



Supporting awareness events throughout 2025

- Kooth activity throughout May in support of Mental Health Awareness Week
- Snapshot of June plans

May 2025
connect.kooth.com





How Kooth is supporting awareness events throughout 2025

January

Self Care

World Religion Day
19th January

February

Children's Mental Health Week

3rd - 9th February - Know yourself,
Grow yourself

Eating Disorders Awareness Week

24th February - 2nd March

March

Neurodiversity Celebration Week

17th - 23rd March

April

Stress Awareness Month

EBSA

(Emotionally Based School Avoidance)

May

Mental Health Awareness Week

12th - 18th May (theme TBC)

June

National Carers Week

16th - 22nd June

Pride Month

July

Managing Change
(Transitions)

August

Online Safety

September

World Suicide Awareness and Prevention Day

10th September

October

Black History Month

Anti-bullying Month

November

Men's Mental Health
(November)

December

Grief Awareness Week

1st - 5th December



May focus

Mental Health Awareness Week

12th - 18th May

Theme: Community





Engagement focus

This month, our engagement teams are focussing on **exam stress**.

Our engagement teams embed Kooth and Qwell locally across the UK, delivering assemblies, sharing promotional and educational materials and linking with local services. Here are the team's upcoming webinars:

KoothKlass: Webinar for primary school age young people aged 10+: **"Coping with anxiety for pupils sitting SATs"**

KoothTalks: Tailored training webinars for professionals and families: **"How you can help students manage exam stress"**

To see the content we will be sharing on stress, click [this link to access our April campaign deck](#).

KoothKlass page



KoothTalks page



Subscribe to our
engagement newsletter





>> May activity & resources: Community

Service User Content

Therapeutic content is available on Kooth and Qwell platforms. Here's a selection of articles to download/share:

Kooth:

- Freedom to be yourself: finding acceptance and freedom in the LGBTQ+ community
- How to: reach out
- Removing the mask: why talking about our mental health matters

Qwell:

- Balancing mental health at work
- Spreading mental health help and support
- Making friends as an adult

See Kooth content



See Qwell content



Social Media

See a selection of our social media assets on community:

- '4 tips on making friends' carousel
- 'Build your dream team' video
- A carousel that showcases our audience's answers to the prompt "You know you've found your people when..."
- New podcast promotional video - if you wish to promote our new podcast on '[Finding your community as an international student](#)', you can use the video linked below

Explore social assets



Shareable Assets

Coming soon: Look out for a **an exciting new project in collaboration with CallOut UK** for Mental Health Awareness Week!

We'll be showcasing powerful spoken word poetry on the theme of community and mental health - performed in a unique setting: a telephone box. Expect intimate, reflective pieces from young voices, making important conversations more engaging and accessible.

For this project, we will be creating multiple social media videos, as well as posters to tie in the collaboration across multiple platforms.

Kooth Comments

Kooth shares information on mental health, our activity and campaigns and responds to topical issues on social media channels including LinkedIn, X and Bluesky.

In May, as well as sharing some of our campaign content, we'll be shining a light on our amazing **Engagement Team**. We'll be showing how the team's work in local communities up and down the UK helps to embed our services - as well as educating and supporting people while raising awareness of Kooth and Qwell.

This is a summary of activities; significantly more content is available on our platforms, website and social channels.

ICYMI: EBSA video

In April, as well as marking stress awareness, we are also highlighting emotionally-based school avoidance (EBSA). As mentioned in our last slide deck, we have created a new EBSA video and assets.

‘More than an empty chair’ is a short video based on the concept of an empty chair in a classroom and highlights some of the reasons behind absence from school.



The words in the video come directly from service users on Kooth and have been voiced by other young people. This will be shared on socials, with helpful information and links to Kooth.

The video is on our YouTube channel [here](#). You can download and share the poster [here](#).





June focus

National Carers Week

16th - 22nd June

Pride 

