

FOREWORD

May is Mental Health Month, and it has never been more important than this year.

Until now, there were still some people who believed that mental health wasn't everyone's concern. They thought that our annual mental health resources – even though they were shared with millions – were aimed at just a small group of people – the one in five who have a mental health concern in any given year.

That isn't the case today.

Just weeks ago, we had no idea that all our worlds were going to be turned upside down by the coronavirus. Or that the associated worry, isolation, loneliness, and anxiety would be something that literally everyone – all five in five – would experience.

We always intended to focus MHA's Mental Health Month toolkit this year on resiliency, offering tools to thrive at any time. We now believe that these tools – even those that we all may have to adapt for the short term because of social distancing – will be more useful than ever.

But we're also offering something more. There is bonus material in the toolkit specifically focused on the coronavirus, and how we can all work together to support our mental health in the face of uncertainty.

In addition, we will be adding additional resources as the weeks go by, leading up to Mental Health Month. Meanwhile, let's keep two things front and center.

First, mental health screening is essential during times of stress. We have set an ambitious goal of a million mental health screens in May. Take a screen. And tell your friends to take a screen, too. It is more important than ever to take care of our mental health.

Second, it is important to look forward and to focus on what we need to do to thrive in uncertain times. And the tools in this year's toolkit will also help us do just that.

May you stay safe and well!



A handwritten signature in black ink, appearing to read "Paul Gionfriddo". The signature is fluid and cursive.

Paul Gionfriddo
President and CEO



INTRODUCTION

While 1 in 5 people will experience a mental illness during their lifetime, everyone faces challenges in life that can impact their mental health. In 2020, our theme of Tools 2 Thrive will provide practical tools that everyone can use to improve their mental health and increase resiliency regardless of the situations they are dealing with.

This year's toolkit includes:

Media Materials

- Key Messages
- Drop-In Article
- May is Mental Health Month Proclamation

Social Media and Web Components

- Sample Post Language
- Facebook and Twitter Cover Images
- Shareable Images for Facebook, Twitter, and Instagram
- Call to Action Buttons for Screening
- Pop Under (Horizontal) Web Banner
- Wide Skyscraper (Vertical) Web Banner

BONUS

- Covid-19 Infographic

Printable Handouts

- Owning Your Feelings
- Finding the Positive
- Eliminating Toxic Influences
- Creating Healthy Routines
- Supporting Others
- Connecting with Others
- *Tools2Thrive* Poster
- Screening Poster

Other

- Outreach Ideas
- Additional Resources

We'll be reaching out in mid-June 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 impressions;
- Downloading analytics for social media posts during Mental Health Month;
- If you do a screening event or health fair, keep count of how many people visit your booth and/or take a screen; 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.

LIKE OUR MATERIALS? WANT MORE?

Brochures on assorted topics and B4Stage4 merchandise are available through the Mental Health America store to supplement the information provided in this toolkit.

Visit the Mental Health America store at <https://squareup.com/store/mental-health-america>.

***MHA Affiliates** – One of the benefits of being an affiliate is getting a discount on printed materials at the MHA store. Contact Whitney Ball at wball@mhanational.org if you need help getting your affiliate discount code. There will also be extra May is Mental Health Month tools for you ("Affiliate Exclusives") on the Education and Outreach section of the Affiliate Resource Center.

QUESTIONS?

If you have further questions about Mental Health Month, please contact Danielle Fritze, Associate Vice President of Public Education and Design at dfritze@mhanational.org.