

# hearts & MINDS

bungay



Do you live, work or run  
a business in the town?

Are you interested in helping to improve  
the wellbeing of our residents?

**Come and join us in a new initiative that  
supports Bungay to become a mental  
health friendly community**

Our **FREE** 6 week training course will help:

-  Open up conversation about mental health in Bungay to help raise understanding, address stigma and encourage increased empathy across the community.
-  Build your knowledge, skills and confidence around mental health
-  Residents and visitors to Bungay have a better idea of where to turn if they need help with their mental health.



Topics include mental health awareness, addressing stigma, how to have healthy conversations about mental health, communication skills, self care for positive wellbeing and an understanding of local services that offer support and how to signpost.

The training is **FREE** and you will receive a toolkit full of hints and tips for positive wellbeing, the opportunity to attend 2 follow up events throughout the year, ongoing support from the LEAF plus a Hearts and Minds window sticker and certificate to show the community that you are a mental health friendly business or organisation.

**When:** Course starts Tuesday 14th September 4-6pm,  
then runs weekly for 6 weeks

**Where:** Riverside Centre, The Staithe, Bungay (or via video link)

**To register your interest or for more information please contact  
[beth.stephens@accessct.org](mailto:beth.stephens@accessct.org) / 07817 313593**



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Your Community Your Trust

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Our 6 week course will cover the following:

- Week 1**      **Introduction to Mental Health Awareness**
- Signs, Symptoms, Triggers
  - Myths and Misinformation
- Week 2**      **Building compassion, empathy and understanding**
- The language of mental health
  - Opening up conversations
  - Addressing stigma
- Week 3**      **The Art of Communication**
- Verbal communication
  - Non verbal communication
  - The importance and impact of body language
  - We hear, but do we really listen?
- Week 4**      **A toolkit for positive wellbeing**
- The importance of self care
  - Building resilience
  - Personal needs/boundaries
  - Tools and techniques to keep emotionally well inc. mindfulness/meditation and yoga
- Week 5**      **The whys, hows and whats of safeguarding**
- Professional Boundaries
  - Keeping it confidential
- Week 6**      **Making a difference - What can 'I' do?**
- Understanding local support on offer and how to access it
  - How and where to signpost people
  - Celebration event

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## Are you a business that cares?

### The benefits of participation include:

-  Sharing a positive message that your business is supportive to those in the local community that suffer with their mental health.
-  Customers understanding that when they visit your outlet that you and your team offer a safe and inclusive environment, that recognises the diverse needs of the local community.
-  Improving the wellbeing of your staff (and their families) by increasing awareness of self-care and wellbeing support.
-  Sending a clear signal that you understand mental health matters and are committed to reducing stigma.
-  Identifying you as a socially responsible business within the local community.
-  Potentially increasing custom, engagement and brand loyalty within a post COVID customer base.

### In return for participation your business will receive:

-  A certificate demonstrating a member of your team has completed the 6 week training.
-  A window sticker with the Hearts and Minds logo, so that people throughout the town know you are a business that recognises and embraces mental health.
-  The opportunity to attend 2 free follow up events throughout the year designed to support your personal and professional development.
-  A resource pack full of wellbeing tools and techniques to promote positive mental health.

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