

# OUTREACH IDEAS

## HOW THE #4MIND4BODY SOCIAL MEDIA HUB WORKS

Throughout the month of May, Mental Health America will use our Facebook, Twitter, and Instagram accounts to ask individuals to post about how they personally use animals, spirituality and religion, humor, work-life balance, and recreation and social connections to improve their physical and mental health with #4Mind4Body.

MHA will have a page on our website at [www.mentalhealthamerica.net/4Mind4Body](http://www.mentalhealthamerica.net/4Mind4Body) where special software will collect Tweets, Pins (Pinterest), and posts from Instagram with #4Mind4Body. Individuals who don't use social media will be able to post directly to [www.mentalhealthamerica.net/4Mind4Body](http://www.mentalhealthamerica.net/4Mind4Body). This collection of tagged posts will allow people to see what others are doing to maintain healthy lifestyles and act as a source of inspiration in the future for those looking to improve their overall health and wellness.

Unfortunately, Facebook and Youtube posts that use #4Mind4Body will not automatically be collected on the page due to the privacy restrictions of these social media platforms.

- Take photos and video at events that your organization holds during May to post at [www.mentalhealthamerica.net/4Mind4Body](http://www.mentalhealthamerica.net/4Mind4Body) or on your own social media pages.
- 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!

 /mentalhealthamerica

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 @mentalhealthamerica

### Here are some other ideas to help you plan for outreach activities during the month of May:

- Ask your governor, mayor or other local official to declare May as Mental Health Month using the sample proclamation that is part of the toolkit.
- Organize a community run or walk for mental health. 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](http://mhascreening.org). Make sure to have a printer so people can print their results.
- Plan a day at your state Capitol. Invite advocates, consumers, concerned citizens and community and business leaders to visit each policymaker to discuss your community's mental health needs.
- Host a social event at a local park and invite people to bring their pets.
- Contact [PetPartners.org](http://PetPartners.org) to inquire about animal-assisted workplace well-being visits for May.

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;
- Keeping tally of likes, shares and retweets of your Mental Health Month posts on social media networks;
- 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](https://www.surveymonkey.com).

## LET US KNOW WHAT YOU'VE GOT PLANNED!

Tell us about your events so we can post them on MHA's Web Calendar, and help you get the word out. Contact Jenny Cheang at [jcheang@mentalhealthamerica.net](mailto:jcheang@mentalhealthamerica.net) with the following information:

Name of Event  
Date  
Location  
Brief Description  
Registration/Sign-Up Instructions  
Contact Person

## 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 the 2019 *May is Mental Health Month* toolkit.

Visit the Mental Health America store at <https://squareup.com/store/mental-health-america>. Be sure to keep an eye out for our pet tag coming in May—new this year to complement one of our Mental Health Month topics.

\***MHA Affiliates** – One of the benefits of being an affiliate is getting a discount on printed materials at the MHA store. Contact Laqwanda Roberts-Buckley at [lruckley@mentalhealthamerica.net](mailto:lruckley@mentalhealthamerica.net) 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.

