



Increasing Mental Health Awareness Through Community Outreach: Mental Health Month 2021

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MHIA
Mental Health America
B4Stage4



Who is Mental Health America

- We work to change the laws that help people get mental health help when they need it.
- We teach people about mental health to help them understand that what they feel is normal.
- We go out into the community to talk about mental health so that we do not ignore the problem.

May is Mental Health Month

- National Health Observance started in 1949 by Mental Health America New themes developed yearly
- Free toolkit available to all, including Spanish language materials
- Reaches 85+ Million people across the world



While 1 in 5 people will experience a mental illness during their lifetime, everyone faces challenges in life that can impact their mental health.

Mental Health Month (MHM) Goals & Purpose

- Goal: Addressing mental health conditions Before Stage 4, before the point of crisis.
- Purpose: Making mental health awareness easy to explore and to ease the burden of developing content.
- Audience: Everyone. We all face challenges and must be prepared to talk about our struggles and support others.
- Who Uses MHM materials:
 - Community advocates, parents, fitness/health coaches, wellness educators, dietitians/nutritionists
 - Community-based organizations (MHA affiliates, faith-based entities, peer-led organizations)
 - Media professionals (communications, outreach, marketing professionals)
 - Mental health professionals (social workers, counselors, psychologists, psychiatrists)
 - Schools and College staff (principals/administrators, teachers, coaches, support staff)
 - Workplace professionals (Human resource officers, EAPs, DEI, ERG)
 - Corporate professionals (CEOs, Presidents, EDS)
 - Healthcare professionals (insurance professionals, nurses, hospital and clinic staff)



Mental Health Month 2021 Theme

Tools 2 Thrive

- Tools 2 Thrive content provides individuals with information and coping strategies around common struggles that affect mental health.
- Topics Explored:
 - Adapting After Trauma and Stress
 - Processing Big Changes
 - Getting Out of Thinking Traps
 - Radical Acceptance
 - Taking Time for Yourself
 - Dealing with Anger and Frustration.



LIFE CAN BE HARD.

**YOUR MENTAL HEALTH
DOESN'T HAVE TO
SUFFER.**

**GET INFORMATION AND
TOOLS THAT CAN HELP.**

[MHANATIONAL.ORG/MAY](https://mhanational.org/may)

May is Mental Health Month Toolkit

www.mhanational.org/may

- Colorful, ready to print
- Toolkit Components:
 - Media Materials
 - Social Media and Web Components/Graphics
 - Fact Sheets
 - Worksheets
 - Posters
 - Outreach Ideas
 - Additional Resources



MHM Toolkit Components

KEY MESSAGES

- Mental health is essential to everyone's overall health and well-being, and mental illnesses are common and treatable.

SOCIAL POSTS

DOWNLOAD THE TOOLKIT:

IMAGES

Download and save the images provided for use on your social media platforms or websites. All images can be accessed by visiting <https://mhanational.org/mental-health-month-2021-toolkit-download> and downloading the images zip file.

GENERAL

- While 1 in 5 people experience a mental health condition in their lifetime, 1 in 4 people experience a mental health condition in the past year.
- Knowing and understanding your mental health can help you take steps to improve it.
- One way to improve your mental health is by taking a screen to see how you're doing.
- Living a healthy lifestyle can help you feel better.
- Seeking support from others can help you feel better.
- The Toolkit is a free resource for everyone.
- COVID-19 has affected many people's mental health.
- Living a healthy lifestyle can help you feel better.
- There are many ways to get help for your mental health.

Calls to Action



Vertical Banners



GETTING OUT OF THINKING TRAPS

It's easy to fall into negative thinking patterns and spend time bullying yourself, dwelling on the past, or worrying about the future. It's part of how we're wired – the human brain reacts more intensely to negative events than to positive ones and is more likely to remember results than praise. During tough times, negative thoughts are especially likely to spiral out of control. When these thoughts make something out to be worse in your head than it is in reality, they are called cognitive distortions.

