

# FOREWORD

This last year has been challenging, to say the least.

From the ongoing pandemic to the continuing injustices of racism, sexism, homophobia, transphobia, and other forms of systemic oppression, it can be hard to get through the day without something in the news cycle feeling really difficult. And of course, what some people read about in the news, other people experience in real life.

We know that around half of all people in the U.S. will meet the criteria for a diagnosable mental health condition at some point in their lives. We also know that communities who are targeted by racism, homophobia, transphobia, sexism, and other forms of systemic oppression and violence can face an even heavier mental health burden because of these harms.

For this year's Mental Health Month, which we proudly started in 1949, Mental Health America is taking our annual toolkit back to basics. Because no matter how heavy and hard the world feels – and maybe especially because the world feels quite challenging right now – focusing on our mental health must remain a priority.

So we kept it simple. Our toolkit provides free, practical resources to introduce mental health topics like recognizing warning signs, knowing the factors that can lead to mental health conditions, maintaining mental wellness, and seeking help for mental health.

Creating a world where everyone can get the mental health care they need and where everyone can thrive is imperative – and within our reach. We have already seen once-unthinkable leaps and bounds in how our society addresses mental health, and this toolkit empowers us to push the conversation – and the real, tangible resources for people who need them – forward.

The other part of this work is you – the readers of this toolkit, the supporters of MHA, and our mission to make mental health supports and services available and accessible to everyone who needs them. Thank you for all you're doing, day in and day out, to make it so everyone has the care and resources they need, no matter who they are or where they are from. It is making a real difference, and I cannot wait to see what this next year brings.

Thank you for being a part of this work. All of us at MHA are honored to be on this road with you.



*Schroeder Stribling*

Schroeder Stribling  
President and CEO



# INTRODUCTION

With mental health entering more and more of our daily conversations, it's critical that everyone has a solid foundation of knowledge about mental health. That's why for Mental Health Month this year, Mental Health America is going *Back to Basics*.

Mental Health America's 2022 Mental Health Month toolkit provides free, practical resources to introduce mental health topics like recognizing warning signs, knowing the factors that can lead to mental health conditions, maintaining mental wellness, seeking help for mental health. This year's toolkit includes:

## Media Materials

- Key Messages
- Drop-In Articles
- 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
- Pop Under (Horizontal) Web Banners
- Wide Skyscraper (Vertical) Web Banners

## Posters

- Back to Basics Posters (Horizontal and Vertical)
- Screening Posters (Horizontal and Vertical)

## Fact Sheets

- Starting To Think About Mental Health
- What Plays A Role In Developing Mental Health Conditions
- Maintaining Good Mental Health
- Recognizing When You Need Help With Your Mental Health
- What To Do When You Need Help
- Where To Go
- Terms To Know

## 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?

MHA merchandise is available through the Mental Health America store to supplement your outreach efforts. Visit the Mental Health America store at <https://store.mhanational.org>.

\***MHA Affiliates** – One of the benefits of being an affiliate is getting a discount on materials at the MHA store. Contact Valerie Sterns at [vsterns@mhanational.org](mailto:vsterns@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, Vice President of Public Education and Design at [dfritze@mhanational.org](mailto:dfritze@mhanational.org) or Emily Skehill, Director of Public Awareness & Education at [eskehill@mhanational.org](mailto:eskehill@mhanational.org).