STEP INTO OUR WORLD

Place2Be's CHILDREN'S MENTAL HEALTH WEEK 1-7 FEB 2027

SPREAD THE WORD: SOCIAL MEDIA

Social media is a brilliant way to spread the word about Children's Mental Health Week. You can use it to raise awareness about this year's theme and Place2Be's mission, encourage others to download resources and get involved, and share ways to support and fundraise.

We've created images and captions to make it as easy as possible for you to spread the word both before and during the week itself.

KEY INFORMATION

If you're posting about Children's Mental Health Week, please tag Place2Be in your posts and use the hashtags **#ChildrensMentalHealthWeek** and **#StepIntoOurWorld**.

@_Place2Be @Place2BeCharity @Place2Be @_Place2Be

SUGGESTED COPY





DOWNLOAD OUR SOCIAL MEDIA GRAPHICS
CLICK HERE

BEFORE CHILDREN'S MENTAL HEALTH WEEK

I'm/We're proud to be supporting @Place2Be's #ChildrensMentalHealthWeek 2027!

This year's theme, #StepintoOurWorld, is all about seeing the world through children's eyes and helping them feel safe, valued and supported.

Join me/us from 1-7 February as we come together to support children's mental health. Share this post and find out how to get involved www.childrensmentalhealthweek.org.uk.

DURING CHILDREN'S MENTAL HEALTH WEEK

It's officially #ChildrensMentalHealthWeek!

I'm/We're supporting @Place2Be and this year's theme, #StepintoOurWorld, which is all about seeing the world through children's eyes and helping them feel safe, valued and supported.

I/We will be [insert plans].

Join me/us in supporting children's mental health. Share this post and get involved or donate: www.childrensmentalhealthweek.org.uk.

EXPRESS YOURSELF

Place2Be's CHILDREN'S MENTAL HEALTH WEEK 1-7 FEB 2027

EXPRESS YOURSELF DAY FUNDRAISER: SOCIAL MEDIA TOOLKIT

If you are hosting an Express Yourself Day or other fundraising activity, social media is an excellent way to share your plans and encourage your friends, family community and colleagues to donate.

We've created images and captions to make it as easy as possible for you to spread the word both in the lead up to and on the day itself.

KEY INFORMATION

If you're posting about Children's Mental Health Week, please tag Place2Be in your posts and use the hashtags **#ChildrensMentalHealthWeek** and **#ExpressYourselfDay**.

@_Place2Be @Place2BeCharity @Place2Be @_Place2Be

SUGGESTED COPY



BEFORE EXPRESS YOURSELF DAY

Join me/us for my/our #ExpressYourselfDay fundraiser on Friday 5 February 2027!

To mark @Place2Be's #ChildrensMentalHealthWeek, I am hosting a fundraiser to raise vital funds for children's mental health.

I/we will be [insert your plans!].

To support me/us, you can donate here: [insert your JustGiving link].



ON EXPRESS YOURSELF DAY

Today is #ExpressYourselfDay as part of @Place2Be's #ChildrensMentalHealthWeek 2027!

To celebrate I/we will be [insert your plans!]

By raising these vital funds, we can support Place2Be's mission and ensure that no young person has to face mental health problems alone.

To support me/us, you can donate here: [insert your JustGiving link].

DOWNLOAD OUR SOCIAL MEDIA GRAPHICS

CLICK HERE

STEP INTO OUR WORLD

Place2Be's CHILDREN'S MENTAL HEALTH WEEK

1-7 FEB 2027

EMAIL DRAFT TO YOUR SCHOOL COMMUNITY

If you're a teacher, school, nursery or college fundraising for Children's Mental Health Week, you can use this draft email to shout about it to your colleagues, parents, guardians and carers. Please complete the sections in orange text and feel free to shorten or customise as appropriate, you know your audiences best!

Subject: Place2Be's Children's Mental Health Week: 1-7 February 2027

Dear Parents and Carers,

From 1 - 7 February 2027, our school will be taking part in Place2Be's Children's Mental Health Week to start conversations around mental health, and raise funds for Place2Be, the UK's leading children's mental health charity providing school-based mental health services.

This year's theme Step into Our World, focuses on empathy and nurturing relationships. It invites everyone to see the world through children and young people's eyes, gaining a better understanding of their experiences, feelings and everyday challenges. By creating safe spaces for students to explore their feelings openly and safely through conversations and activities, we begin normalising conversations around mental health and providing them with useful life tools.

