



Supporting awareness events throughout 2025

- Kooth activity throughout April in support of
 - Stress Awareness Month
 - Emotionally Based School Avoidance (EBSA)
- Snapshot of May plans

April 2025
connect.kooth.com





How Kooth is supporting awareness events throughout 2025

January

Self Care

World Religion Day
19th January

February

Children's Mental Health Week
3rd - 9th February - Know yourself,
Grow yourself
Eating Disorders Awareness Week
24th February - 2nd March

March

Neurodiversity Celebration Week
17th - 23rd March

April

Stress Awareness Month

EBSA
(Emotionally Based School Avoidance)

May

Mental Health Awareness Week
12th - 18th May (theme TBC)

June

National Carers Week
16th - 22nd June
Pride Month

July

Managing Change
(Transitions)

August

Online Safety

September

World Suicide Awareness and Prevention Day
10th September

October

Black History Month
Anti-bullying Month

November

Men's Mental Health
(November)

December

Grief Awareness Week
1st - 5th December



April focus

Stress Awareness Month

**Kooth's Emotionally Based School Avoidance
(EBSA) Campaign**



>> April activity & resources: Stress



Engagement

Our engagement teams embed Kooth locally across the UK, delivering assemblies, sharing promotional materials and linking with local services. Here are the team's upcoming webinars:

KoothKlass: Webinar for secondary school age young people: ["Tips for managing exam stress and how Kooth can support you"](#)

KoothKlass: Webinar for primary school age young people aged 10+: ["Coping with anxiety for pupils sitting SATs"](#)

KoothTalks: Tailored training webinars for professionals and families: ["How you can support your child to manage exam stress"](#), and ["How you can support your child to manage anxiety about SATs"](#)

Subscribe to our engagement newsletter →

Service User Content

Therapeutic content is available on the Kooth platform. Here's a selection of articles to download/share:

Kooth:

- The Kooth exam "Calm Zone"
- The Ultimate Exam Stress Toolkit
- Easy ways art can help ease stress and anxiety

See Kooth content →

Social Media

See a selection of our social media videos on stress:

- So what is anxiety? a video that explains what anxiety is and how it can affect us
- Dr Kerry on the pressure to get good grades
- Kooth's got your back video - showcasing our new badge designs

Keep your eyes on our socials to see an exciting collaboration with **Hideout Youth Zone** in Manchester. We will be chatting to their young people about secret stresses in a brand new podcast!

Explore Kooth videos →

Shareable Assets

Kooth creates assets which can be shared by schools, colleges, GP surgeries and pharmacies, as well as local services.

Stress-related posters and other assets are available for education and health professionals to download and share.

We explore everyday stresses and share how we personally manage these in the latest episode of our 'We Should Be Working' podcast.

During April, we'll also be giving away badges in schools across the UK!



Download assets →

Kooth Comments

Kooth shares information on mental health, our activity and campaigns and responds to **topical issues** on social media channels including LinkedIn, X and Bluesky.

Look out for posts on stress in the workplace over the month, as well as some of the materials shared in this deck.

This is a summary of activities; significantly more content is available on our platforms, website and social channels.

>> April activity & resources: EBSA



Service User Content

We are sharing personal stories related to EBSA this month. Here's a selection to download/share:

Kooth:

- When anxiety makes it hard to go to school: Sasha's story
- How my chronic illness made it hard for me to go to school: L's story

See Kooth content



Social Media

EBSA social media content to support different audiences will be shared throughout April.

Look out for a specially created video we're calling "More than just an empty seat".

The video sets out to highlight the often complex reasons behind school absence, as relayed to us by CYP on Kooth.

We'll also be sharing carousels on socials, again focusing on the reasons behind EBSA.

Shareable Assets

Look out for new EBSA campaign materials, including:

- 'More than just an empty seat' - a series of posters and social assets complementing the video we're creating

Kooth Comments

We've created a [new EBSA page](#) on our website:

This includes:

- A video of Dr Lynne Green, Kooth's chief clinical officer, explaining some of the issues connected with EBSA, including pressures on schools and families
- An article from Dr Hannah Wilson, Kooth's head of clinical governance, explaining some of the complex reasons behind EBSA
- An interview with Sasha who explains the ways school feels challenging

See our new webpage





May focus

Mental Health Awareness Week

12th - 18th May

