

WHAT DO YOU DO FOR YOUR MIND?



50 ways
to take
care of
YOUR MIND

mindapples

What are *your* mindapples?
www.mindapples.org/charity

Hello.

We're Mindapples. We help people take better care of their minds.

Since launching in 2008, Mindapples has asked 100,000s of people what they do to take care of their minds. We've been gathering the best suggestions and sharing them with the world, online and offline, to inspire all of us to do the simple things that help us feel healthy and happy. And we want to celebrate that.

That's why we've created the "50 ways to take care of your mind" campaign, to remind everyone of the many different ways to look after our mental health and wellbeing.

Launched in May 2021, as the UK emerged from the long lockdown of the COVID-19 pandemic, we wanted to build on the growing awareness of mental health. We all had our lives disrupted, cut off from the people and things we loved, but it gave us more appreciation of these things. And we found new ways to look after ourselves too, spending time at home and with family, and less time commuting and rushing around.

Most of our campaign impact has been online, sharing tips and suggestions to get people talking more about their minds. But we've also done more traditional "real world" advertising too, putting posters on buses and in tube stations around London to remind people to look after their minds as they go back to their busy lives. Above all, most of our impact has always come from you, from the people who support our campaign, share our content and run events and workshops to get everyone talking positively about mental health.

We hope this will be a springboard for greater public awareness of mental health and wellbeing. This campaign is about reminding ourselves to do the things we know work for us.

Mental health matters. The things we do every day make a difference to our health and wellbeing. It's time for all of us to talk more about what we need to be mentally healthy. So find the "mindapples" that work for you, and let's celebrate them together.



Make time for your mind.

We want this to be a mainstream campaign, and that starts with everyone sharing one small thing and encouraging others to do the same. If you share our campaign, and inspire someone else to do it too, then between us we can make looking after our minds as natural as brushing our teeth.

At the core of the campaign is a simple message: make time for the things that help your mind. So the first and best way you can support our campaign is by doing exactly that. Make time for your mind, and tell people you know what you did – because if you’re doing it, then maybe they will too.

Here are some of our favourite suggestions from the “50 ways”. Each one was suggested by a member of the public at one of our events and workshops, or online at www.mindapples.org/5aday.



Don't have a garden? Join a community garden and grow some plants in your neighbourhood. Or help someone else weed!



Music brings back memories, so try listening to music that reminds you of times & people you love, particularly teenage years.



Don't know how? No problem! Just play anyway and enjoy it, the piano won't mind. Or get some free lessons online.



500g strong flour; 10g salt; 10g yeast; 300ml water. Mix, kneed, rest for 1 hour. Roll in a ball, rest for 1 hour. Bake for 30mins at 220°C.



Focus on a spot on the wall. When your mind wanders, notice it has, and return your attention to the spot. Repeat as needed.



Baths relax your muscles and your mind, and they're great for improving sleep. Treat yourself to bubbles, or listen to an audiobook.



1 large onion, chopped. Spoon of flour or cornflour. 425ml vegetable stock. A bit of butter, mustard and Worcestershire sauce.



We often take the best things in life for granted. Remind yourself daily of the things you rely on, and the people you love.

Don't fancy any of these? Then add your own! Let us know what you do that's good for your mind. You can find lots of ways to get in touch with us below.

Mindapples together.

Many things people do for their minds are solitary, getting some “me” time or enjoying a little peace and quiet. But other people are essential for our mental health, and a lot of mindapples are best done together.

Why not promote the campaign by organising mentally nourishing activities for family and friends? Here are a few ideas to get you started.



Bike rides can be a chance to get away from the crowds, but they're even better with friends.

Cycle to see a friend, get a group together for a ride in the country, or meet up with people who live far apart for a picnic lunch.



Art is good for the soul, or at least gives us something fun to talk about. Meet up with a friend and walk round a gallery together.

And be honest: art should make you feel something, even if that feeling is you don't like this art.



