForMentalHealth and #YouthMentalHealth2025.

### **Implementation Tips**

- Keep sessions short but impactful (30–45 minutes).
- Use local languages where possible.
- Create a safe, non-judgmental environment encouraging open discussion.
- Ensure proper supervision and support during art activities.

## 8th October: Elder Care & Support Initiatives

### **1. Coordination with Elder Care Facilities**

- Identify and coordinate with local senior citizen centers, old age homes, community centers, or healthcare providers serving elders.
- Schedule visits in advance and get permissions from facility management or family members if needed.
- Inform volunteers and caregivers about sensitivities and best practices in elder engagement.

### **2. Listening Circles and Emotional Support Sessions**

- Organize small group 'Listening Circles' where elders can talk about their feelings, challenges, memories, and any fears related to mental health.
- Train facilitators to listen compassionately without judgment, gently encouraging expression.
- Use ice-breakers or reminiscence therapy techniques to stimulate conversation.
- Make the environment warm, comfortable, and accessible (seating, lighting, temperature).

### **3. Well-being Kits Distribution**

- Prepare and distribute well-being kits that may include:
  - Simple self-care items (hand cream, lip balm, tissues)
  - Informational brochures on elder mental health, coping strategies, and community resources
  - Contact info of helplines for elder support and counseling
  - Small gifts or tokens (flowers, bookmarks, healthy snacks)
- Personalize kits where possible to add warmth.

### **4. Gentle Physical & Mindfulness Activities**

- Conduct light physical activities or chair yoga appropriate for seniors to stimulate both body and mind.
- Lead a short mindfulness or guided relaxation exercise tailored for elders.
- Encourage participation but respect individual abilities and preferences.

### **5. Mental Health Awareness for Caregivers**

- Arrange parallel brief sessions for caregivers and staff focusing on:
  - Recognizing depression, anxiety, or loneliness in elders

- Effective communication and empathetic support strategies
- Self-care to prevent caregiver burnout

## **6. Social Engagement & Fun**

- Facilitate light social activities such as music, storytelling, or art therapy sessions to boost mood and interaction.
- Encourage sharing of positive stories or experiences to build a sense of community.

## **7. Documentation and Reporting**

- Take photos/videos with consent to document activities.
- Collect feedback from elders and caregivers to understand impact and areas of improvement.
- Prepare a concise report to share with club leaders and Lions International.

## **8. Social Media & Community Awareness**

- Share highlights and positive messages with the community on social channels, respecting privacy.
- Use hashtags like #LionsForMentalHealth and #ElderCareMatters.

### **Implementation Tips**

- Ensure all activities respect physical limitations and mental health conditions of elders.
- Maintain safety protocols and hygiene, especially considering elder vulnerability.
- Use soft, clear communication and encourage patience among volunteers.
- Prepare emergency contacts and first-aid ready in case of any health issues.

## 9th October: Community Walks & Fitness for Wellness

### 1. Planning and Coordination

- Identify a safe, accessible route in your community such as a park, walking trail, or around the neighborhood.
- Coordinate with local authorities if required to ensure safety and get necessary permissions.
- Invite local fitness instructors, yoga teachers, or wellness coaches to lead sessions.
- Promote the event early via social media, community boards, and partner organizations.

### 2. Kickoff and Welcome

- Begin with a brief welcome speech highlighting the importance of physical activity for mental health and the week's theme:
- *“Step Up for Mental Health—Break the Stigma, Build Well-being.”*
- Explain the schedule of walking and fitness activities planned for the day.

### 3. Group Walk

- Organize a moderate-paced community walk (30-45 minutes) aimed at all age groups.
- Encourage participants to wear comfortable clothing and carry water.
- Use motivational signs and banners with mental health awareness messages along the route.
- Volunteers can walk alongside to assist and motivate participants.

### 4. Fitness Sessions

- After the walk, conduct short guided fitness activities suitable for all fitness levels such as:
  - Gentle stretching exercises
  - Chair yoga or beginner yoga
  - Breathing exercises and light meditation
- Highlight how physical activity helps reduce anxiety, depression, and stress.

### 5. Wellness Tips & Information Sharing

- Provide pamphlets or flyers with information on daily physical activity benefits for mental health.
- Include tips on simple exercises, maintaining motivation, and local fitness facilities.
- Offer contacts for local wellness programs or online mental health resources.

