



National Growing for Wellbeing Week is a UK-based campaign founded by mental health organisation; Life at No.27 in 2019. The week aims to promote, educate and celebrate horticultural therapy, nature connection and therapeutic conversations. Click [here](#) to visit the website.

The following toolkit provides suggested copy for social media and email communications. If you have any questions, please don't hesitate to contact [Annabelle](#).

Associated approved imagery and branding for social media can be downloaded [here](#).

## Suggested copy ideas:

Twitter	Instagram	LinkedIn
<p>It's @gyowellbeingwk with @lifeatno27; celebrating how learning to garden and being in nature can improve our wellbeing. Getting my hands in the soil and talking with friends, really helps.</p> <p>#gyowellbeingwk</p>	<p>It's @gyowellbeingwk with @lifeatno27; celebrating how learning to garden and being in nature can improve our wellbeing. Getting my hands in the soil and talking with friends, really helps me!</p> <p>Does nature and playing with plants help you? If so, join the celebrations too!</p> <p>#gyowellbeingwk</p>	<p>It's National Growing for Wellbeing Week with @lifeatno27; celebrating how learning to garden and being in nature can improve our wellbeing. Getting my hands in the soil and talking with friends, really helps.</p> <p>Does nature and playing with plants help you? If so, join the celebrations too!</p> <p>#gyowellbeingwk</p> <p><a href="https://lifeatno27.com/national-growing-for-wellbeing-week/">https://lifeatno27.com/national-growing-for-wellbeing-week/</a></p>
<p>1 in 4 adults and 1 in 8 children will experience mental ill health, having a variety of different therapeutic programmes available, including gardening, art, conversation means that everyone's recovery is personalised and more effective; not one size fits all.</p> <p>#gyowellbeingwk</p>	<p>1 in 4 adults and 1 in 8 children will experience mental ill health, having a variety of different therapeutic programmes available, including gardening, art, conversation means that everyone's recovery is personalised and more effective; not one size fits all.</p> <p>#gyowellbeingwk</p>	<p>1 in 4 adults and 1 in 8 children will experience mental ill health, having a variety of different therapeutic programmes available, including gardening, art, conversation means that everyone's recovery is personalised and more effective; not one size fits all.</p> <p><a href="http://www.lifeatno27.com">www.lifeatno27.com</a></p> <p>#gyowellbeingwk</p>
<p>Watching a seed germinate and grow into a giant pumpkin or tomato plant, can show us how with a bit of love, nurturing, patience and time, all our dreams can grow. Even the smallest ones.</p> <p>@gyowellbeingwk #gyowellbeingwk</p>	<p>Watching a seed germinate and grow into a giant pumpkin or tomato plant, can show us how with a bit of love, nurturing, patience and time, all our dreams can grow. Even the smallest ones.</p> <p>What seeds and dreams are you growing this week?</p> <p>@gyowellbeingwk #gyowellbeingwk</p>	<p>Watching a seed germinate and grow into a giant pumpkin or tomato plant, can show us how with a bit of love, nurturing, patience and time, all our dreams can grow. Even the smallest ones.</p> <p>What seeds and dreams are you growing this week?</p> <p>@lifeatno27 #gyowellbeingwk</p>

