

OUTREACH IDEAS



What Individuals Can Do

- Share the BIPOC Mental Health Campaign and supplemental materials on social media and with your networks by linking to mhanational.org/july and encouraging others to do the same.
- Use the shareable images and messages to spread awareness
- Print content from the campaign and post in high-traffic areas. For example, hanging factsheets in school hallways, places of worship, libraries, recreation centers, barber shops, salons, and other community-centered places can make this content more accessible to those who may not have consistent internet access or who may otherwise be unaware of these resources.
- Spread the word about screening. Encourage individuals in your community to check in on their mental health by taking a free, private mental health test at mhascreening.org.
- Check-in on your own mental health at mhascreening.org. Remember – when we begin to heal ourselves, we heal our communities.
- Identify BIPOC community-owned businesses that you can support instead of large retailers.
- Call or email your elected officials and let them know why you think the mental health of BIPOC communities should be a priority. Find contact information for your senators at Senate.gov (search feature in the top left) and your representatives at House.gov (search by ZIP in top right).
- Ask your local government to declare July as Bebe Moore Campbell National Minority Mental Health Awareness Month and commit to supporting the mental health of BIPOC communities.
- Check out our most recent State of Mental Health in America report and find out where your state ranks and share with your elected officials: mhanational.org/issues/state-mental-health-america.
- Share detailed data about suicidal thinking, depression, psychosis, and trauma across your state and county from mhanational.org/mhamapping/mha-state-county-data.





What Organizations and Businesses Can Do

- Share the BIPOC Mental Health resources in this toolkit on social media and with your networks by linking to mhanational.org/july and encouraging others to do the same.
- Include Mental Health America's screening program in resources for your staff or audiences. Encourage individuals to check in on their mental health by using mhascreening.org.
- Provide consistent and accessible community-led support systems, such as employee resource groups and identity-specific services or resources.
- Plan events and services with – not just for – community members. Understand the power of community-initiated programs and prioritize representation in the voices your organization chooses to highlight.
- Provide ways for community members, employees, and other stakeholders to share feedback on a regular basis.
- Make connections in the community by engaging in community events, meeting with community members, and funding or supporting community initiatives.
- Host a mental health screening or other educational event at a local venue (e.g., town hall, firehouse, school, house of worship, or community center). Have computers or tablets available for people to go to mhascreening.org. Make sure to have a printer so that people can print their results. If an in-person event isn't possible, host a webinar or live social media event.
- Plan an advocacy event. This could be a day at your state capitol or an email campaign. Invite advocates, consumers, concerned citizens, and community and business leaders to reach out to policymakers to discuss your community's mental health needs.
- Team up with other local mental health and wellness organizations to host a community meet-and-greet. Connecting with community organizations on a regular basis can encourage stronger systems of support and collectivism.
- Connect with one of Mental Health America's affiliates and bring a speaker into your workplace. Find your local affiliate by visiting arc.mhanational.org/find-affiliate.
- Shop the Mental Health America Store, store.mhanational.org, for gifts that can be used to reward workers and spread awareness about BIPOC mental health.