Mental health impacts us all with 1 in 4 people experiencing a mental health problem every year.

Despite this, mental health still carries a huge stigma in society and within the workplace, with only 16% of employees feeling able to share a mental health problem with their line manager. Poor mental health in the workplace not only carries an unacceptable human cost, including loss of life, but it also carries a large financial cost to employers.

Our This is Me campaign, led by the Lord Mayor’s Appeal, is a pioneering campaign to reduce stigma and dispel myths around mental health in the workplace. Our goal is to improve awareness and understanding of wellbeing in order to create safer and more supportive working environments. - Alderman Peter Estlin, The Rt Hon The Lord Mayor of the City of London

The Green Ribbon Campaign encourages organisations to show their commitment to ending the stigma around mental health by wearing green ribbons and lighting their buildings green during Mental Health Awareness Week;
- Creating a visible movement of support for ending the stigma
- Showing those struggling that there is support and they are not alone
- Demonstrating the level of support for this issue in your organisation
- Encouraging people to share their story to create inclusive workplace cultures.

Click here to find out more about The Green Ribbon Campaign.

This is Me Storytelling
This is Me Storytelling encourages organisations to ask employees to share their lived experience about mental health through videos, blogs or another medium that works for them.
- End the stigma and open up the conversation through
- Building employees skills through

Wellbeing in the Workplace, created in partnership with the Samaritans, is an online wellbeing programme which gives employees and managers the skills they need to manage their own emotional health, as well as being able to support those around them, creating a workforce that is bolder and more confident in listening, communication and supporting each other.

Click here to find out more about Wellbeing in the Workplace.

To join our growing movement of organisations, and register for This is Me, click here: lordmayorsappeal.org/thisisme
If you’d like to speak to a member of team to find out more, contact us: thisisme@thelordmayorsappeal.org
This is Me™

Impact and reach

Double Award Winning - This is Me has received a Disability-Smart Award and an Excellence in Diversity & Inclusion Award

Over 700 organisations registered for This is Me nationwide

Almost 200 organisations sharing employee stories

Over 150,000 green ribbons worn during Mental Health Awareness Week 2019

Potential to reach over a million employees

100% of organisations surveyed in 2018 agreed that This is Me had made a positive impact on:

- changing attitudes towards mental health
- the number of conversations around mental health
- dispelling the myths around mental health

"Absolutely incredible. Of all the many diversity campaigns we have run, this has had the most impact. It raised awareness and opened an entirely new dialogue." - Organisation participating in This is Me

"I am delighted that This is Me, facilitated by The Lord Mayor’s Appeal, and established in the City of London, is expanding its reach across the UK and will help employees nationwide to thrive in their workplace and beyond." - Alderman Peter Estlin, The Rt Hon The Lord Mayor of the City of London

This is Me™ has launched in the following regions:

This is Me™ North West
- Launched in May 2018

This is Me™ Scotland
- Launched in October 2018

This is Me™ West Midlands
- Launched in January 2019

To register for This is Me, or for more information, please visit: lordmayorsappeal.org/thisisme