

#1K1CALL

**2024 CAMPAIGN BRIEF
DECK**

ONE CALL CAN SAVE A LIFE

20.7.24



#1K1CALL

THE CALZY FOUNDATION - WHO ARE THEY	03
WHAT IS #1K1CALL	04
WHY YOU NEED TO DO THIS	05
HOW YOU CAN GET INVOLVED	06
WHEN IS #1K1CALL	07
TIPS ON TALKING - HOW TO MAKE THAT CALL	08
RESOURCES / CONTACT DETAILS	09



THE CALZY FOUNDATION

On the 7th January 2021, at 8.45pm – **Cal Stuart** made the hardest of decisions to ‘tap out’ of this physical plain to find peace and solace from his depression, mental pain and sense of anxiety in an increasingly chaotic world. He was 23yrs old.

Cal was and is a bright and dancing spirit; a soul full of warmth, kindness and compassion for others. His smile lifted the spirit of each and every person who was fortunate enough to meet him.

Cal’s life was one of creativity, art, music, design and a deep commitment to social justice and fairness for all in society.

Impacted by the loss of Cal, **The Calzy Foundation** was set up by his family and friendship group. It is the voice of a young generation – a tribe of energised young activists who have been deeply affected by the mental health crisis. We are ready to create the change that our policymakers are failing to put in place for us.



