

No. 189 / 2026

3rd July 2026

To: All Branches

Dear Colleagues,

“Talk to Us” Month - July 2026

"Talk to Us" is a month-long observance initiated by the Samaritans focusing on providing emotional support, and which started in 2016.

This campaign emphasises the importance of open conversations about mental health, encouraging people to connect, share their feelings, and support one another. It also aims to reduce stigma around mental health issues and foster a culture of listening and understanding.

In 2026, "Talk to Us" month coincides with **Samaritans Awareness Day**, observed on **24th July**, reflecting the 24/7 availability of the Samaritans helpline. While the awareness day is a single date, campaign activity runs throughout July, providing opportunities for events and activities across the UK and Ireland.

The campaign focuses on:

- Raising awareness about mental health resources and the importance of talking about feelings.
- Encouraging empathetic listening and creating safe spaces for conversations.
- Promoting community engagement through events, workshops, and social media campaigns.

Practical ways to participate include:

- Using social media to pledge to be a better listener and share mental health resources, especially around 24th July for Samaritans Awareness Day.
- Volunteering or donating to support the Samaritans' work in providing emotional support.

By promoting open communication, "Talk to Us" month helps reduce stress, improve relationships, and provide clarity during challenging times. It also highlights the critical role of listening in supporting mental well-being and encourages communities to offer safe, judgment-free spaces for conversations.

For more information or to get involved, you can visit the Samaritans website and access downloadable materials for social media campaigns and community events here: [Downloadable Materials | Talk To Us Campaign | Samaritans Campaigns](#).

An online event taking place in July which may be of interest, is a webinar that will examine the value of peer-to-peer support networks. This webinar should provide useful information for Physical First Aiders, Mental Health First Aiders and CWU Representatives in readiness for dealing with impactful events.

[Trauma Informed First Aid webinar](#)

This webinar is being delivered by the union's working partners who have supported the CWU with the recent development of a Trauma Informed First Aid guidance booklet, attached.

This booklet aims to assist CWU Representatives and members dealing with sudden loss in the workplace. This printable booklet seeks to provide sensitive, trauma-informed information for supporting colleagues affected by sudden loss, it therefore contains information which some may find impactful.

This CWU Trauma Informed First Aid guidance booklet further emphasises the importance of open conversations about and around mental health.

This LTB is shared on behalf of CWU Central Services.

If you have any questions or need any further information, please contact:

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