COMMON COGNITIVE DISTORTIONS

- Overgeneralization:** Making a conclusion about the future based on a single event.
- Personalization:** Blaming yourself for things that are not your fault.
- Filtering:** Focusing on the negative and ignoring the positive.
- All-or-Nothing Thinking:** Seeing things in black and white.
- Catastrophizing:** Exaggerating the importance of a negative event.
- Jumping to Conclusions:** Making a conclusion without enough evidence.
- Emotional Reasoning:** Believing that your feelings are an accurate reflection of reality.
- The Positive:** Believing that the positive is the only way to feel better.
- "Should" Statements:** Making unrealistic demands of yourself or others.

TIPS FOR CHANGING

- Reframe:** "I can't" becomes "I can't right now, but I can learn how to." "I don't know" becomes "I don't know yet, but I can find out." "I can't" becomes "I can't right now, but I can learn how to." "I don't know" becomes "I don't know yet, but I can find out."
- Prove it:** "I can't" becomes "I can't right now, but I can learn how to." "I don't know" becomes "I don't know yet, but I can find out." "I can't" becomes "I can't right now, but I can learn how to." "I don't know" becomes "I don't know yet, but I can find out."
- Counter dialogue:** "I can't" becomes "I can't right now, but I can learn how to." "I don't know" becomes "I don't know yet, but I can find out." "I can't" becomes "I can't right now, but I can learn how to." "I don't know" becomes "I don't know yet, but I can find out."
- Remember:** "I can't" becomes "I can't right now, but I can learn how to." "I don't know" becomes "I don't know yet, but I can find out." "I can't" becomes "I can't right now, but I can learn how to." "I don't know" becomes "I don't know yet, but I can find out."

SOURCES
Mental Health America
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FAST FACTS

Of people who took an anxiety screen at mhascreening.org in 2020, 64% felt afraid, as if they were in danger.

DEALING WITH THE WORST-CASE SCENARIO

Going to the worst-case scenario (aka catastrophic thinking or thinking the worst) is one of the most common thinking traps we fall into. Thinking about the worst-case scenario can help you feel like you're preparing to protect yourself from getting hurt in the future or to imagine what is the worst thing that can happen so you can reflect and know you can survive no matter what.

Unfortunately, problems come up when you have worst-case scenario thoughts and you're not aware of them enough that they control you, vs you controlling them. This pattern of thinking can result in circular thinking (or ruminating) in ways that pull you into a rut, bring your feelings down, make depression worse, cause you to avoid your responsibilities, and increase anxiety.

EXAMPLES OF WORST-CASE SCENARIO THOUGHTS:

- "IF SOMETHING HAPPENS, SOMEONE WILL DIE."
- "I'LL NEVER GET BETTER."
- "I'M A FAILURE AND NO ONE WILL LOVE ME."
- "I CAN NEVER BE HAPPY."
- "I'M BROKEN AND CAN NEVER BE FIXED."

Use the lines below to list out any and all worst-case scenario thoughts you find yourself having. Don't worry about whether it's "true" or a worst-case scenario thought...if it's bothering you and you want to get it out of your head, just get it out.

LOOK AT THE THOUGHTS ABOVE. PICK THREE THAT STAND OUT THAT YOU WANT TO ADDRESS. WRITE THEM BELOW.

1. _____
2. _____
3. _____

QUESTION EACH THOUGHT BY EXPLORING THE FOLLOWING QUESTIONS.

- Are you sure the thought is true or will happen?
- Is there any evidence it is true?
- Is there evidence that it is not true?
- Is the thought more rooted in your feelings or reality?
- If it is reality, are you able to cope with it? Have you coped with it before?

FINDING HEALTHIER THOUGHTS

Looking at the three thoughts above, what do you need to say to yourself or how can you change the above thoughts so that you feel better instead of worse? These are called "reframed thoughts."

