

Caring for One, Caring for Others

What is this about?

To mark International Self-Care Day, this campaign invites individuals to take part in small, meaningful conversations about mental wellbeing at work using simple “digital post-its” featuring conversation starters.

What is the objective?

To spark meaningful conversations about mental wellbeing in the workplace by encouraging employees to reflect on and share simple self-care and connection practices.

How does it work?

Employees will receive a set of downloadable digital post-its featuring conversation starters which they can:

- Download and use in day-to-day conversations with colleagues
- Post responses or reflections on internal channels (e.g., Slack, Teams, etc.) using a shared hashtag

Canva Links

Make a copy of the Canva banner file below. Edit the content according to your organisation's preferences and needs, including the challenge requirements, organisation logo, timeframe, etc.

1. [Posters](#)
2. [Digital post-its](#)

How to use:

Copy the text below and attach the image as shown. Edit the text in **red** and delete the **yellow highlighted text**.

Comms Calendar

Date	Channel/Format	Details
1 Week Before Launch	Email	eDM 1 : Launch announcement
24th July (International Self-Care Day)	Chat Platform (e.g., Slack or MS Teams)	eDM 2 : Launch reminder
1 Week After	Email	eDM 3 : Wrap-up

eDM Copy (Email 1):

Send date:

[collateral]

Hi everyone,

In the lead-up to International Self-Care Day on 24th July, we're inviting you to take part in our Caring for One, Caring for Others campaign with our wellbeing benefit, Intellect!

Self-care can often feel personal but it's also something we experience together through the small moments of connection we share with others. To help spark these moments, we're sharing a set of digital conversation starters post-its that you can download and use in everyday conversations.

We encourage you to:

- Download the post-its [\[hyperlink here\]](#) and use them in your day-to-day interactions
- Share your thoughts or reflections on [\[Slack/Teams, etc.\]](#) using [\[#hashtag\]](#)

If you've been wanting to check-in with your colleagues but not sure where to start, this is your opportunity to do so with ease. Get started with [this article](#) by Intellect on navigating conversations.

eDM Copy (Chat Platform)

Send date: 24 July

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Hi everyone,

Happy International Self-Care Day! If you missed the announcement last week, we've launched our **Caring for One, Caring for Others** campaign with Intellect. If you have yet to join, we would love for you to take part.

Simply download the digital post-its [\[hyperlink here\]](#) and use them to spark meaningful conversations with your colleagues today. You can also share your thoughts and reflections on [\[Slack/Teams, etc.\]](#) using [\[#hashtag\]](#)

Let's take this as a reminder to pause, reflect, and check in with ourselves and those around us. If you're looking to dive deeper, check out [A Guided Conversation to Deepen Connection](#) on the Intellect platform!

eDM Copy (Email 2)

Send date:

[collateral]

Hi everyone,

Thank you for taking part in our International Self-Care Day campaign!

While the day may be over, caring for our wellbeing is an ongoing practice. We hope these conversations continue beyond this campaign — whether through checking in more intentionally with colleagues, making space for meaningful conversations, or taking small steps to support your own wellbeing.

For more ways to support your wellbeing, Intellect is always available with self-guided resources such as [Building a Self-Care Plan](#) [hyperlink here] and professional support to help you along the journey.