## **6. Engagement and Inclusion**

- Encourage families, senior citizens, and people with disabilities to participate with appropriate modifications.
- Create fun moments such as group cheers or motivational chants.
- Have volunteers take photos (with consent) to share on social media promoting continued awareness.

## **7. Social Media and Hashtag Promotion**

- Use event-specific hashtags like #LionsForMentalHealth, #WalkForWellness, and #StepUpForMentalHealth.
- Encourage participants to post photos/videos sharing why they walked or exercised to support mental health.

## **8. Closing and Gratitude**

- End with a thank you speech appreciating participants, volunteers, and partners.
- Invite attendees to continue healthy habits and be mental health advocates.
- Announce the next day's event reminder.

## **Implementation Tips**

- Ensure availability of water stations and shade along the route.
- Arrange restroom facilities and medical aid if possible.
- Promote inclusivity: respectful and accommodative approach to all age and ability groups.
- Keep the atmosphere positive and energetic throughout.

## 10th October: Community Walks & Fitness for Wellness – Continued & Expanded

- **1. Extended Fitness & Wellness Activities**
- Continue the momentum from Day 6 by organizing additional wellness sessions at new or the same community locations to reach more people.
- Include varied fitness activities such as:
  - Aerobics or dance fitness suitable for all ages
  - Tai Chi or gentle martial arts focusing on mindfulness and balance
  - Interactive breathing and relaxation workshops
- **2. Inclusive Fitness Challenges**
- Set up fun, light challenges like step-count competitions or yoga pose contests to encourage daily physical activity.
- Invite participants to track their progress throughout the week and share on social media.
- Offer small incentives like certificates or healthy snack packs to participants to keep motivation high.
- **3. Family & Children Friendly Activities**
- Organize special sessions for families and children:
  - Playful outdoor games promoting teamwork and physical activity
  - Short nature walks combined with mindfulness (e.g., noticing sounds and sights)
  - Simple yoga and stretching exercises tailored for kids
- **4. Mental Health & Physical Health Talks**
- Arrange brief talks or Q&A sessions by health experts focusing on:
  - How exercise improves mood and reduces stress
  - Importance of regular physical activity for brain health
  - Tips to incorporate fitness into daily routines
- **5. Community Engagement**
- Encourage local fitness groups, schools, NGOs, and health centers to join and co-host activities.
- Use community radio or local newspapers to promote and report on event success.
- Create a “Wall of Wellness” in the community—displaying photos, quotes, and testimonials.

- **6. Social Media & Digital Participation**
- Launch an online campaign inviting community members to share photos or videos of their fitness routines using hashtags such as #LionsForMentalHealth, #FitnessForWellness, and #StepUpForMentalHealth.
- Host a live or pre-recorded virtual fitness session for those who cannot attend in person.
- **7. Safety & Accessibility**
- Ensure all activities respect physical abilities, with adaptations for seniors and differently-abled participants.
- Maintain hydration, shade/shelter, and first-aid availability.
- Ensure COVID-19 and hygiene protocols as per local guidelines.
- **8. Closing & Motivation**
- Wrap up the day with gratitude messages thanking volunteers and participants.
- Highlight success stories and encourage sustained physical activity beyond the event.
- Remind about upcoming events for the remainder of the week.
- **Implementation Tips**
- Use volunteer coordinators to manage different activity zones.
- Communicate clearly about timings, locations, and equipment needed.
- Consider partnerships for small giveaways like water bottles or t-shirts.

## 11th October: Panel Discussion with Experts and Lived Experience Voices

### 1. Planning and Coordination

- **Identify Panelists:**
- Invite a diverse panel including mental health professionals (psychiatrists, psychologists, counselors), mental health advocates, persons with lived experience of mental health challenges, and representatives from NGOs or government health departments.
- **Venue & Format:**
- Choose a suitable venue that supports both in-person and virtual participation (hybrid format).  
Arrange audio-visual equipment for live streaming, microphones, and recording.
- **Promote the Event:**
- Use social media, local news outlets, community bulletin boards, and Lions club networks to publicize the event well in advance.

