



Busting the myth of 'Blue Monday'

What is 'Blue Monday'?

'Blue Monday' is the name given to the third Monday in January which has been dubbed the most depressing day of the year.

It was a term coined by a psychologist in 2024 when a travel company asked him for a scientific formula for the January blues for a marketing campaign.

Although the psychologist has since said he believes 'Blue Monday' is a "self fulfilling prophecy" unfortunately the label of 'Blue Monday' stuck and is still used by companies today to promote deals that offer an escape from the stresses and pressures of life.

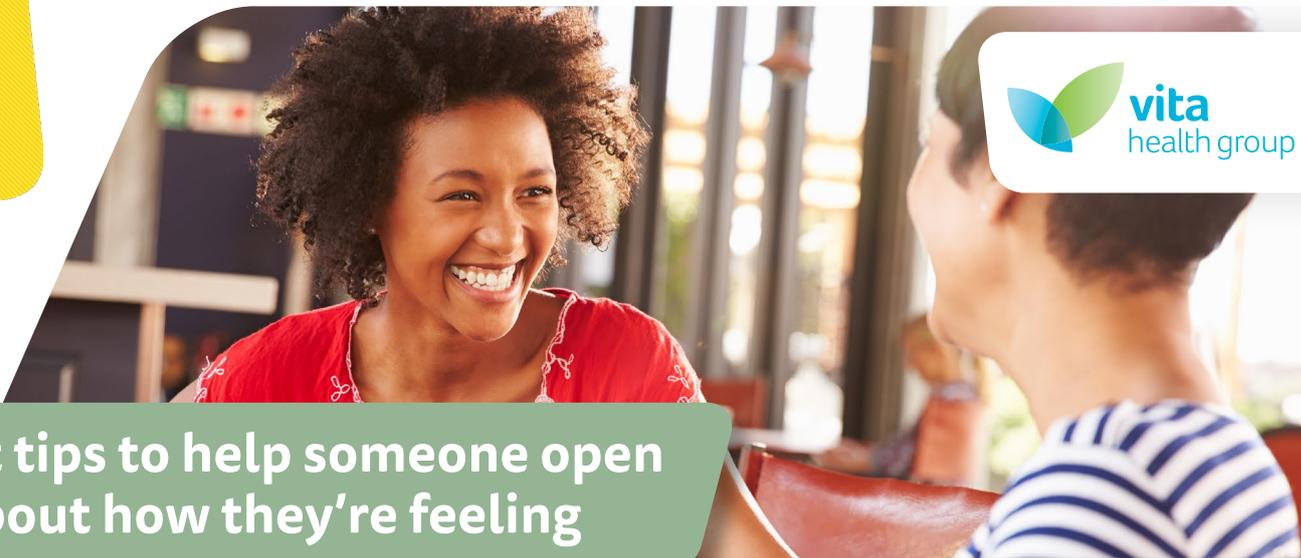
What's the problem with 'Blue Monday'?

We all experience good and bad days, and the calendar can't dictate when those are. The term 'Blue Monday' contributes to damaging preconceptions about depression and trivialises an illness that can be life-threatening.

Instead, let's mark the day as 'Brew Monday'

In a bid to put a stop to the myth about the third Monday in the year being the bluest, Samaritans have renamed the day 'Brew Monday' - a day to start a conversation with family, friends, colleagues, and loved ones over a brew.





Eight tips to help someone open up about how they're feeling

You don't have to be a mental health expert to help someone open up. The main thing is that you're there to support them:



1/ Choose a good time.



2/ Opt for a place without distractions.



3/ Avoid closed questions that prompt a yes or no response.



4/ Use open-ended questions: "How are things with you?" "How do you feel about that?" "How is that impacting your life?"



5/ Listen respectfully and avoid jumping in and cutting the person off.



6/ However tempting it might be, avoid giving your view or opinion of what they should do.



7/ Let them know you're there to support them anytime.



8/ Steer them towards professional help: Have you considered speaking with your GP?"