1. _____
2. _____
3. _____

Write your reframed thoughts on paper or post it and put them where you are most likely to struggle with worst-case scenario thinking. Examples include by your bed, in the bathroom, in your car, on your phone, or in a journal.

CÓMO PROCESAR LOS GRANDES CAMBIOS

El cambio es una parte normal de la vida. Es algo que todo el mundo experimenta en un momento u otro, bueno o malo. A veces un cambio se produce a la grande cuando se le esperaba o no estaba preparado para ello. Este tipo de situaciones puede dificultar mucho el camino a seguir. Si obtiene herramientas para procesar el cambio, podrá adaptarse más fácilmente.

CONSEJOS PARA PROCESAR EL CAMBIO

- Concéntrese en lo que puede controlar.** Uno de las cosas más duras de los grandes cambios es lo impotente que a menudo pueden hacerlo sentir. En algún momento, probablemente sentirá en lo que puede controlar. Puede ser reconfortante cuando otras cosas le suceden. Escriba sus sentimientos sobre las cosas que le suceden. Escribir las cosas es una lista rápida de sus pensamientos. Solo hay que mantener el control y evitar lo que le molesta. Mantenga el control de los pequeños cambios que enfren los pequeños y con el tiempo sea algo en la claridad mental.
- Busque apoyo.** Cor con otra persona que tenga, puede hablar o acudir a un profesional. Recorra, tener a alguien que esté pasando por lo mismo puede ayudar.
- Acepte lo bueno.** Es más probable que un cambio aparente se ajuste por las lecciones aprendidas. Permita el miedo, la angustia, la tristeza, la ansiedad al practicar la gratitud replanteando los días. Haga planes. Está lo procesando grande respetar su plan a la semana puede ayudar.
- Piense en sus fortalezas.** pero es probable que cuando sea lo que enfrente lo que digalo en voz alta.

Fuentes

Leahy, S. L., & Doherty, B. (2006). The Coping with Change Scale: A measure of coping with change. *Journal of Clinical Psychology, 62*, 241-250.



DATOS RÁPIDOS

Las personas que escriben en su diario sobre acontecimientos importantes se muestran más satisfechas con su vida y con una mejor salud mental que las que no lo hacen.

LIDIANDO CON EL CAMBIO

DESCRIBA EL GRAN CAMBIO AL QUE SE ENFRENTA Y LO QUE SIGNIFICA PARA SU VIDA.

ENUMERE LAS EMOCIONES QUE SURGEN CUANDO PIENSA EN ESTE CAMBIO. Para ver una lista de emociones, visite <http://bit.ly/motivodefondo>

¿QUÉ LE PREOCUPA DEL CAMBIO?

¿QUÉ LE ENTUSIASMA DE ESTE GRAN CAMBIO O QUÉ COSAS POSITIVAS PUEDE APORTAR ESTE CAMBIO?

¿QUÉ MEDIDAS PUEDE TOMAR PARA REDUCIR SUS PREOCUPACIONES EN TORNO A ESTE CAMBIO?

¿CUÁLES SON ALGUNAS DE LAS ACCIONES QUE PUEDE REALIZAR PARA AUMENTAR LOS ASPECTOS POSITIVOS DE ESTE CAMBIO?

ANOTE LAS HABILIDADES, ACTIVIDADES O PUNTOS FUERTES QUE LO HAYAN AYUDADO A AFRONTAR EL CAMBIO EN EL PASADO.

¿CUÁLES SON LOS PUNTOS FUERTES, LOS RECURSOS O LAS SITUACIONES QUE EXISTEN ACTUALMENTE QUE LO AYUDAN A SENTIRSE MÁS SEGURO DE QUE VA A ESTAR BIEN TRAS ESTE CAMBIO?

