Green Health Week 2026 - Briefing

Green Health: A Shared Action 18th - 24th May 2024

Theme
The Theme of Green Health Week 2026 was Shared Action.

“We will focus on what green health looks like in practice as a shared, Scotland-wide action, showcasing examples from the many organisations and partnerships who are working to help bring the health and wellbeing benefits of nature to every day”

What’s On Events
We asked groups across Highland to inform us of any activities and events happening that week by using the form below and created a programme of events on the www.thinkhealththinknature.scot

A total of **47** events were registered for the week. This down on the 61 events shared in the previous year.

The website had **2300** visitors in the month of May which included the lead up to and including Green Health Week 18th - 24th. This was down 18% on the previous year (500 fewer visitors).

The busiest day was day one of Green Health Week with **218** visits to the website.

A total of **262** people visited out What’s on Page

Social Media Campaign
A programme of daily social media posts was created and is shown in **Appendix A**

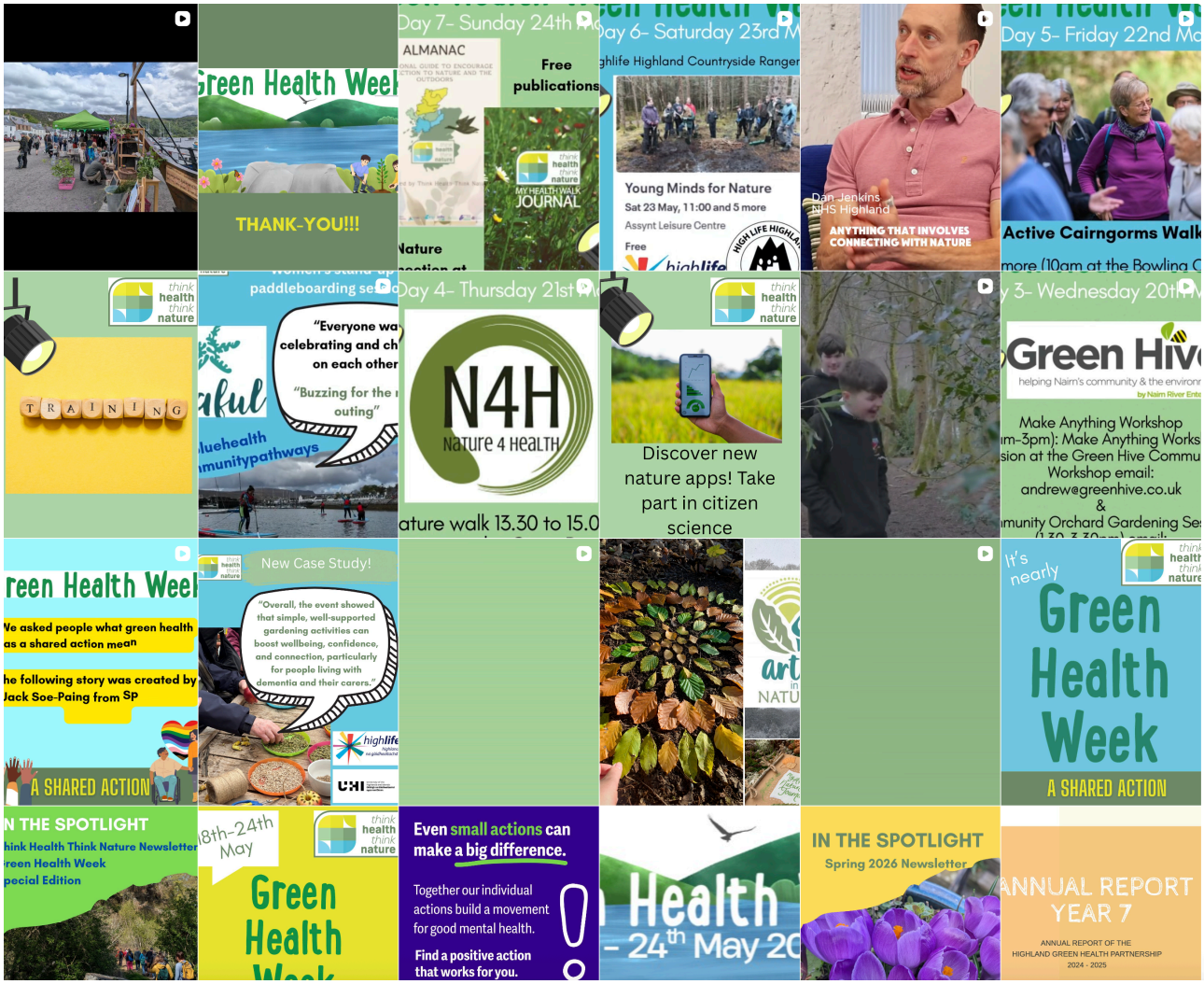
This was distributed across our Think Health Think Nature Social Media Channels and shared with the NHS and Highland Council Communication Teams as well as members of the Highland Green Health Partnership.

