

Howdy and thanks!



You've just backed a social enterprise. **It's Cool To Cry** aims to normalise conversations around mental health. We encourage people to acknowledge and talk about their feelings and emotions before they become overwhelming.

Here's why we rate labelling emotions:

Improves Emotional Intelligence.

Prevents us getting stuck in difficult emotions and behaviours.

Regulates our emotions - Name it to tame it.

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*Not sure where to start?*

*That's cool, the Feels Wheel  
on the other side can help.*  
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Wear your new kit and be proud of your past and present relationship with mental health and remember, **It's Cool To Cry.**

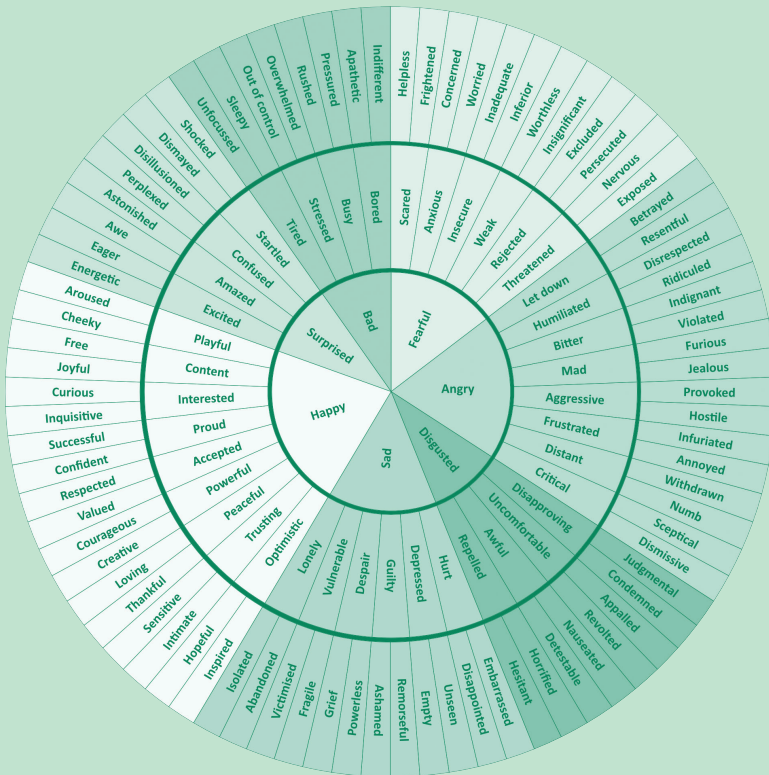


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How are you wheely feeling?

- Step 1:** Take a deep breath, a real lung filler yeah?
- Step 2:** Without judgement, find an emotion in the centre of the wheel that hits home rn.
- Step 3:** Work your way to the 2nd or 3rd ring to explore that feeling further.
- Step 4:** Fill in the blanks - I am feeling (*emotion*) because of (*situation*).



Big ups to our man Geoffrey Roberts for making the Feels Wheel real.
Please note this isn't a substitute for a mental health program or professional help.