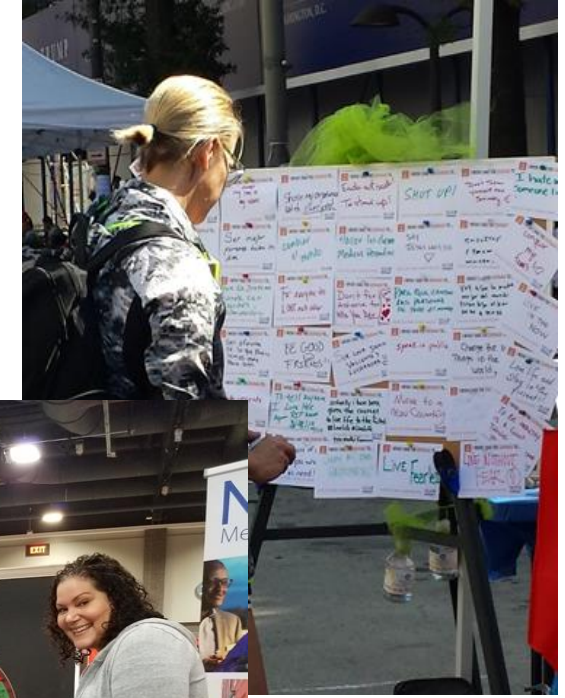
Si necesita más ayuda para afrontar los grandes cambios, utilice la hoja de trabajo "Practicando la aceptación radical", disponible en mhanational.org/tools2thrive.



Take It To Your Community

Use the toolkit to help with outreach and engagement activities during Mental Health Month

- Share resources at an existing event
- Get interactive
- Meet your target population where they are



Outreach in the Time of COVID

- Don't let the pandemic hold you back from outreach and engagement opportunities during Mental Health Month
 - Turn to social media
 - Tap into pre-developed content
 - Utilize your already existing communication efforts

**join us for a
livestream!**

APRIL 23 AT 4 PM ET



jean-phillipe regis

ASSOCIATE DIRECTOR,
ALL CHILDREN - ALL FAMILIES



eddie schmit

DIRECTOR OF
IDONTMIND



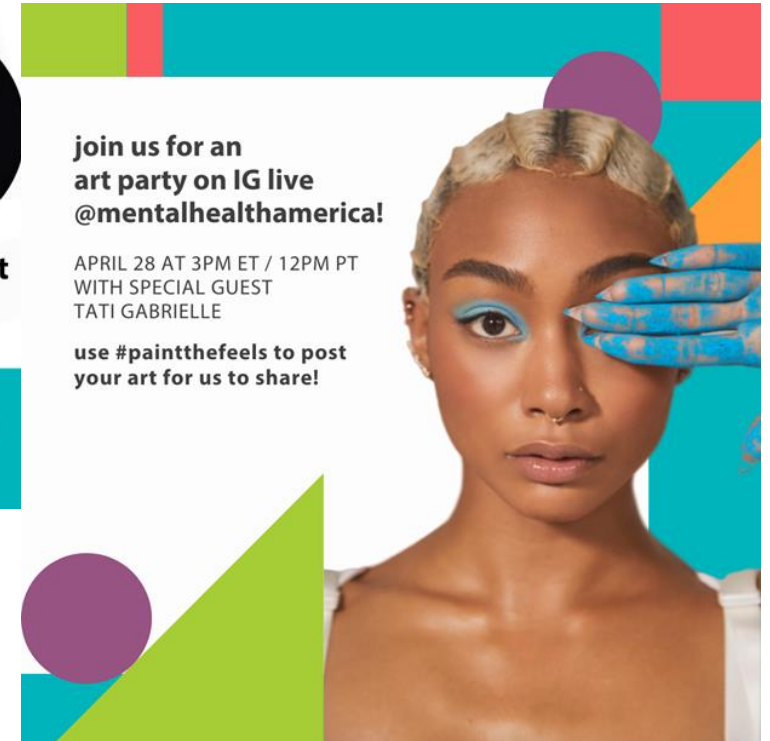
X



**join us for an
art party on IG live
@mentalhealthamerica!**

APRIL 28 AT 3PM ET / 12PM PT
WITH SPECIAL GUEST
TATI GABRIELLE

**use #paintthefeels to post
your art for us to share!**



MHA Screening Program

www.mhascreening.org



Share an actionable resource that gives people support at their fingertips

- It's free for anyone to use
- It's anonymous and confidential
- Screeners are directed to resources, education and connection opportunities