By raising vital funds for Place2Be, we can ensure no young person has to face mental health alone, and that they get support when they need it most.

We will be hosting an Express Yourself Day Fundraiser on Friday 5th February, where we invite students and teachers to [INSERT YOUR PLANS HERE, e.g. wear something that expresses themselves, think bright colours, cultural dress, or your go to t-shirt!] If you're able to, please bring a donation of £2 towards our fundraising efforts.

And the learning and creativity doesn't stop in school! We wanted to share Place2Be's fantastic set of free resources that you can enjoy at home. You can download the free Children's Mental Health Week pack at: **www.childrensmentalhealthweek.org.uk/families**

Thank you for helping us make a difference and showing children that their mental health matters.

Kind regards,
INSERT NAME
INSERT SCHOOL

STEP INTO OUR WORLD

Place2Be's CHILDREN'S MENTAL HEALTH WEEK 1-7 FEB 2027

EMAIL DRAFT TO YOUR COLLEAGUES

If you're a workplace fundraising for Children's Mental Health Week, you can use this draft email to shout about it to your team. Please complete the sections in orange text and feel free to shorten or customise as appropriate, you know your audience best!

Subject: Get involved in Place2Be's Children's Mental Health Week: 1-7 February 2027

Hello everyone,

From 1 - 7 February 2027, we're proud to be supporting Place2Be's Children's Mental Health Week and we'd love you to join us!

This year's theme, Step into Our World, is all about understanding children's experiences and recognising the importance of children's mental health. Place2Be is the UK's leading children's mental health charity providing school-based mental health services. Their work supports the entire school community, including one-on-one support to children and young people, along with their teachers, parents and carers, ensuring they are surrounded by a supportive and affirming network.

How you can get involved:
When: Friday 5 February 2027, [INSERT TIMES]
Where: [INSERT LOCATION]
What: Express Yourself Day: Dress, Bake, Create!

What you need to do

1. [INSERT YOUR PLANS for your fundraiser here e.g. everyone wear something that expresses who they are, host a bake sale]
2. Donate via our JustGiving page [INSERT YOUR LINK], or bring along a donation on the day (recommended amount £XXX)
3. Encourage fellow colleagues to get involved. Every pound raised will support Place2Be's work helping children and young people thrive.

You can find out more about the week and help spread the word at:
www.childrensmentalhealthweek.org.uk

Plus, if you're a parent, be sure to check out the free Families Pack, full of fun activities that you can enjoy at home, including a colouring sheet, original recipe, and bunting making:
www.childrensmentalhealthweek.org.uk/families.

Please feel free to share this email with members of your team.

Thank you for making a difference.
INSERT NAME

STEP INTO OUR WORLD

Place2Be's CHILDREN'S MENTAL HEALTH WEEK 1-7 FEB 2027

WHATSAPP AND WORK CHANNEL MESSAGES

Whatsapp Message: You can use this draft message to spread the word of your support for Children's Mental Health Week 2027 with your nearest and dearest. Remember to customise the orange text!

Hi INSERT NAME,

I hope you're doing well! I wanted to let you know about a brilliant campaign I'm supporting that I thought you might be interested in too.

I'm taking part in Place2Be's Children's Mental Health Week 2027, taking place from 1-7 February. This year's theme is Step into Our World, which is all about seeing life through a child's eyes and building empathy and understanding for their experiences.

To support the week, I'm planning to [INSERT YOUR PLANS HERE].

Children's Mental Health Week is a great opportunity to start conversations, raise awareness and help ensure more children and young people get the support they need by raising vital funds.

If you'd like to learn more or get involved yourself, you can find everything you need here:
www.childrensmentalhealthweek.org.uk 💛

Have a great day!
YOUR NAME

Message for colleagues: This short and sweet message can be copied and pasted to your work channel (such as Teams, Google Chat, Slack) and group chats to spread the word quickly with colleagues.

Hello everyone,

We're proud to be supporting Place2Be's Children's Mental Health Week 2027 from 1-7 February. This year's theme, Step into Our World, focuses on understanding children's experiences and the importance of mental health.

To mark the week, we'll be [INSERT YOUR PLANS HERE]. Please bring in a suggestion donation of [INSERT YOUR SUGGESTED DONATION AMOUNT] to take part.
We hope you'll join us in supporting a cause that helps children and young people thrive. 💛

You can find out more about the week here:
www.childrensmentalhealthweek.org.uk

Looking forward to coming together with you all!