National Mental Health Month

“The goal of Mental Health Month is to bring attention to the issue of mental health. The more people know, the more they can do to help our cause. With knowledge comes understanding; a willingness to share experiences, provide support and reduce stigma.” (NAMI)

We hope you find this health observance quick-guide helpful! Roll over text to find live links to sites and materials. Most messages, materials, and facts can be adapted to fit other audiences not specifically depicted here.

Social media

Hashtag

#B4Stage4  
#mentalhealth  
#MHMonth2015  
#FFCMH15

Facebook

Mental Health America  
SAMHSA  
NAMI  
National Federation of Families for Children’s Mental Health

Twitter

@B4Stage4  
@mentalhealtham

@samhsagov  
@NAMICommunicate  
@NationalFFCMH

YouTube

SAMHSA  
NAMImvideo  
mentalhealthamerica  
National Federation Families for Children’s Mental Health

Pinterest

Mental Health America

Instagram

@namicommunicate

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to find out what they are doing, share their posts, and join in national chats.

One of the easiest ways to find more resources is to search the hashtag for this observance. This can be done on almost all social media sites. Include it in any posts you create.

Please share these documents and consider tagging the Centers:  
@UMN_MCH and  
@SahrcUMN.
Print, post, or share

Mental Health America

Infographics, fact sheets, and other materials for individuals
Materials for organizations
2015 Mental Health Month toolkit
Infographic B4Stage4: Changing the Way We Think About Mental Health
Products and education materials to purchase
B4Stage4 information
Resources and materials in Spanish
Mental health screening tools

National Federation of Families for Children’s Mental Health

Purchase a green awareness ribbon
Activity workbook for kids
Advocacy toolkit 2015

Substance Abuse and Mental Health Services Administration (SAMHSA)

2015 National Children’s Mental Health Awareness Day (May 7) information and resources
Awareness day website in Spanish
Blog post

National Alliance on Mental Illness (NAMI)

StigmaFree Pledge
What you can learn, do, and share
Involving family and friends
Mental health by the numbers: Infographics and data
Engage your community
Create/join a NAMI Walks team
Social media resources

If available, use logos and other graphics to enhance your posts, emails, or websites. Visuals help catch people’s attention and often have higher engagement numbers.

Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.

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