### 2. Event Structure

- **Welcome and Introduction:**
- Briefly introduce the purpose of the panel and outline the theme:  
*“Step Up for Mental Health—Break the Stigma, Build Well-being.”*
- Emphasize the goal of fostering open, stigma-free conversations.
- **Panel Discussion:**
- Moderated by a skilled facilitator who guides the conversation covering:
  - Mental health stigma and its impact
  - Importance of early help and support
  - Challenges in accessing mental health care
  - Personal recovery stories from panelists with lived experience
  - Practical tips to promote mental well-being at community and individual levels
- **Audience Q&A:**
- Allocate time for the audience (both in-person and online) to ask questions or share comments to encourage active participation.
- **Resource Presentation:**

- Conclude by sharing local mental health resources, support groups, helpline numbers, and information about ongoing Lions initiatives.

### **3. Engagement & Accessibility**

- Provide simultaneous translation or subtitles where necessary to accommodate diverse language needs.
- Ensure the venue is accessible for people with disabilities.
- Facilitate safe spaces for sensitive topics, reminding attendees of confidentiality and respect.
- Encourage audience members to share their own stories (voluntarily) or write down questions/comments if they prefer.

### **4. Social Media & Live Streaming**

- Stream the event live on Facebook, YouTube, or other platforms to maximize reach.
- Use hashtags like #LionsForMentalHealth, #EndTheStigma, and #MentalHealthVoices.
- Post real-time updates, quotes from panelists, and short video snippets during the event.
- Encourage sharing and interaction on social media to amplify the message.

### **5. Follow-up Activities**

- Share the recorded session on the Lions club's website and social platforms for those unable to attend.
- Distribute summary notes or key takeaways via newsletters or email.
- Organize follow-up workshops or support groups inspired by the discussion points.

### **6. Documentation and Reporting**

- Assign volunteers or staff to document the event through photos, video, and written reports.
- Collect feedback from attendees to improve future initiatives.
- Prepare a concise report highlighting outcomes to share with Lions district and International Office.

### **Implementation Tips**

- Arrange for refreshments or breaks if the session is long.
- Ensure panelists receive briefing materials and question themes beforehand.
- Test technical equipment in advance to avoid any disruptions.
- Maintain a respectful, non-judgmental atmosphere throughout.

## 12th October: “Light Up for Hope” Closing Ceremony

### 1. Event Purpose and Theme

- Celebrate the successful completion of the Global Mental Health Service Week.
- Send a powerful message of hope, unity, and the commitment to continue fighting mental health stigma.
- Reinforce the week’s theme:
- *“Step Up for Mental Health—Break the Stigma, Build Well-being.”*

### 2. Venue and Setup

- Choose a prominent, accessible public location such as a community park, town square, or near a Lions club building.
- Arrange necessary permits and coordination with local authorities.
- Prepare the venue with decoration: banners, posters, and green lights or drapes (green is the mental health awareness color).
- Set up candle or LED light stations for participants.
- Arrange seating or standing areas, sound system for speeches and music.

### 3. Program Schedule

- **Welcome and Opening Remarks:**
  - A Lions club senior officer or event MC welcomes attendees, shares highlights of the week, and expresses gratitude to volunteers, participants, partners, and the community.
- **Moment of Silence or Reflection:**
  - A quiet moment to remember those struggling with mental health challenges and those who have lost their lives.
- **Lighting Ceremony:**
  - Distribute candles or LED lights to attendees.
  - Invite local dignitaries, mental health advocates, and Lions leaders to light a central display or symbolic tree of hope.
  - All participants then light their candles, symbolically spreading light and hope to end stigma.
  - Accompany with soft instrumental or inspirational music.
- **Inspirational Speeches:**
  - Invite short speeches/testimonials from individuals affected by mental health issues, advocates, or professionals sharing messages of hope and resilience.

- **Artistic Performances (optional):**
- Local artists, choirs, or youth groups can perform songs, poems, or skits centered on hope, mental health awareness, and community strength.
- **Commitment Pledge:**
- Lead the crowd in reciting a pledge to continue supporting mental health initiatives and breaking stigma in everyday life.
- **Closing Remarks and Vote of Thanks**
- Thank all attendees and encourage them to carry the spirit forward, sharing the message in their circles.

#### **4. Accessibility & Inclusivity**

- Ensure venue is accessible to people with disabilities.
- Provide chair seating and rest areas for elders and differently-abled.
- Use clear, culturally sensitive language in speeches and printed materials.
- Offer multilingual materials if needed for community diversity.

