

Rotary



Action Group on Mental Health Initiatives

Toolkit: The “Don’t Bottle It Up” Awareness Campaign

POPULATION

A resource for Rotarians to use to help break down the stigma surrounding mental health.

FOCUS

A visual means to encourage those affected both directly and indirectly by mental health issues to seek help and to not bottle things up.

OVERVIEW

Using a model similar to the Rotary “ThisClose” to Ending Polio campaign, this is primarily a social media campaign featuring Rotarians and public figures stating the same message – “Don’t Bottle It Up – I’m not afraid to speak up and neither should you”.

Rotarians can take part as individuals or clubs/districts can look to use an adapted version for a more local awareness campaign.

BENEFITS

A simple and easy to use flyer for use primarily on social media to help break down the stigma of mental health.

COST

None

TOOLKIT CONTENTS

Details on how to take a photo in the required format.

CONTACT

See either the RAGonMentalHealth.org website, the Rotarians4MentalHealth website - rotary-site.org/rotarians4mentalhealth or email Darren Hands (dazhands1971@gmail.com)

DON'T BOTTLE IT UP



Rotary  Rotarians 4
Great Britain & Ireland Mental
Health

**“I’m not afraid to speak up
– Neither should you”**

Darren Hands
Rotarian, Plympton Rotary



1 in 4 people in the UK officially suffer with some form of mental illness – in reality, almost everyone will encounter a mental health issue either directly or indirectly at some point in their lives. Even if you're not in the 25% directly affected, help break the taboo of Mental Health. **Don't suffer in silence.**
#ramh #dontbottleitup

To produce a campaign flyer could not be more simple. All you need to do is submit a photograph of yourself (or the person to appear on the flyer) to Darren Hands at dazhands1971@gmail.com

The person needs to be holding a recyclable non-alcoholic bottle – water bottles are great for this and there are some Rotary branded ones which add an extra Rotary dividend.

The name of the person, their Rotary club or area for which they are known (such as TV & Radio Personality) should also be included as this will be displayed.



The majority of images use Rotary Great Britain & Ireland for the branding in order to meet RI brand guidelines. If clubs or districts wish to run localised campaigns, this can easily be altered – just as the lower narrative can be adapted for local needs.

TIPS FOR YOUR PHOTOS



Photos should be from the waist upwards.

The bottle should not be held too far in front of the person but around shoulder height works best.



Ideally the photo should be taken against a plain background – black is best.

If a black background is not used, try to avoid wearing clothing that gets lost against the background and also make sure there is a good contrast for between the bottle and the background.



Try to include the whole upper body.

Photos should also be as high a quality and resolution as possible – ideally over 1MB and taken with a reasonably good camera.



A clear water bottle against a window is easily lost and is difficult to see – as can be seen in the image left. Likewise, a white top against a white background can make editing difficult.



If a plain wall cannot be managed, in most cases we can work around this but try to avoid backgrounds that are too busy (ie have a lot of things in the background) or brick walls which again can make editing difficult.



If the arm NOT holding the bottle is out of shot (see photo on the left), again this can usually be accommodated although it does restrict the layout for the final flyer



Ensure the **WHOLE** of the hand holding the bottle and the bottle itself is **ALL** in shot. Where parts of fingers or part of the bottle is missing, this does restrict the layout on the flyer and also does not look that great on the final image



Again as with the image left, ensure more than just the shoulders can be seen – as often text is placed over the torso.

Try to avoid anything obscuring the person – especially over the head as with the image on the left.



Try to avoid smart phones if possible as we have found many images take this way are not of a great quality or resolution and have a lot of “noise” on them or in some cases pixilation of the image. (see example)

Flyers can be produced for Facebook Profile images and for Instagram but are largely dependant on the above requirements being met.