#1K1CALL

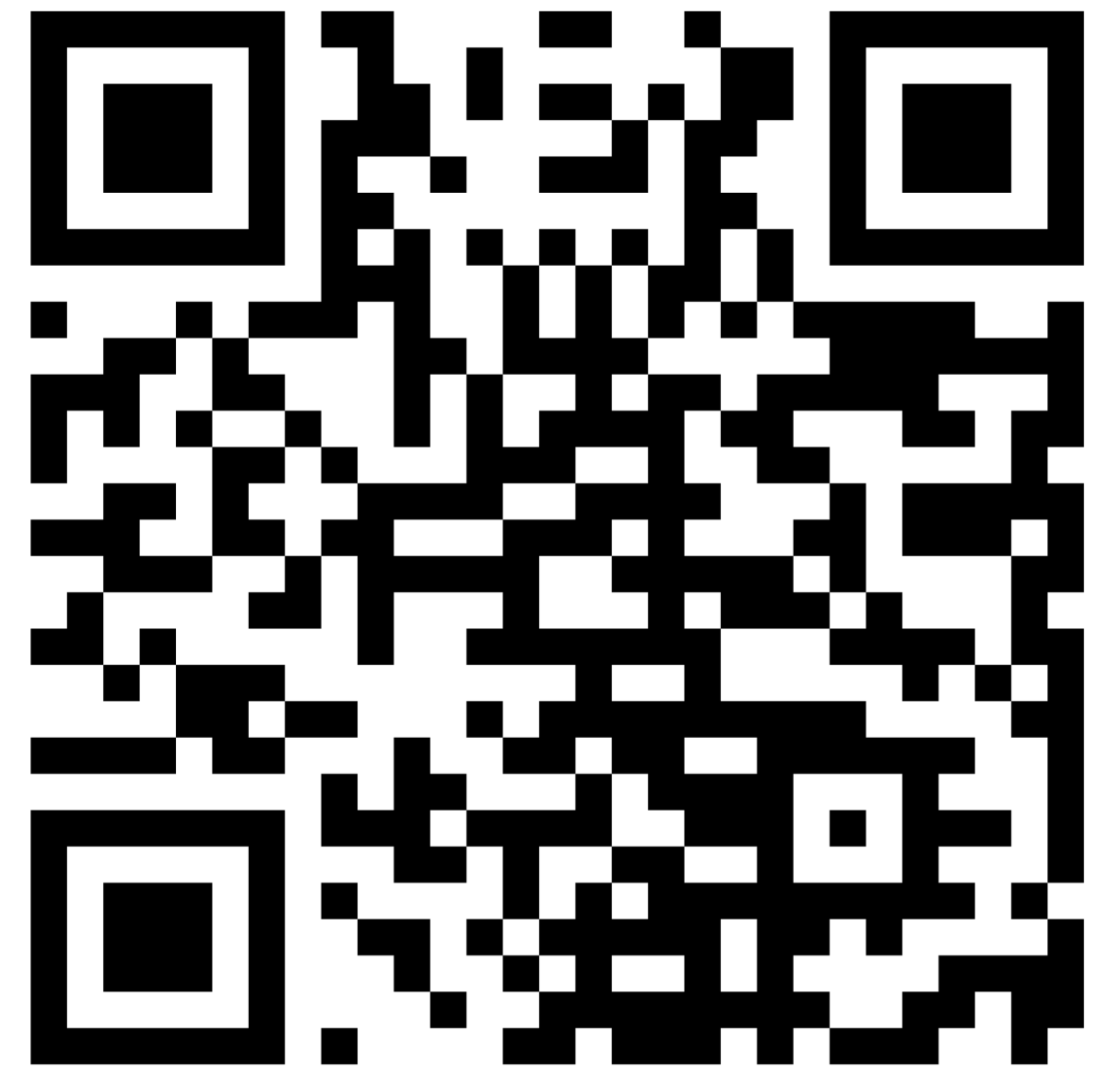
WHAT IS #1K1CALL

The **Calzy Foundation** are launching their annual #1K1CALL campaign aimed at getting people around the world to be active for their own mental well-being by moving through a chosen activity for 1km - but more importantly, to make a call to a friend; family member; work colleague or neighbour - to check in with them - and we mean, **REALLY** check in with them!

Calls like this can be the lifeline to someone in need or quietly suffering mental health crisis.

Your call can literally save a life!

FOR MORE INFORMATION
AND TO REGISTER



WHY YOU NEED TO DO THIS

01

Over the course of a lifetime, 1 in 5 people have suicidal thoughts, 1 in 14 people self-harm, and 1 in 15 people attempt suicide.

02

Suicide remains the biggest killer of young males in the UK and the rise in death by suicide of young females under 24 yrs is the highest since records began.

03

At any given time, 1 in 6 working-age adults have symptoms associated with mental ill health.

04

It is too often those closest to us who suffer in silence - primarily due to stigma around talking and opening up about our mental health.

05

Let's face it - we could all do with being a little more active once in a while - so get your running shoes on; your trunks out or dust down that old bike from the shed!



#1K1CALL

HOW YOU CAN GET INVOLVED

The #1K1CALL campaign day is on 20th July, 2024 (the day Cal would have turned 27!)

We are asking people around the world to be active over 1km and to make one call on that day.

For the 1km – you can run, walk, swim, dance, cycle – you can even drive – wherever you are and at any time through the day of the campaign!

For the call – we simply ask you to reach out to a friend; family member; work colleague or neighbour and check-in with them to see how they are. How they REALLY are! It's that simple!

No donation. No fundraising. No long term commitment. Simply 1km and that all-important call on the day.



WHEN IS #1K1CALL

FOLLOW THESE STEPS AND YOU WILL BE FOREVER REGARDED AS AN AWESOME AND BEAUTIFUL SOUL!

REGISTER

No obligation - but it would be great to know who is taking part and what activity you intend to do.

AND - why not grab a friend or friends to join you on your activity

SHARE

We will send you a virtual hug if you can please share on your own social channels what a wonderful human being you are for taking part in this year's #1K1CALL.

GET READY

Maybe a good idea to get a bit of practice in. 1km is not far depending on what activity you plan to do - but if you are a little rusty - get out there and move a little before the big day!

20.7.24

#1K1CALL - THE BIG DAY

Join thousands of people around the globe on the #1K1CALL campaign.

Do your thing - run; walk; dance; cycle; swim; whatever makes you move!