The most engagement came from the video footage…

Facebook: https://www.facebook.com/thinkhealththinknature
Our facebook Page has **1.3k** followers.

The most viewed content on Facebook was the two videos from Healthy Minds and Space2Be each getting 4 shares.

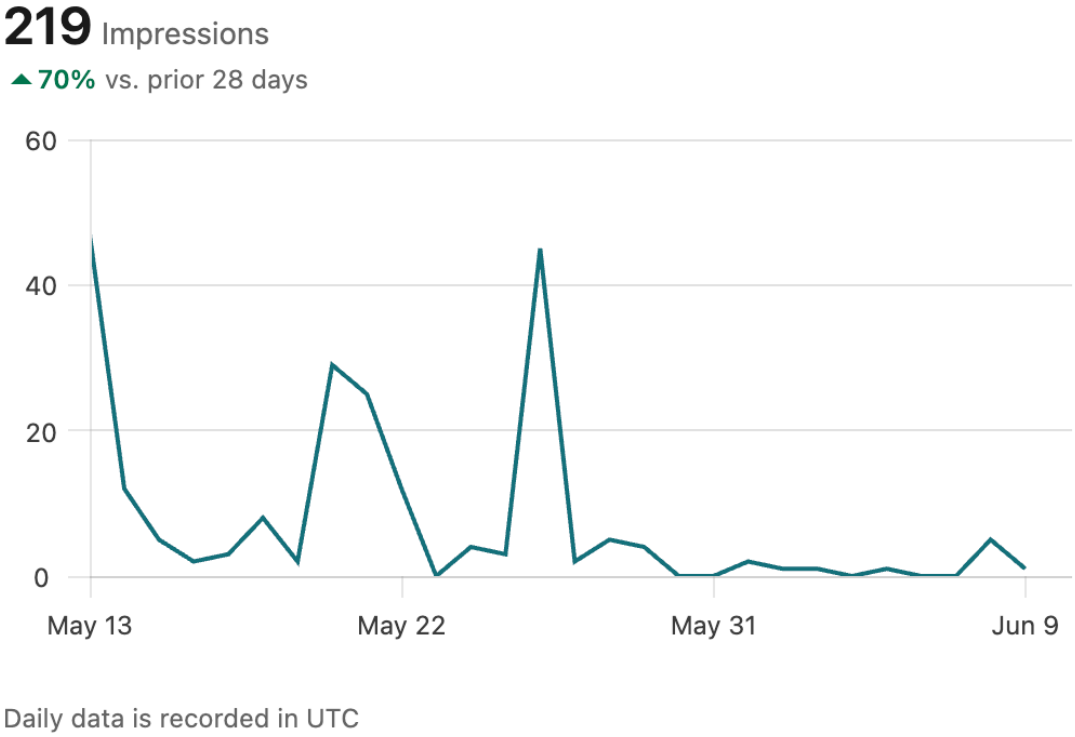
Instagram: https://www.instagram.com/thinkhealththinknature/
Our Instagram Channel has **487** followers.



The most engaged with instagram post was the Highland Climate Hub Interview with Dan Jenkins which got 22 likes.

LinkedIn (new): https://www.linkedin.com/in/think-health-think-nature-0312b93b8/

Our LinkedIn profile has **76** followers and received the most post impressions to date throughout Green Health Week 2026



Our What's on Page received the most impressions at 97 views while the video with Dan Jenkins received the most re-shares (7 reposts)

Hashtags

We encouraged people across Highland to use the Hashtag

#GreenHealthWeek2026

Many didn't add the year so it makes it harder to find local action in this current year but a snapshot od activity from 2026 can be found in **Appendix B**

Graphics and Pictures
We continued to use the National Green Health Week Graphics. A new suite of infographics was releases by public health Scotland and can be found in **Appendix C.**

The website and social media banner for Green Health Week 2026 in Highland is shown below:



Case Studies/Blogs
Three new case studies were added to the ThinkHealthThinkNature website during Green Health Week 2026.

- Growing together Inclusive gardening at Inverness Botanical Gardens
- Women's Stand Up Paddle Boarding in Lochbroom Ullapool

These can be viewed here:

https://www.thinkhealththinknature.scot.nhs.uk/case-studies/

News
A dedicated Green Health Week Newsletter was issued to our 287 subscribers and an article was put out through the NHS Staff Bulletin

Green Health Week 2026 Social Media Schedule Appendix A