#### **5. Safety and Logistics**

- Have fire safety measures in place for candle lighting.
- Provide adequate lighting, security, and crowd management.
- Arrange for weather contingencies (umbrellas, tents, heaters depending on location and climate).

#### **6. Social Media & Community Outreach**

- Create a hashtag such as #LightUpForHope2025 #LionsForMentalHealth to encourage sharing.
- Encourage participants to post photos and reflections during and after the event.
- Livestream or record key moments to share with wider Lions and community audiences.

#### **7. Photography and Reporting**

- Capture professional quality photos and videos with participant consent.
- Prepare a comprehensive event report summarizing the week's activities, outcomes, and community impact.
- Share the report with Lions International and local media for further awareness.

## Implementation Tips

- Plan well in advance with a detailed checklist and team assignments.
- Coordinate rehearsals with speakers and performers.
- Prepare contingency plans for unexpected changes.
- Encourage volunteers to assist with logistics and participant support.

## Event Day Implementation Checklist

- Confirm venue booking and permits
- Arrange necessary audio-visual equipment
- Prepare and print all promotional and informational materials (brochures, posters, pamphlets)
- Coordinate with volunteers and assign roles clearly
- Ensure medical aid and first-aid kits are available
- Set up registration and welcome desks
- Arrange seating and accessibility provisions
- Establish social media and photography team
- Prepare refreshments or water stations where needed
- Ensure hygiene and COVID-19 precautions
- Communicate event schedule to all participants
- Test all technical equipment before event start
- Brief speakers and facilitators about their roles

## Feedback Form Templates

### Participant Feedback

- Name (optional):
- Contact Info (optional):
- Which activity did you attend?
- How satisfied are you with the activity? (1-5 scale)
- What did you like most about the activity?
- What could be improved?
- Did you learn something new about mental health? (Yes/No)
- Would you recommend similar activities to others? (Yes/No)
- Any additional comments or suggestions:

## Volunteer Feedback

- Name:
- Role:
- Was your role clearly explained? (Yes/No)
- Did you have enough resources/support? (Yes/No)
- How would you rate your overall experience? (1-5 scale)
- What worked well during the event?
- What challenges did you face?
- Suggestions for future events:

## Leader Feedback

- Name:
- Position:
- Was the event plan clear and effective? (Yes/No)
- How well did the volunteers perform? (1-5 scale)
- What improvements are needed for future programs?
- Additional comments:

## 1. Scripts for Announcers or Speakers

- **Opening Ceremony/Global Kickoff Rally (4th October)**
- "Good [morning/afternoon/evening], everyone! Welcome to the Lions Clubs International Global Mental Health Service Week 2025. Our theme this year is 'Step Up for Mental Health—Break the Stigma, Build Well-being.' Together, we affirm that mental health is health, and it's a priority for every individual and community. Over the next nine days, Lions and Leos will come together with compassion, knowledge, and action to raise awareness, support those in need, and foster hope. Let us begin today by lighting the candle of awareness and solidarity. Remember, it's okay not to be okay, and seeking help is a sign of strength. Thank you for joining this meaningful journey."
- **Panel Discussion Introduction (11th October)**
- "Welcome to today's panel discussion, where we have gathered experts, mental health advocates, and courageous individuals with lived experiences. Through honest conversation, we aim to break stigma and empower our communities with awareness and resilience. We encourage everyone to participate openly and respectfully, as mental health concerns touch every one of us in different ways. Together, let's 'Step Up for Mental Health' and continue building well-being in every home."
- **Closing Ceremony (12th October)**
- "Thank you all for participating in the 'Light Up for Hope' closing ceremony. Over this week, we have learned, shared, and grown together. As we light our candles today, let them symbolize our commitment to stand against stigma, support those struggling with mental health challenges, and spread compassion and hope. The journey does not end here – each of us is a beacon of light for someone in need. Let's pledge to continue this vital work every day that follows."
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## 2. Pledge Texts

### General Community Pledge

- "I pledge to stand for mental health with compassion and courage. I will listen without judgment. I will raise awareness and break stigma."
- "I will support those in need with kindness."
- "I am a mental health ally."

### Youth Pledge

- "As a young person, I pledge to care for my mind and body, to speak openly about mental health,"

- to support my friends and peers, and to build a community free from stigma."

