# McDonald's UK Redesigns Happy Meal Boxes to Address Child Mental Health Stigma



McDonald's UK has temporarily redesigned its Happy Meal boxes to coincide with Mental Health Awareness Week, from May 13 to May 19. The boxes will forgo their typical bright red design with a yellow smile, aiming to spark conversations about emotional well-being among children and parents. Research indicated that nearly half of British children feel pressured to appear happy constantly. To address this, McDonald's has introduced limited-edition boxes, which include a message reassuring children that they don't have to feel happy all the time and come with sheets of stickers depicting various emotions.

Former England footballer Rio Ferdinand, a father of five, supports the campaign in partnership with BBC Children in Need, emphasizing the importance of open communication about feelings. Additional resources are provided through a dedicated hub accessible via a QR code on the boxes, the McDonald's website, and social media channels. Customers also have the option to donate their MyMcDonald's Rewards points to BBC Children in Need through the McDonald's App. This initiative reflects McDonald's commitment to promoting children's mental health and encouraging discussions around emotions.