



2024 BIPOC MENTAL HEALTH TOOLKIT

In commemoration of Bebe Moore Campbell National Minority Mental Health Awareness Month



This effort is supported with contributions from:



The Access
Foundation



Otsuka

INTRODUCTION



Since our founding in 1909, equity has been a north star for Mental Health America as we promote well-being and access to needed care for all. Our commitment to upstream prevention and early intervention means supporting mental health at the community level – especially in those communities that have been historically marginalized, oppressed and discriminated against. Because these communities face unique structural barriers to care, it is vital that we champion approaches informed by lived experience as well as other factors such as identity, geography, and access to basic resources that drive positive mental health outcomes.

Despite the historical injustices faced by Black, Indigenous, and people of color (BIPOC), the good news is that there are abundant reasons for hope. BIPOC communities have time and again demonstrated strength, resilience, and ingenuity in the face of adversity. They have also been consistently on the front lines of equitable social change and progress.

This month's namesake, Bebe Moore Campbell, is just one powerful example of a leader who paved the way in advocating on behalf of her community's mental health, and as such we are honored to commemorate Bebe Moore Campbell National Minority Mental Health Awareness Month each July. A trailblazer, advocate, and extensive author, Moore Campbell used her work to explore themes of living with mental health conditions and how it intersects with racial identity, family dynamics and other critical aspects of life. Building upon her devotion to the mental well-being of minoritized communities, we continue to advance her vision for a better future for people of all backgrounds.

In this 2024 BIPOC Mental Health Toolkit in commemoration of Bebe Moore Campbell National Minority Health Awareness Month, you will find a wide range of resources to help you and members of your community recognize the unique challenges faced by BIPOC individuals – along with tools to help break down those barriers and foster constructive dialogue around mental well-being. These include a cross-generational conversation guide; myth-busting some common cultural stereotypes related to BIPOC mental health; and a worksheet to help communities cope when they are under attack, just to name a few.

We hope you find this toolkit useful and affirming in its reflection of the strength and example of BIPOC and minoritized communities as well as a reflection of the remaining barriers to equity that we must confront. Beyond BIPOC Mental Health Month, we work to advance all that Bebe Moore Campbell stood for in her work and in her character. Please stay tuned for more information about upcoming webinars and other cutting-edge related programs.



Schneider Shikoring

President & CEO, Mental Health America



CONTENTS



Mental Health America's 2024 BIPOC Mental Health Toolkit provides free, practical resources to help navigate mental health stigma, bridge generational differences, dismantle mental health myths, and encourage meaningful conversations, including:

- Key messages
- Sample newsletter article
- Sample social media messages and images
- Outreach ideas
- Resource list
- Factsheet: Breaking down mental health stigma in BIPOC communities
- Factsheet: BIPOC mental health myth-busting
- Factsheet: Sharing generational wisdom
- Worksheet: Coping when your community is under attack
- Poster: Bebe Moore Campbell National Minority Mental Health Awareness Month
- Poster: Screening

We will be reaching out in mid-August to ask about your outreach and impact. Make sure to keep track of your efforts by doing things like:

- Counting how many handouts you distribute;
- Tracking media hits and analytics for social media posts throughout July;
- If you do an event, keeping count of how many people attend and/or visit your booth; and
- Conducting a pre/post survey to see how you've increased knowledge about mental health issues among those you reach. Set up a quick survey of up to 10 questions for free online using SurveyMonkey.com.

QUESTIONS?

Want to know how you're allowed to use the materials in this toolkit? Visit mhanational.org/permissions.

If you have additional questions about the BIPOC Mental Health Toolkit, please contact Danielle Fritze, Vice President of Public Education, at dfritze@mhanational.org.

Check out past years' campaigns here:

- [2023: Culture, Community, and Connection](#)
- [2022: Beyond the Numbers](#)
- [2021: Strength in Communities](#)
- [2020: Impact of Trauma](#)
- [2019: Depth of My Identity](#)
- [2018: My Story My Way](#)

