



MAY 2023 | INFOGRAPHICS SCHEDULE

THEME: Nature as Self-Care (*Mental Health Week*)

[Self-care](#) is what people do for themselves to establish and maintain health and to prevent and deal with illness. The May Healthy Hikes campaign illustrates how people can incorporate nature-based activities into their lives to improve their mental health and well-being.

In any given year, 1 in 5 people in Canada will personally experience a [mental health problem or illness](#). *Mental health* is a concept similar to *physical health*: it refers to a state of well-being. Mental health includes our emotions, feelings of connection to others, our thoughts and feelings, and being able to manage life's highs and lows.

Spending time in nature has been found to help with mental health problems such as stress, anxiety, and depression. For example, research into [ecotherapy](#) (a type of formal treatment involving activities outside in nature) has shown it can help with mild to moderate depression.

The 2023 Healthy Hikes social media monthly campaign will launch during [Mental Health Week](#) starting on May 1 until October 31. The May campaign focuses on the mental health benefits of nature. The Canadian Mental Health Association's Mental Health Week is observed during the first week of May, and this year's theme is, My Story.

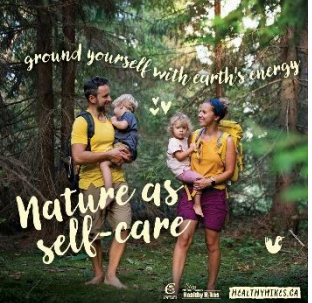
CALL TO ACTION: Share the Healthy Hikes Campaign on social media or your other distribution channels.




ASSETS AVAILABLE ON GOOGLE DRIVE:


https://drive.google.com/drive/folders/1cS8cXB2f9F-_lrFhCPI0ogf0wmo3nPol?usp=share_link

CONNECT ON SOCIAL MEDIA: Facebook [Ontario's Conservation Areas](#) | Twitter [@conont](#) | Instagram [@con_ont](#)

MAY SCHEDULE – NATURE AS SELF-CARE

DATE	INFOGRAPHIC	COPY <i>(suggested copy)</i>	HASHTAGS <i>(suggested hashtags)</i>	ARTICLES/LINKS <i>(suggested resource materials)</i>
MAY 1	 <p>Alt Text: Couple holding young kids stand barefoot on a forest trail.</p>	<p>There's no better feeling than walking barefoot on grass or warm sand. Allowing your skin to touch the earth can provide grounding energy. Try it at home or sign up for a Forest Therapy Walk or guided hike at participating Conservation Areas.</p>	<p>#StepIntoNature #HealthyHikes #ConservationAreas #MentalHealthWeek #selfcare</p>	<p>Ontario Conservation Areas https://ontarioconservationareas.ca/</p> <p>Grounding: Exploring Earthing Science and the Benefits Behind It https://bit.ly/3AqJ6Ci</p> <p>5 Self-Care Practices for Every Area of Your Life https://bit.ly/2HMIESR</p>

<p>MAY 2</p>	 <p>Alt Text: Group of smiling women and men on a trail run.</p>	<p>Trail runs are a great way to reduce stress and boost your mood. When you run, endorphins and serotonin are released in your body – chemicals in your brain that improve your mood. DYK – There are more than 3,500km of trails across Conservation Areas for you to explore.</p>	<p>#StepIntoNature #HealthyHikes #ConservationAreas #MentalHealthWeek #selfcare</p>	<p>Ontario Conservation Areas https://ontarioconservationareas.ca/</p> <p>Mental Health Benefits of Running https://wb.md/40M9ZeU Benefits of Running for Mental Health https://bit.ly/41GEaFA</p>
<p>MAY 3</p>	 <p>Alt Text: Four women laugh as they head to an outdoor yoga class.</p>	<p>Whether you practice alone or in a group, yoga and meditation can help you reduce stress, anxiety, and depression, enhance your social life, improve sleep, and make healthier food choices. So, grab your mat and head to your nearest Conservation Area. Namaste.</p>	<p>#StepIntoNature #HealthyHikes #ConservationAreas #MentalHealthWeek #selfcare</p>	<p>Ontario Conservation Areas https://ontarioconservationareas.ca/</p> <p>Benefits of Yoga for Mental Health https://wb.md/3Lu7kSm</p> <p>Yoga for better mental health https://bit.ly/422ptfP</p>
<p>MAY 4</p>		<p>Natural environments promote calmness and well-being in part because they expose people to low-stress levels. Studies have shown that being in the presence of nature buffers against the stresses that slow healing.</p>	<p>#StepIntoNature #HealthyHikes #ConservationAreas #MentalHealthWeek #selfcare</p>	<p>Ontario Conservation Areas https://ontarioconservationareas.ca/</p> <p>How Nature Resets Our Minds and Bodies https://bit.ly/42047zl</p>

	<p>Alt Text: Contented woman painting a nature scene outdoors.</p>			
<p>MAY 5</p>	 <p>Alt Text: Woman relaxing under a tree with a book and healthy snacks.</p>	<p>Trying to keep up with a demanding workload and feeling burnout? Prioritize your personal time to help manage stress, reduce the possibility of illness, and refresh mentally.</p>	<p>#StepIntoNature #HealthyHikes #ConservationAreas #MentalHealthWeek #selfcare</p>	<p>Ontario Conservation Areas https://ontarioconservationareas.ca/ The Importance of Relaxing After Work https://bit.ly/3NdMwQI</p>