Cooking together can be a great way to enjoy each other's company. Chop lots of vegetables and make a big stew, or get ambitious with recipes.

Can't cook? Have a baked potato party. You bake and everyone brings a topping!



Dancing was Samuel Pepys' cure for depression, and who are we to argue with the famous diarist.

Get your favourite friends together and go dancing. Don't worry about looking silly either: everyone does and it's funny.



Nostalgia is best done together, so why not dig out some old photos and share them with friends and family? Send a text or show them in person.

Maybe you'll bring back some happy memories for them too.



Board games are very underrated. From classics like chess and Go, to overlooked gems from our childhoods, find a friend and play together.

It works online too: if you both get the game, you can play along on Zoom.

Whether you're an introvert or an extravert, spending time with people you care about is good for our minds. Seek out people you can be yourself with, and do whatever you enjoy. It's being together that counts.

We'd love to know what you do together to look after your minds. Let us know what works for you!

Mindapples at work.

We spend a third of our lives at work, so let's make it a healthy place. Wellbeing at work isn't a luxury: it's about working smarter, collaborating better and helping everyone to thrive.

Looking to support your colleagues with the return back to offices and face-to-face meetings? Here are a few ways to bring the 50 mindapples to life in your workplace.



Offices don't have to be dreary: brighten them up with your loudest outfits! Have a bright colours day to cheer everyone along.

It works remotely too. What's the most colourful outfit you can wear for your next virtual meeting?



Some of us love the calm environment of being back in the office, but nature is important for wellbeing and creativity.

Encourage your colleagues to walk at lunchtime, or take your team for a meeting in the sunshine.



Offices are full of paper, so make a competition of it by seeing who can fly a paper aeroplane the furthest. It's a test of mental and physical dexterity.

Note to managers: you have to join in or people will feel self-conscious.



Ok, maybe don't confess your love for each other right away. But it doesn't hurt to tell people you appreciate them.

Make up cards to help people say thank you to their colleagues. They can be anonymous if you like.



Is there a reason you can't do a cartwheel in the office? If so, we'd love to hear it.

Make the most of the extra space by having an office cartwheel competition. It's good for your physical health too!



Helping people helps us too: giving to charity makes us feel happier.

Why not encourage your colleagues to volunteer locally and share what they did? Or pick a charity between you and work together to help them out.

You can also run your own wellbeing events and get your colleagues sharing their mindapples with our popular Mindapples trees and event toolkits, available online at www.mindapples.org/shop.

Want to do more to promote wellbeing in your workplace? [Train as a Mindapples wellbeing champion!](#)

And find out how we can help you work smarter and more sustainably at www.mindapples.org/business.

Resources.

Downloadable assets

We've put campaign images, social media banners, video backgrounds and much more on our website. Download them now to get started: www.mindapples.org/50ways

Sample social media posts

You can use the messages below on all your social media channels to add your voice to the campaign.

"@Mindapples are daily activities that are good for my mind. Today my mindapples are: ..."

"Here are 50 ways to take care of your mind. What's your favourite? Today mine is..."



@Mindapples has 50 ways you can look after your mind. Today I'm going to swim! #50ways



Let's make taking care of our minds as natural as brushing our teeth. #loveyourmind @mindapples



I'm staying in tonight to make some time for my mind. What are your @mindapples?

Don't like these? Then make your own! Share your mindapples with us on social media and we'll promote the best ones. And you can find many more suggestions for looking after your mind on [the Mindapples app](#).

Social media accounts

Remember to tag us in your posts so we can share your campaign messages!



@mindapples



@mindappleaday



@mindapples



@mindapples

Hashtags

#50ways

#mindapples

#loveyourmind

#mentalhealth

#wellbeing

#mindappleaday



mindapplepples

Love your mind

Want to keep in touch?

Get the latest updates on our campaign work.
www.mindapples.org/newsletter

Or drop us a line at hello@mindapples.org.

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