



In support of



MEDIA RELEASE

9 OCTOBER 2023 - FOR IMMEDIATE RELEASE

Public and private organisations join hands to celebrate World Mental Health Day

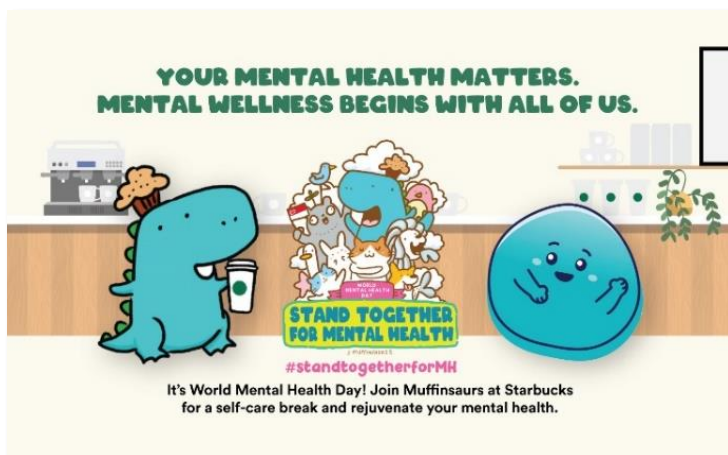
Beyond public agencies and community partners, corporates such as Starbucks have come on board to encourage Singaporeans to care for one another's mental well-being

Led by the Agency for Integrated Care (AIC), Health Promotion Board (HPB), Institute of Mental Health (IMH), Ministry for Culture, Community and Youth (MCCY), National Council for Social Service (NCSS), and supported by over 30 other partners and collaborators, exciting events and activities in celebration of World Mental Health Day (WMHD) stretch over a few months this year.

2. For the first time, Starbucks Singapore has joined the celebrations to commemorate the occasion that is taking place on 10 October 2023. This collaboration is one of several initiatives to encourage Singaporeans to care for the mental well-being of themselves and those around them, as well as to support any of their loved ones who may be facing mental health issues.

Limited edition pins and stickers at Starbucks

3. In support of WMHD and Beyond the Label, the public can redeem a set of limited-edition pins and stickers starting tomorrow at all Starbucks outlets in Singapore. It will feature WMHD's Muffinsaurus and Beyond the Label's official mascot – BRAVE.



4. Redemption can be made during your coffee run by:
 - Greeting their Starbucks barista by asking “How’s your day?”; and
 - Penning a short message on Facebook or Instagram to pledge support for mental wellness. This is done by tagging @MentalHealthAwarenessSG on Facebook, or @mhawarenesssg on Instagram, and hash-tagging #StandTogetherforMH and #WMHD2023.A poster of this partnership is available in Annex A.

5. As a supporter of mental health, Starbucks has added more mental wellness programmes to their medical benefits. The company also trains managers in their office and stores to provide mental health support to employees and their peers.

6. “We are happy to support this meaningful initiative to spread awareness of mental health. Asking how someone is doing may be a small act, but this simple gesture serves to remind all of us that we need to care for each other's mental wellness, and also to care of ourselves,” shared Mr Patrick Kwok, General Manager, Starbucks Singapore.

Resources to guide Singaporeans in providing support and care for individuals

7. Those who are interested to learn more about the different types of mental health conditions and how to support persons with mental health issues can access complimentary mental health awareness e-learning modules on www.aic.buzz/mh-elearning. An e-certification will be provided upon completion of each module. To guide Singaporeans in adopting effective skillsets to support those around them for better mental well-being, the Health Promotion Board is running a national campaign ‘Supporters who listen, support better’ from September to December 2023. Tips on how to provide support and more information about the importance of mental wellness is available on MindSG (go.gov.sg/support-better).

Show of support for mental health on e-social wall

8. To pull together efforts of championing mental wellness, messages of support will be consolidated and screened via a e-social wall. For individuals who wish to show their support, they can also pen messages on their own social channels by tagging this social media platform with the hashtags #StandTogetherforMH and #WMHD2023. These messages will then be consolidated on the social e-wall at <https://my.walls.io/standtogetherforMH>.

9. Beyond individuals, leaders of corporates are encouraged to demonstrate their commitment to taking actions on employee wellbeing by making a pledge at <https://my.walls.io/LeadTogetherForMH>. The nationwide campaign, organised by the charity WorkWell Leaders, aims to inspire CEOs and leaders to set an example to their teams by taking ownership of employee mental wellbeing.

About World Mental Health Day 2023

10. With the theme “Stand Together for Mental Health”, this annual event aims to raise awareness of mental health and well-being, and to mobilise efforts in support of mental health. Through education and advocacy, the aim is to reduce stigma

surrounding the subject. This year, the months of activities include wellness workshops and talks on topics ranging from relationship conflict management to mindfulness and stress management.

11. The full calendar of events and information is available on Mental Health Awareness Singapore's [Facebook page](#) and [Instagram account](#). The full list of partners is appended in [Annex B](#).

12. "This year, through our new collaboration with Starbucks and the suite of initiatives, we hope to increase awareness of mental health and well-being. We urge more individuals, volunteers and corporates to step forward and show their support. With a greater emphasis on mental health, we hope that we can create a more supportive environment for those living with mental health issues," shared Mr Tan Kwang Cheak, Chief Executive Officer of the Agency for Integrated Care.