### Volunteer/Leader Pledge

- "I pledge to lead by example in promoting mental health awareness, to provide a safe, inclusive space for dialogue,
- to connect individuals with resources and support,
- and to uphold the dignity and well-being of all."

### 3. Promotional Poster Text Ideas

- Headline: "Join Lions Clubs International Global Mental Health Service Week 4-12 October 2025"
- Subheading: "Mental Health is Health — Together We Can Break Stigma and Build Well-being"
- Call to Action: "Participate in rallies, screenings, workshops, and community walks. Be the change in your community!"
- Hashtags: #LionsForMentalHealth #BreakTheStigma #MentalHealthMatters
- Visual Suggestions: Use green as a dominant color, include images of diverse people supporting each other, symbols of hope (ribbons, candles), and Lions logo.
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### 4. Social Media Content Examples

- **Launch Post (4th October)**
- "Today marks the start of Lions Clubs International Global Mental Health Service Week! 🌟 Join us as we #StepUpforMentalHealth to break stigma and promote well-being. Together, we can create stronger, healthier communities. #LionsForMentalHealth #BreakTheStigma"
- **Midweek Reminder (7th October)**
- "Did you know? Talking openly about mental health reduces stigma and encourages support. This week, Lions and Leos are engaging students in workshops and competitions to foster mental wellness from a young age. #MentalHealthMatters #LionsForMentalHealth"
- **Call for Participation (9th October)**
- "Put on your walking shoes for #WalkForWellness! Join our community walk and fitness day to boost your body and mind. Physical activity plays a key role in mental

health. Let's walk together for hope and health. #LionsForMentalHealth #StepUpForMentalHealth"

- **Closing Day Invitation (12th October)**
- "Join us tonight for the 'Light Up for Hope' ceremony to close our incredible week of service. Together, we light the way toward kindness, understanding, and mental health awareness. Share your candlelight photos with #LightUpForHope2025 #LionsForMentalHealth"
- **Story Spotlight (Any Day)**
- "Meet [Name], a brave voice sharing their #MentalHealthJourney to inspire others. Thank you for reminding us all that it's okay to ask for help and to prioritize well-being. #EndTheStigma #LionsForMentalHealth"

## long-term mental health community engagement

- beyond the Lions Clubs International Global Mental Health Service Week:
- **Establish Ongoing Support Groups**
- Create regular support groups or peer networks in communities facilitated by trained volunteers or mental health professionals. These safe spaces help sustain open conversations and mutual support.
- **Continuous Awareness Campaigns**
- Run mental health awareness initiatives periodically through schools, workplaces, community centers, and social media to keep the conversation alive and reduce stigma year-round.
- **Partnerships with Local Mental Health Providers**
- Build strong collaborations with hospitals, therapists, NGOs, and helpline services for referral systems and community education programs.
- **Training & Capacity Building**
- Offer regular mental health first aid training and workshops for Lions members, volunteers, educators, and community leaders to empower them as mental health champions.
- **Youth Engagement Programs**
- Maintain mental health clubs and peer mentoring in schools and colleges focused on resilience, emotional well-being, and stress management with ongoing activities and events.
- **Resource Hubs & Helplines**
- Develop centralized resource centers (physical or digital) that provide easy access to mental health information, self-help tools, and crisis support contacts.
- **Advocacy & Policy Engagement**
- Advocate at local government levels for better mental health infrastructure, inclusive policies, and funding support tied to community needs.
- **Volunteer Recognition & Motivation**
- Keep volunteers motivated through regular appreciation, skill-building opportunities, and clear pathways for leadership roles in mental health initiatives.
- **Use of Technology**
- Leverage apps, online forums, and social media platforms to engage the community, share stories, offer virtual support, and host webinars or training sessions.
- **Measurement & Feedback**

- Regularly collect community feedback and measure impact to adapt programs, demonstrate value, and sustain funding and support.
- Sustained community engagement in mental health is about building trusting relationships, creating accessible supports, and promoting a culture where mental well-being is valued as much as physical health. Lions Clubs can play a pivotal role by continuing to educate, support, and inspire action beyond the service week itself.