<p>As soon as we sow a seed, we are thinking weeks or months ahead. The positive prospects of what could come and be.</p> <p>This experience can be affirming and life changing when you are in a dark place.</p> <p>@gyowellbeingwk #gyowellbeingwk</p>	<p>As soon as we sow a seed, we are thinking weeks or months ahead. The positive prospects of what could come and be.</p> <p>This experience can be affirming and life changing when you are in a dark place.</p> <p>@gyowellbeingwk #gyowellbeingwk</p>	<p>As soon as we sow a seed, we are thinking weeks or months ahead. The positive prospects of what could come and be.</p> <p>This experience can be affirming and life changing when you are in a dark place.</p> <p>@lifeatno27 #gyowellbeingwk</p>
<p>Evidence shows that many of us feel safer and more comfortable to have honest, open and perhaps vulnerable conversations outside. We can feel more able, less restricted or judged.</p> <p>Outdoor therapy, like that offered by @lifeatno27 can be the missing piece for some of us.</p>	<p>Evidence shows that many of us feel safer and more comfortable to have honest, open and perhaps vulnerable conversations outside. We can feel more able, less restricted or judged.</p> <p>Outdoor therapy, like that offered by @lifeatno27 can be the missing piece for some of us.</p> <p>@gyowellbeingwk #gyowellbeingwk</p>	<p>Evidence shows that many of us feel safer and more comfortable to have honest, open and perhaps vulnerable conversations outside. We can feel more able, less restricted or judged.</p> <p>Outdoor therapy, like that offered by @lifeatno27 can be the missing piece for some of us.</p> <p>@lifeatno27 #gyowellbeingwk</p>
<p>Take a moment to ground yourself, notice 3 things you can hear, 3 things you can see and 3 things you can touch. This mindful activity from @gyowellbeingwk, can really help reduce stress, circling thoughts and catastrophising thinking.</p>	<p>Take a moment to ground yourself... Step outside, notice 3 things you can hear, 3 things you can see and 3 things you can touch.</p> <p>This mindful activity from @gyowellbeingwk, can really help reduce stress, circling thoughts and catastrophising thinking.</p> <p>We can see the beauty in the world clearer too!</p>	<p>Take a moment to ground yourself... Step outside, notice 3 things you can hear, 3 things you can see and 3 things you can touch.</p> <p>This mindful activity from @lifeatno27, can really help reduce stress, circling thoughts and catastrophising thinking.</p> <p>We can see the beauty in the world clearer too!</p>
<p>According to @lifeatno27, using our senses when we choose plants and design our outdoor space, will enable us to create a more holistic space and lots of opportunities of therapeutic experiences.</p> <p>Smelling *** really helps me feel ****</p> <p>#gyowellbeingwk</p>	<p>According to @lifeatno27, using our senses when we choose plants and design our outdoor space, will enable us to create a more holistic space and lots of opportunities of therapeutic experiences.</p> <p>Smelling *** really helps me feel ****. What plants make you feel calm or happy?</p> <p>#gyowellbeingwk @gyowellbeingwk</p>	<p>According to @lifeatno27, using our senses when we choose plants and design our outdoor space, will enable us to create a more holistic space and lots of opportunities of therapeutic experiences.</p> <p>Smelling *** really helps me feel ****. What plants make you feel calm or happy?</p> <p>#gyowellbeingwk</p> <p>Find out more about sensory planting from them here: <a href="https://lifeatno27.com/2023/05/09/sensory-garden-design-my-approach/">https://lifeatno27.com/2023/05/09/sensory-garden-design-my-approach/</a></p>
<p>I've just received the @gyowellbeingwk Activity Resource Pack and it's full of so many fun activities.</p> <p>I can't wait to try ****</p> <p>Get yours: <a href="https://lifeatno27.com/national-growing-for-wellbeing-week/">https://lifeatno27.com/national-growing-for-wellbeing-week/</a></p>	<p>I've just received the @gyowellbeingwk Activity Resource Pack from @lifeatno27, and it's full of so many fun activities.</p> <p>I can't wait to try **** this week!</p> <p>Get yours: <a href="https://lifeatno27.com/national-growing-for-wellbeing-week/">https://lifeatno27.com/national-growing-for-wellbeing-week/</a></p>	<p>I've just received the #GYOWellbeingWk Activity Resource Pack from @lifeatno27, and it's full of so many fun activities.</p> <p>I can't wait to try **** this week!</p> <p>Get yours: <a href="https://lifeatno27.com/national-growing-for-wellbeing-week/">https://lifeatno27.com/national-growing-for-wellbeing-week/</a></p>

