

Turn North Lincolnshire Blue Schools Participation Pack

World Mental Health Day 2026



Welcome to Team



Blue!



Wear blue. Start Conversations. Show Kindness. Support Your Community.

Thank you for choosing to take part in Turn North Lincolnshire Blue.

World Mental Health Day is an opportunity to encourage conversations about mental health, promote kindness and remind young people that it's okay to ask for help.

By taking part, your school will help pupils learn about the importance of looking after their mental wellbeing, while raising awareness and, if you choose, funds to support adults in our local community through North Lincolnshire Mind.

Every donation stays right here in North Lincolnshire, helping local people access mental health support when they need it most.

Whatever amount you raise, every school taking part helps spread the message that mental health matters.



Why take part?

- Supports World Mental Health Day
- Promotes kindness and inclusion
- Encourages conversations about wellbeing and mental health
- Easy to organise
- Flexible to suit your school
- Supports local mental health services
- Every participating school receives a Turn North Lincolnshire Blue Certificate.



Your Blue Action Plan

Not sure how to begin? No problem. Here are our top tips for getting off to a flying start:

Your First Three Blue Missions

Mission 1

Choose your date.

Mission 2

Tell parents and carers. Use the editable parent letter included with this pack.

Mission 3

Wear blue and have fun! Celebrate World Mental Health Day together while raising awareness, encouraging kindness and raising funds for North Lincolnshire Mind

Ideas to make it your own!

- Wear Blue Day
- Blue Bake Sale
- Blue Art Competition
- Blue Classroom Competition
- Blue Sports Challenge
- Blue Hair Day
- Blue Accessories
- Design a Blue Poster
- Blue Quiz
- Blue Disco

Looking After Our Mental Health

Mental health is something we all have.

Just like our physical health, it changes from day to day.

There are lots of simple things we can do to help ourselves and others. Every act of kindness, no matter how small, can make a big difference to someone's day.

Try the Blue Challenge!

Can your class complete as many as possible today?

- ♥ Smile at five people today
- ♥ Say thank you
- ♥ Help someone
- ♥ Include someone in a game
- ♥ Sit with someone new
- ♥ Give a compliment
- ♥ Hold a door open
- ♥ Pick up litter
- ♥ Write a kind note
- ♥ Ask someone how they're feeling
- ♥ Thank a teacher
- ♥ Make someone smile

10 Easy Ways to Raise



- ♥ Wear Blue (suggested donation)
- 🍰 Bake Sale
- 🍩 Sweet Treat Sale
- 🎨 Blue Art/ Colouring Competition
- 🎵 Blue Disco
- ⚽ Penalty Shootout
- 🎫 Raffle
- 🚶 Walk a Mile Together
- 📖 Sponsored Read
- 🍬 Guess How Many Sweets Are in the Jar



Your Blue Checklist

- ☐ We've picked our date
- ☐ We've told parents and carers
- ☐ We've worn blue
- ☐ We've talked about mental health
- ☐ We've completed the Blue Challenge
- ☐ We've thanked everyone
- ☐ We've taken photos
- ☐ We've sent our fundraising in



**I've helped Turn North
Lincolnshire Blue!**



Ready to Use Resources

We have included:

- ✓ Parent/carers letter
- ✓ Poster
- ✓ Assembly presentation
- ✓ Social media graphics
- ✓ Logos and campaign graphics

Thank you for helping us Turn North Lincolnshire Blue.

Every conversation started, every act of kindness and every pound raised helps create a community where nobody has to face a mental health problem alone.

Need Some Help?

We are here for you. If you have questions please contact us.



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