## Speech for the President of Lions Clubs for the Global Mental Health Service Week 2025:

Respected Lions, Leos, distinguished guests, and dear friends,

It gives me immense pride and honor to welcome you all to the Lions Clubs International Global Mental Health Service Week 2025. This week, from October 4th to 12th, we come together with a shared mission to shine a light on mental health and well-being—a mission that truly embodies our motto: "We Serve."

Mental health is health. It is time we recognize that mental well-being is as important as physical health. Yet, stigma and misunderstanding continue to keep many suffering in silence. Today, let us commit to breaking these barriers, to stepping up, speaking out, and building communities where mental health is openly discussed, supported, and prioritized.

Our theme for this week—"Step Up for Mental Health—Break the Stigma, Build Well-being"—is a call to action for every Lion and Leo across the globe. Together, through awareness rallies, screenings, workshops, walks, and heartfelt conversations, we have the power to change lives, to bring hope, and to save lives.

I urge each of you to embrace this opportunity—not just for the week, but for a lifelong commitment. Let us foster empathy and inclusion, offering support to those in need without judgment. Let us be the beacon of light that guides our communities toward understanding and healing.

Thank you to every Lion and Leo, every partner, volunteer, and supporter, who is making this work possible. Your dedication truly embodies the spirit of service that defines us.

Let us move forward with courage, compassion, and conviction. Together, we will break the stigma and build well-being for all.

Thank you.

## Professional speech on mental health

Respected Guests, Colleagues, and Friends,

It is both a privilege and a profound responsibility to speak with you today about a subject that transcends disciplines, cultures, and communities — mental health. In an age marked by rapid changes, unrelenting pressures, and unprecedented challenges, mental health stands as a cornerstone of individual well-being and societal progress.

Mental health is not merely the absence of illness; it is a dynamic state of emotional, psychological, and social well-being. It influences how we think, feel, and act; how we manage stress; relate to others; and make choices. Without mental health, physical health cannot flourish, and societies cannot thrive.

Yet, despite its critical importance, mental health remains shadowed by stigma, misinformation, and inadequate resources globally. Millions suffer in silence — their struggles unseen and unsupported. This invisibility imposes enormous tolls: diminished productivity, fractured families, and most tragically, lost lives.

Our mission, therefore, is clear: to bring mental health into the light, to reduce stigma through education and empathy, and to build comprehensive systems that promote resilience, early intervention, and accessible care.

As professionals, advocates, and human beings, we must foster environments that are inclusive and compassionate — where mental health conversations are normalized, where asking for help is recognized as strength, and where recovery and hope are real and attainable for all.

Today, I call upon every sector of society — healthcare, education, government, civil society, and communities — to collaborate boldly and innovatively. We must invest in training, support research, expand services, and integrate mental health into every dimension of public health policy.

Mental health is a shared responsibility. By embracing this truth and committing to sustained action, we can transform lives, reduce suffering, and cultivate societies that empower every individual to thrive.

Let us honor those who struggle daily by elevating mental health to the forefront of our collective consciousness and deeds. Together, we have the power to rewrite the narrative — from silence and stigma to understanding, support, and wellness.

Thank you.

Yes, we can reduce mental health-related stigma by taking the help of doctors, NLP (Neuro-Linguistic Programming) practitioners, and hypnotherapists. These professionals can contribute effectively to tackling this issue.

#### Role of Doctors

- Mental Health Education: Doctors can provide accurate information and scientific facts about mental health to the public, which helps reduce misconceptions.
- Counseling for Patients and Families: They guide patients and their families to understand, accept, and support treatment.
- Media & Seminars: By participating in awareness camps, seminars, and media interviews, doctors play a vital role in breaking stigma.

#### Role of NLP and Hypnotherapy Practitioners

- Personal Change: NLP techniques and hypnotherapy help individuals replace negative thinking and beliefs with positive ones, reducing stigma-related feelings.
- Group Sessions: These experts can run workshops and group programs to address and reduce social stigma.
- Improving Self-Esteem: NLP and hypnotherapy can boost a person's confidence and morale, encouraging them to participate openly in mental health discussions.

#### Overall Impact

When the medical knowledge and advocacy of doctors are combined with the psychological tools of NLP and hypnotherapy, stigma surrounding mental health can be reduced more effectively. This collaboration can promote greater understanding and acceptance of mental health in society.

In conclusion: Yes — with the combined assistance of doctors, NLP practitioners, and hypnotherapists, it is very possible and highly beneficial to reduce mental health stigma.