But hey - PLEASE reach out to someone that you think really needs that call.

You are awesome - thank you!



REGISTER HERE

HOW TO MAKE THAT CALL

If you are unsure about how to open the conversation with someone you feel may be in need of support or simply a listening ear - here are a couple of ways you can make that call a little easier.

01



MAN TO MAN

Our awesome friends at TalkClub use a genius conversation opener: 'How are you out of 10?' This simple question helps men to put a number on how they feel, (1 being rock bottom and 10 being on top of the world). Give them space to explain why they have chosen their number. Don't judge. Just listen.

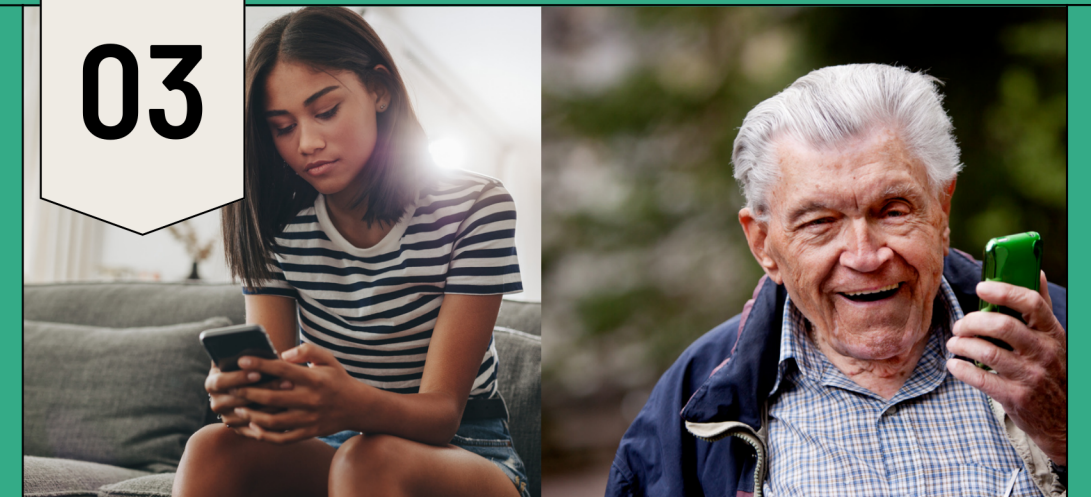
02



WORKSPACE

All organisations should have support in place for anyone struggling with their mental health. But maybe someone just needs a colleague in a non-judgemental space to offload any anxiety; stresses or personal challenges. Take a look around your workplace. Put work down for moment and actively listen.

03



A SPECTRUM OF AGES

Sometimes the first 'How are you?' ask may not give you much. So, if you feel comfortable - ask twice - gently! Be an active listener. Don't look to fix or rush to judge. Just listen. Be patient - be sure they know that you are willing to spend this time with them. Be prepared to follow up on your call.

RESOURCES

Here are some useful resources that you can have at hand for your call. In the end, you may not refer to any of these - but please feel free to offer them if you think they would be appropriate.

01	SAMARITANS: 24HR HELPLINE: 116123 SAMARITANS.ORG
02	SUICIDE & CO: SUPPORT FOR THOSE BEREAVED BY SUICIDE: https://www.suicideandco.org/counselling-service
03	PAPYRUS: CONFIDENTIAL SUICIDE PREVENTION SUPPORT 0800 068 4141 / https://www.papyrus-uk.org/
04	TALKCLUB: UK MALE MENTAL HEALTH CHARITY HELPING MENTO IMPROVE THEIR MENTAL HEALTH. https://talkclub.org/
05	CALM: TAKING A STAND AGAINST SUICIDE https://www.thecalmzone.net/
06	THE CALZY FOUNDATION: CAMPAIGNING FOR MEANINGFUL CHANGE IN UK MENTAL HEALTH SUPPORT FOR YOUNG ADULTS: https://www.calzy.foundation/

