



WHY IS MENTAL HEALTH DAY IMPORTANT?

Each year on 10 October, the World Health Organisation (WHO), conducts World Mental Health Day. The aim of this day is to raise awareness of mental health issues around the world and to mobilise efforts in support of better mental health.

Despite increasing acceptance of mental illness, people with mental health conditions still often experience discrimination, stigma and - in some parts of the world - severe <u>human rights violations</u>.

The stigma associated with mental illness makes it challenging for those affected to seek help. Not only is it sometimes embarrassing for people to admit they need support, but there also isn't **enough investment** in mental health services.

Many mental health conditions can be treated at a relatively low cost, but there is a <u>large gap</u> between people who need help and those with access to care.

Therefore, mental health awareness is vital in reducing the stigma and understanding the conditions that affect millions each year. Increased awareness will lead to better quality mental health care, more affordable treatments, and improved research into various mental disorders.

TIPS FOR DISCUSSING MENTAL HEALTH

It's not always obvious when someone is going through a tough time, so it's best to approach conversations surrounding mental illness with sensitivity.

1. RESPECT EVERYONE'S PRIVACY

Don't force anyone to share details they're not comfortable talking about. You may be the first person they have been able to talk to. So, whilst it's important to be a good listener, they may not be ready to discuss everything they're going through.

2. DON'T DIAGNOSE

If you're not a trained counsellor or medical professional, don't make assumptions about other people's conditions or try to diagnose them.

3. SHARE WELL-BEING TIPS

If the person you're talking to will find it helpful, talk about ways of practicing self-care. Exercise, sleep and a healthy diet can help improve overall well-being.

4. OFFER HELP

People suffering with mental illness may find it hard to reach out for treatment. Therefore, you may want to be there as a source of encouragement and support.

CIGNA IS HERE FOR YOU

Wouldn't it be great to know that you and your family's health is in good hands? With Cigna Whole Health, we have you covered.

Get health advice, arrange prescription deliveries, receive specialist referrals and more with the Cigna Wellbeing™ app.

Download the app for free today via the **App Store**¹ or **Google Play**².



Have any questions?

Don't hesitate to reach out to us. We're here for you 24 hours a day, 7 days a week, 365 days a year.

Copyright © Cigna 2021. All rights reserved.

Cigna European Services (UK) Ltd (Financial Services Register No. 788765) is an appointed representative for Cigna Life Insurance Company of Europe S.A.-N.V. UK Branch (Financial Services Register No. 202845) and Cigna Europe Insurance Company S.A.-N.V. UK Branch (Financial Services Register No. 207198) which are authorised and regulated by the National Bank of Belgium. Deemed authorised by the Prudential Regulation Authority. Subject to regulation by the Financial Conduct Authority and limited regulation by the Prudential Regulation Authority. Details of the Temporary Permissions Regime, which allows EEA-based firms to operate in the UK for a limited period while seeking full authorisation, are available on the Financial Conduct Authority's website. Cigna Europe Insurance Company SA-NV, UK branch, is a foreign branch of Cigna Europe Insurance Company S.A.-N.V. (a company registered in Belgium in the Brussels Trade Registry with limited liability, authorised under licence 2176 and with Registration Number 0474.624.562 and registered address at Plantin en Moretuslei 309, 2140 Antwerp, Belgium), registered in England and Wales with registered number BR017168 and registered address at 13th Floor 5 Aldermanbury Square, London, EC2V 7HR. Cigna Life Insurance Company of Europe S.A.-N.V. (a company registered in Belgium in the Brussels Trade Registry with limited liability, authorised under licence 0938 and with registration number 00421.437.284 and registered address at Plantin en Moretuslei 309, 2140 Antwerp, Belgium), registered in England and Wales with registered number BR000754 and registered address at 13th Floor 5 Aldermanbury Square, London, EC2V 7HR. Cigna European Services (UK) Limited is a limited company having its registered address at 13th Floor, 5 Aldermanbury Square, London EC2V 7HR and registered number 00199739

¹ iPhone, iPod touch, iTunes are trademarks of Apple Inc, registered in the US and other countries. App Store is a service mark of Apple Inc.

² Google Maps, Android and Google Play are a trademark of Google Inc.