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About the Agency for Integrated Care

The Agency for Integrated Care (AIC) aims to create a vibrant care community for people to live well and age gracefully. AIC coordinates and supports efforts in integrating care to achieve the best care outcomes for our clients. We reach out to caregivers and seniors with information on staying active and ageing well, and connect people to services they need. We support stakeholders in their efforts to raise the quality of care, and also work with health and social care partners to provide services for the ageing population. Our work in the community brings care services and information closer to those in need. For more about us, please visit <https://www.aic.sg>.

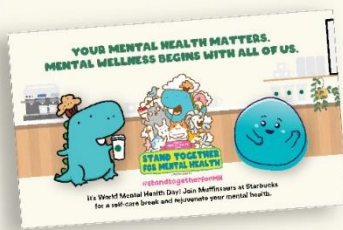
About Beyond the Label

Beyond the Label (BTL) is a nation-wide movement started in 2018 by National Council of Social Service (NCSS), which focuses on addressing stigma towards and promoting social inclusion of persons with mental health conditions. In 2022, President Halimah launched the second phase of the movement (BTL 2.0) and the BTL Collective, which comprises partners from the public, private and people sectors working together to create an empowering and inclusive environment for persons with mental health conditions. BTL 2.0 is led by NCSS and TOUCH Community Services. For updates from the BTL Collective, follow the BTL Facebook and Instagram page (@beyondthelabelsg). For mental health resources and services, visit Belle, the BTL Helpbot (<https://go.gov.sg/belle-helpbot>).

Annex A – Poster on redemption at Starbucks for World Mental Health Day 2023



CELEBRATE WORLD MENTAL HEALTH DAY WITH STARBUCKS AND US!



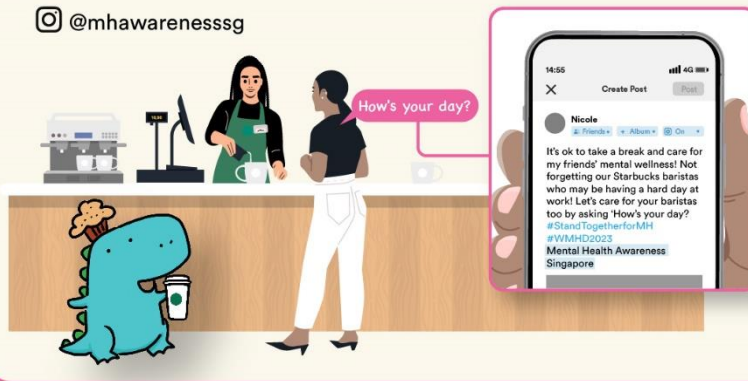
10 October 2023

Join Muffinsaurus at Starbucks to take a break!
 Limited Muffinsaurus and BRAVE Pins with Stickers Giveaway at all Starbucks outlets (while stocks last!)

HOW TO REDEEM YOUR PINS AND STICKERS?

- STEP 1** Care for your barista with a simple greeting such as "How's your day?" during your coffee run.
- STEP 2** Pledge your support by tagging us on your social media with a hashtag #StandTogetherforMH and #WMHD2023

@MentalHealthAwarenessSG
 @mhawarenesssg



From now to 31 October 2023 – Be empowered to support your mental well-being or care for your loved ones who are going through mental health issues. Visit **Mental Health Awareness Singapore Facebook Page** and **Instagram page** for more exciting activities put together by our community partners.

Supported by:



AMKFSC Community Services, AWWA Ltd, Brahm Centre, CampusPSY, Care Corner Singapore Ltd, Changi General Hospital, Clarity Singapore Limited, Club HEAL, Enable Asia, Epworth Community Services, Fei Yue Community Services, Filos Community Services, Intellect, Khoo Teck Puat Hospital, Limitless, Montfort Care, NTUC Health, Resilience Collective, Samaritans of Singapore, Shan You, SHINE Children and Youth Services, Silver Ribbon Singapore, Singapore Association for Mental Health, SunCare SG, Mental Health Film Festival Singapore, Tan Tock Seng Hospital, The Iseum, TOUCH Community Services, Trybe Limited, Viriya Community Services

Updated as of 7 Sep 2023

Annex B - List of Partners, Collaborators and Sponsors

World Mental Health Day 2023 is jointly organised by the Agency for Integrated Care, Institute of Mental Health, Health Promotion Board, Ministry of Culture, Community and Youth, and the National Council of Social Service, in partnership with:

1. AMKFSC Community Services
2. AWWA Ltd
3. Brahm Centre
4. CampusPSY
5. Care Corner Singapore Ltd
6. Changi General Hospital
7. Clarity Singapore
8. Club HEAL
9. Enable Asia
10. Epworth Community Services
11. Fei Yue Community Services
12. Filos Community Services
13. Intellect
14. Khoo Teck Puat Hospital
15. Limitless
16. Ministry of Manpower
17. Montfort Care
18. NTUC Health
19. Resilience Collective
20. Samaritans of Singapore
21. Shan You
22. SHINE Children and Youth Services
23. Silver Ribbon (Singapore)
24. Singapore Association for Mental Health'
25. Singapore Book Council
26. Suncare SG
27. Mental Health Film Festival Singapore
28. Tan Tock Seng Hospital
29. The Iriseum
30. TOUCH Community Services
31. Trybe
32. Viriya Community Services
33. WorkWell Leaders
34. YMCA of Singapore

Collaborators

1. Starbucks Singapore