

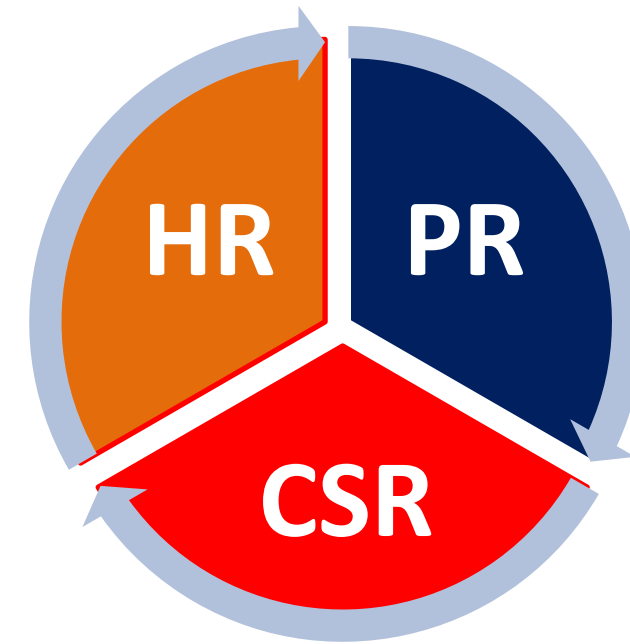


**“SANE’s Black Dog Campaign is a stroke of genius” Charles Walker MP
Co-Chair of the All Party Parliamentary Group on Mental Health**

BLACK DOG CAMPAIGN

MENTAL HEALTH PARTNERSHIP

1. Campaign aims to support three key areas: 
2. Black Dog statue conveys key mental health message
3. SANE expert resource and mental health training
4. Support for rollout and internal comms
5. Increase understanding of mental health 
6. Signpost to SANE’s confidential emotional support services
7. Boost approach to mental health and wellbeing:
Diversity & Disability, Sustainable Performance
8. Engagement tools – Mental Health Champions;
Send a Text; Stop Stigma; #healingwords.



**Depression and anxiety lead to more working days lost than any other health condition.
People with depression are at greater risk of physical illnesses and early death.**

“SANE and their Black Dog Campaign has my fullest possible support. What they are doing is wonderful and important.”

Stephen Fry

BLACK DOG CAMPAIGN AIMS

- 1. Reduce stigma, prejudice and exclusion**
- 2. Encourage more people to seek help**
- 3. Educate members of the public e.g. ‘Stop Stigma’**
- 4. Take mental health into schools, colleges and the workplace**
- 5. Change perceptions of mental illness**
- 6. Demonstrate the importance of research**
- 7. Involve young people in mental health**
- 8. Change attitudes of future generations.**



SANE: Changing mental health for good