Join our Associatee Member Program to get a unique URL to the screening program

Marcie Timmerman

Executive Director of MHA Kentucky



Sample Proclamation: Submit it and if enacted, turn it into a media event to highlight the entire month. We're sharing the spotlight with other supporting organizations who asked for a similar proclamation.



Turn that Toolkit into additional “evergreen content”.

- Webinars with live questions & answers and Facebook live or InstaTV
- Recordings for YouTube
- Video clips of relevant talking points
- Podcasts from the audio
- Images with quotes of good lines from the conversation

Mental Health Month Webinar



Dealing with Anger and Frustration
May 12th at 9:00am EST

Mental Health Month Webinar



Processing Big Changes
April 28th at 12:00pm EST

Mental Health Month Webinar



Accepting Reality
May 25th at 12:00pm EST

Used the “Buzz” to Start Community Conversations with Friends and Similar Organizations

Mental Health Month Webinar



Adventure Therapy
May 6th at 12:00pm EST

Mental Health Month Webinar



Horses & Hope
May 10th at 12:00pm EST

Featuring:



Mental Health Month Webinar



Trauma-Informed Psychotherapies:

Healing the complex impact of traumatic experiences in our bodies and our minds
with Katie McBride, PhD of the Kentucky Psychological Association

May 17th at 12:00pm EST

**We've also used it to further our relationship with the press
- and get the content into the mainstream!**

The left screenshot displays a PBS KET video player. The video title is "CONNECTIONS Marcie Timmerman - Mental Health and Wellness". It is Season 13 Episode 43, 28 minutes and 3 seconds long. The video features Marcie Timmerman, executive director of Mental Health America of Kentucky, discussing her organization's work. The video player includes a "Continuous Play" toggle set to "On", a "Share" button, and a "Problems Playing Video? Report a Problem | Closed Captioning" link.

The right screenshot shows a WHAS11 news article titled "mental health across Kentucky". The article text reads: "To learn more or to donate to the Union Year of Giving, visit WHAS11.com." Below the text is a video player showing a graphic for the "UNION YEAR OF GIVING" with the Mental Health America of Kentucky logo. The video player includes a "More Videos" link, a "WHAS11abc ON YOUR SIDE" logo, and a progress bar showing 00:03 / 03:06.

MHA Resources

Mental Health Month (e.g., fact sheets, social media content):
www.mhanational.org/may

Support tools (e.g., In the Open podcast, DIY tools, articles):
www.mhascreening.org

BIPOC Communities: www.mhanational.org/bipoc

LGBTQ+ Communities: <https://mhanational.org/issues/lgbtq-communities-and-mental-health>

Youth, Parents, and Families: <https://mhanational.org/back-school>

College Students: <https://mhanational.org/life-campus>

Crisis Support Resources

- Warmlines
 - Hours vary by location
 - <http://www.mhanational.org/warmlines>
- Crisis Text Line
 - Text MHA to 741741 - Available 24/7- 365
 - www.crisistextline.org
- SAMHSA National Helpline
 - 1-800-662-4357 - Available 24/7- 365 Spanish available
 - www.samhsa.gov/find-help/national-helpline
- SAMHSA National Disaster Distress Helpline
 - 1-800-985-5990 - Available 24/7 – 365
 - www.disasterdistress.samhsa.gov



Contact Us



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Facebook.com/mentalhealthamerica



Twitter.com/mentalhealtham



Instagram.com/mentalhealthamerica



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