

## Rotary Promotional Toolkit for World Bipolar Day

### Partnership Background

Rotary in Great Britain and Ireland is delighted to partnering together with Bipolar UK for the second year in a row, helping to reach and support more people affected by bipolar. In the first 12 months of the partnership, service provision at Bipolar UK increased by a huge 59%. This is in part due to Rotary clubs promoting and raising awareness within their local communities. Bipolar UK has spoken at regional Rotary events across England and Wales, including ambassador and songwriter Nicky Chinn sharing his powerful story. Rotary also took part in the launch of Bipolar Minds Matter report at the House of Commons. Rotary International's President, Gordon McInally, helped charter the new caused-based Rotary Bipolar eClub, which in turn will help grow Rotary's membership and reach new audiences.

### Why is this important?

Bipolar is a life-long severe mental health illness characterised by highs and lows. Without the right treatment and support, bipolar can cause untold damage to someone's life. The highs can lead to delusional thinking, excessive spending and risky decision making. Tragically, the lows can lead to suicide. People with bipolar may also experience episodes of psychosis at (either end of the mood spectrum), a psychiatric emergency that requires urgent help and support.

There are over a million people living with bipolar in the UK – that's roughly 1 in 50 people

- Bipolar affects people from all backgrounds, making little distinction across the world between social class, sexuality, ethnicity and gender
- People living with bipolar are 20 times more likely to take their own life
- People living with bipolar are 50 times more likely to self-harm
- It takes an average of 9.5 years to get a diagnosis

But there is hope. With effective treatment, support and self-management as provided by Bipolar UK, people with bipolar can lead full and productive lives.

*'It is about education, spreading the word as far and wide as possible. Making bipolar more accessible, bringing the discussion out into the open. Taking it from the shadows of a conversation that should be happening but isn't and turning into one that is.'*

- Nicky Chinn (Bipolar UK Ambassador & Rotary Bipolar eClub member)

### What is World Bipolar Day?

World Bipolar Day is celebrated each year on 30 March, the birthday of Vincent Van Gogh, who was diagnosed with bipolar after he died. The vision of World Bipolar Day is to encourage understanding about what bipolar is – and isn't – and to banish stigma from the face of the planet. Each year Bipolar UK holds its annual conference and runs (several) activities to raise awareness and raise funds to celebrate this day. This year, Rotary clubs have joined together nationwide to maximise their reach and impact by taking part in activities and events in the week leading up to World Bipolar Day, 24 – 30 March.

No matter how big or small, any activity your club undertakes will help us in our mission to help reach and support (an additional 20%) more people affected by bipolar across the UK.

### **Zoom Information Session: Three easy ways your Rotary Club can get involved in World Bipolar Day**

Date: Thursday 15 February

Time: 7:00pm – 7:30pm

Location: Zoom

Attendance: This is open for anyone to attend

We will be hosting a zoom information session sharing more of the background around World Bipolar Day and three easy ways that you can mark this occasion as a club or an individual. By raising awareness of the issue through public events and outreach, you can play a part in helping people in your community know about the symptoms and support that is available. Please join us as we come together to raise awareness and support for the 6 million people affected by bipolar in the UK.

You can register for this session by emailing Peter McLoughlin, Senior Partnership Officer at [rotary@bipolaruk.org](mailto:rotary@bipolaruk.org).

### **What is included in this Toolkit**

- **Poster graphic:** [https://www.canva.com/design/DAF6J4cgs-g/3OFr5tGM2NrHy-DQKeMxkA/view?utm\\_content=DAF6J4cgs-g&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=editor](https://www.canva.com/design/DAF6J4cgs-g/3OFr5tGM2NrHy-DQKeMxkA/view?utm_content=DAF6J4cgs-g&utm_campaign=designshare&utm_medium=link&utm_source=editor)
- **Social media graphics (there are three to choose from):**  
[https://www.canva.com/design/DAF6JBAXQQQ/1ONo\\_pW6qwAaWQ80ynDI5w/view?utm\\_content=DAF6JBAXQQQ&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=editor#3](https://www.canva.com/design/DAF6JBAXQQQ/1ONo_pW6qwAaWQ80ynDI5w/view?utm_content=DAF6JBAXQQQ&utm_campaign=designshare&utm_medium=link&utm_source=editor#3)
- **E-newsletter copy**
- **Website/email copy**
- **Social media posts**

