



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation Launch Digital Wellbeing Campaign on World Mental Health Day 2022

PALO ALTO, October 10, 2022 – To mark World Mental Health Day 2022, The Cybersmile Foundation have launched a multi-channel campaign to raise awareness of the importance of digital wellbeing.

The campaign activities will encourage internet users from around the world to be mindful of the risks associated with online life and make available new digital wellbeing educational resources to provide internet users with simple tools to safeguard themselves and their mental health from some of the risks associated with time spent online.

World Mental Health Day brings together organizations, governments, stakeholders and the public to highlight mental health issues around the world. To coincide with this year's event, The Cybersmile Foundation will be revealing a number of initiatives and new resources to help internet users navigate online life and help them remain mindful of the impact that our connected world can have on our mental health.

"World Mental Health Day reminds us that we all have mental health and that we all need to be mindful of the things that can negatively affect it. We are proud to be launching our international campaign today which focuses on digital wellbeing, a key area when considering mental health in 2022," said Dan Raisbeck, Co-founder of The Cybersmile Foundation

World Mental Health Day activities will run for 24 hours with Cybersmile activations continuing on throughout Bullying Prevention Month - bringing free-to-access resources to those most in need.

Cybersmile World Mental Health Day 2022 activities

Planned activities will be taking place to coincide with World Mental Health Day. Some of these include:

Launch of new Cybersmile Digital Wellbeing module

The Cybersmile Foundation will be launching a brand new Digital Wellbeing module to help internet users be mindful of the effects that time spent online can have on their mental and physical health. The development of the new module incorporates findings from two recent national studies conducted by Cybersmile across the US and the UK.

You can explore the new module [here](#).

Exclusive Cybersmile Ambassador guest contribution

In honor of World Mental Health Day, Hollywood actress and Cybersmile ambassador Garcelle Beauvais will be contributing an exclusive guest post to The Cybersmile Foundation's website, sharing her personal thoughts and insights into the role that social media plays in her life.

Partnership announcements

The Cybersmile Foundation will be announcing an exciting new partnership designed to break down stigma around mental health and promote digital wellbeing to a wider audience throughout World Mental Health Day and Bullying Prevention Month.

Launch of new multi-channel PSA videos

To mark World Mental Health Day and Bullying Prevention Month, The Cybersmile Foundation and a host of renowned entertainers, public figures and medical experts will participate in new Public Service Announcements, raising awareness of mental health support and resources offered by Cybersmile.

How to get involved

There are many ways you can get involved on World Mental Health day to help break down stigma and raise awareness of mental health related issues. You can use #WorldMentalHealthDay with your social posts across platforms to help make your efforts more visible.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning nonprofit organization committed to digital wellbeing and tackling all forms of bullying and abuse online. We work to promote kindness, diversity and inclusion by building a safer, more positive digital community. Through education, research, awareness campaigns and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services we empower those affected and their families to regain control of their lives.

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The Cybersmile Foundation is an international nonprofit organization registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. (No. 1147576)