

To whom this may concern,

I wanted to bring to your attention, the launch of **Inside Out Day** on Thursday 6 February during **Children's Mental Health Week**. **Inside Out Day** calls for children and adults alike to wear an item of clothing 'Inside Out' as a way of making us all stop and think about how someone may look OK on the outside 😊:) but inside they may be feeling sad or worried ☹️ :(on the inside. It is a day to remind us to always be kind and think of others as no one knows how another person may be feeling. I wanted to ask if your school would consider introducing this important initiative as part of your plans for **Children's Mental Health Week**.

This initiative has been developed by the family of **Jenny Jackson**, who suffered with mental health issues and sadly took her own life a few years ago. The day is being launched in her memory.

This idea is so simple and clever. Wearing an item of clothing 'inside out' will make us all stop and consider how appearances can be deceptive, how we can never know how other people really feel and the importance of kindness no matter what. It is a great hook for schools to use to raise awareness and get pupils thinking about such matters during Children's Mental Health Week.

Jenny's family has had an overwhelmingly positive response from schools approached so far (with now over 50 schools committed across the country in less than 2 weeks of sharing the campaign). Mental health charities and media are also getting involved to support raising awareness about the initiative.

Please see attached poster and please contact info@insideoutday.org.uk if you would like any further information or want to take part. If you are already taking part in **Inside Out Day** at your school, please also let us know.

Those taking part can make an optional donation of £1 to the charity at www.ifucareshare.co.uk, a charity that supports emotional wellbeing amongst young people. (Charity boxes can also be made available on the day, if that is preferable)

You can read more about this initiative on TES <https://www.tes.com/news/wear-clothes-inside-out-promote-mental-health>

Many thanks for your support.

The Inside Out Day Team

info@insideoutday.org.uk



<https://m.facebook.com/groups/1489644017883014/about/>

CHILDREN'S MENTAL HEALTH WEEK

THINK OF OTHERS

THURSDAY FEB 6TH 2020

INSIDE OUT DAY

WEAR A PIECE OF CLOTHING **'INSIDE OUT'**
TO STOP AND THINK ABOUT HOW OTHERS ARE FEELING.



ALWAYS BE KIND AS YOU DON'T KNOW HOW YOUR FRIEND IS FEELING ON THE INSIDE

Email: info@insideoutday.org.uk