### **E-newsletter**

**Title: Rotary supports World Bipolar Day – 24-30 March 2024**

Dear Rotarians, our partners at Bipolar UK need your support. Rotary clubs are joining together across the country for the week of World Bipolar Day, 24-30 March, to help reach over half a million people in the UK with undiagnosed bipolar and their loved ones. Clubs from around the country have already signed up to host stalls at shopping centres and take part in walks to raise awareness and support. The goal is to involve as many Rotary clubs as possible to maximise the potential reach and exposure for World Bipolar Day, helping it trend at a local and national level.

If you are interested in learning more, please sign up to our zoom information session on Thursday, 15 February titled: **‘Three easy ways your Rotary Club can get involved in World Bipolar Day’**. Register by reaching out to Peter McLoughlin, Senior Partnership Officer at [rotary@bipolaruk.org](mailto:rotary@bipolaruk.org).

### **Website & email**

Dear Rotarians, our partners at Bipolar UK need your support.

There are over 1 million people with bipolar in the UK and **fewer than half are diagnosed**. This is due in part to the long waiting time it takes for people to get a diagnosis, currently on average around 9.5 years in the UK. It is also in part due to lack of awareness of the condition, where symptoms can be often overlooked or misdiagnosed. The devastating fact is that research suggests up to **1 in 5 people with bipolar take their own lives**, highlighting the urgency of the issue. Younger people with bipolar are also 50 times more likely to take their life compared to their peers. And in the bipolar community, 44% of suicides are by women compared to the general population where 25% of suicides are by women. Including friends and family, bipolar is estimated to affect around 5 million people in the UK. Your club's participation in this campaign could support your local community.

That is why Rotary clubs are coming together from across the UK to increase the public's understanding of the condition and the support available. Bipolar UK provides information and resources such as the [Mood Scale](#) and [Mood Tracker app](#) and offers peer support services for people with bipolar and their loved ones, when they need it most. This includes a peer support line and email service, an eCommunity and a network of peer support groups across the UK.

Many clubs have already signed up to host stalls at shopping centres and take part in walks to raise awareness and support. The goal is to involve as many Rotary clubs as possible to maximise the potential reach and exposure for World Bipolar Day, helping it trend at a local and national level.

Join and help us reach and support more people affected by bipolar. To get involved or find out more please email **Peter McLoughlin, Senior Partnership Officer** at [rotary@bipolaruk.org](mailto:rotary@bipolaruk.org).

### **Social Media**

**Social Post 1:** Rotarians: help us reach over half a million people in the UK with undiagnosed bipolar and their loved ones. Rotary clubs across the UK are joining together to increase understanding of bipolar and the support available for World Bipolar Day 24-30 March. Please join us. To learn more please visit **\*INSERT LINK TO WEBPAGE\*** #WorldBipolarDay #LetsTalkBipolar

**Social Post 2:** Over 1 million people in the UK have bipolar but less than half are diagnosed. Rotary clubs nationwide are joining together to raise awareness of the condition and support available for World Bipolar Day 24-30 March. Please join us. To learn more please visit **\*INSERT LINK TO WEBPAGE\*** #WorldBipolarDay #LetsTalkBipolar

**Social Post 3:** It takes 9.5 years for people in the UK to get a bipolar diagnosis. Please consider joining us as we seek to reach and support many more of the estimated 5 million people affected by bipolar in the UK (including friends and family). Rotary clubs nationwide are joining together for World Bipolar Day 24-30 March. To learn more please visit **\*INSERT LINK TO WEBPAGE\*** #WorldBipolarDay #LetsTalkBipolar