

OUTREACH IDEAS

WHAT YOU CAN DO AS AN INDIVIDUAL

Help spread the word about screening

- Join our #millioninmay campaign. This May MHA is aiming for 1 million mental health screens at [MHAscreening.org](https://www.mhascreeing.org) to normalize preventative measures for mental health conditions and encourage people to seek help.
- Put MHA's screening in the bio of your Instagram profile for example say "Check up on your mental health at the link below" and link to [MHAscreening.org](https://www.mhascreeing.org) in the website blank.
- Take a screen at [MHAscreening.org](https://www.mhascreeing.org) and share that you "took a check-up from the neck up" – encourage others to do the same
- Link to posts on Facebook, Twitter, Instagram and other platforms to [mhanational.org/may](https://www.mhanational.org/may) so people can access the different Tools2Thrive webpages

Start a Facebook, Twitch, or Instagram fundraiser

- Share why mental health matters to you or share your screening story.
- Share why MHA's peers' program that combats loneliness and isolation is important.
- Incorporate mental health fast facts into your fundraiser. Get them at www.mhanational.org/mentalhealthfacts.
- Start a fundraiser in honor of a loved one

Call or email your elected officials and let them know why you think mental health should be a priority

- Get in touch with your senators: www.senate.gov/general/contact_information/senators_cfm.cfm
- Contact your representative: https://ziplook.house.gov/htbin/findrep_house?ZIP=
- Take a look at this advocacy packet for all the talking points you need to share with your elected officials: www.mhanational.org/sites/default/files/MH%20Mondays%20in%20May%20Advocacy%20Toolkit%20FINAL.pdf
- Check out MHA's most recent State of Mental Health in America report and find out where your state ranks and share with your elected officials: www.mhanational.org/issues/state-mental-health-america

Share information locally

- Ask wellness-oriented places like your local gym, yoga studio, or health food store to put up the screening poster from this toolkit
- Reach out to your personal and professional contacts to encourage them to download this toolkit and share its resources with their customers and employees through newsletters and social media.
- Think about other groups in your community that could benefit from downloading the Tools2Thrive toolkit and help us reach our goal of a million screens in May (#millioninmay) – doctors' offices, schools, churches, synagogues and other religious gathering places are a good start. You can be a tremendous help!

Get your employer involved

- Let them know that May is Mental Health Month
- Share why mental health should be a priority in the workplace for supervisors: <https://www.mhanational.org/new-mha-report-shines-spotlight-impact-mental-health-workplace-importance-supervisors>
- Suggest they share information in company wide communications, and put up the posters from this toolkit in breakrooms and other common spaces
- Help bring a wellness or mental health speaker to your workplace, contact your local MHA affiliate: <https://arc.mhanational.org/find-affiliate>

Share your story

- Post on social media
- Write something for list serves you are a part of, alumni newsletters, blogs, students newspapers – your story really does matter! And people want to share it!
- Contact your local TV station or student TV station and share your mental health story

Reach out individually

- Think about who you interact with on a daily basis that would find this information useful for themselves or others.
- Think about your friends or family who you have been wanting to start a conversation with—Mental Health Month is the perfect time to share. Use our Supporting Others fact sheet for tips on how to get started.

Show your support

- Shop MHA's online store to stock up on your mental health awareness swag: <https://squareup.com/store/mental-health-america>
- Donate to MHA or one of its affiliates during May. Find your local affiliate by visiting <https://arc.mhanational.org/find-affiliate>

WHAT ORGANIZATIONS CAN DO

- Organize a community run or walk for mental health (these can also be done virtually to practice social distancing). Reach out to your local media for assistance in promoting the event. Email all of your partners, family members and friends, donors, and local officials inviting them to participate.
- Host a mental health screening or other educational event at a local venue (e.g., town hall, firehouse, church, mall or library). Have computers or tablets available for people to go to mhascreening.org. Make sure to have a printer so people can print their results. If an in-person event isn't possible, host a webinar or Facebook Live 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 each policymaker to discuss your community's mental health needs.

WHAT YOU CAN DO FOR STUDENTS

Host a Q&A with a mental health professional

- Invite students to write in anonymous questions about mental health conditions and how to take care of their mental health. Have the school counselor answer the questions and have teachers read answers to the class.
- Choose a topic and host an "An Ask Me Anything" style chat online for parents with a clinician or representative from your local Department of Behavioral Health. Promote the event and invite participants to ask the expert any questions they have regarding mental health.

Share stories and information

- Ensure your students know where the resources available to them are located
- From alumni newsletters, to department wide communications, student life, and social media; include mental health as part of the conversation.
- Direct people to MHA's Mental Health Month Toolkit in your messaging for the month at mhanational.org/may
- Host mental health monologues – invite students to submit anonymous stories to be performed by student actors or the individuals themselves at an assembly or record them and share the video.

WHAT BUSINESSES CAN DO

- Use the Drop in Article from this year's toolkit and send a Mental Health Month themed email to your constituents.
- Put a company blog in support of mental health in the workplace.
- Encourage employees to share wellness or self-care tips in newsletters or messaging channels.
- Link to mental health resources (like your company Employee Assistance Program) in your company newsletter.
- Host an online chat with community stakeholders, other organizations, local leaders, or industry support organizations.
- Connect with one of MHA's affiliates and bring a speaker to your workplace. Find your local affiliate by visiting <https://arc.mhanational.org/find-affiliate>.
- Lime green is the official awareness color for mental health, consider releasing a limited-edition mental health month themed product.
- Host a wellness webinar.
- Promote MHA's #millioninmay campaign and share images from the toolkit on your social media.
- Invite a wellness professional like a clinician to do a "social media takeover" and allow them to share information about workplace wellness or mental health within your industry, and take questions on your social media for a whole day.
- Post MHA's screening poster in your office or business.
- Shop MHA's Store and take a picture with your merch to share online <https://squareup.com/store/mental-health-america>
- Donate a portion of your proceeds to MHA or one of its affiliates during May. Find your local affiliate by visiting <https://arc.mhanational.org/find-affiliate>.
- Use the sample posts from this toolkit, or share posts from MHA's social media accounts on your organization's social media networks: Twitter, Pinterest, Instagram, Facebook, etc. each day to raise awareness of May as Mental Health Month activities. Make sure to tag Mental Health America's profile using the account information below so we can see it!

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