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

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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:
  o Community advocates, parents, fitness/health coaches, wellness educators, dieticians/nutritionists
  o Community-based organizations (MHA affiliates, faith-based entities, peer-led organizations)
  o Media professionals (communications, outreach, marketing professionals)
  o Mental health professionals (social workers, counselors, psychologists, psychiatrists)
  o Schools and College staff (principals/administrators, teachers, coaches, support staff)
  o Workplace professionals (Human resource officers, EAPs, DEI, ERG)
  o Corporate professionals (CEOs, Presidents, EDS)
  o 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

Mental Health America
B4Stage4
May is Mental Health Month Toolkit
www.mhanational.org/may

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

Mental Health America
B4Stage4
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
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 Associate 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
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

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!
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](http://www.mhanational.org/warmlines)
• Crisis Text Line
  ➢ Text MHA to 741741 - Available 24/7- 365
  ➢ [www.crisistextline.org](http://www.crisistextline.org)
• SAMHSA National Helpline
  ➢ 1-800-662-4357 - Available 24/7- 365 Spanish available
• SAMHSA National Disaster Distress Helpline
  ➢ 1-800-985-5990 - Available 24/7 – 365
  ➢ [www.disasterdistress.samhsa.gov](http://www.disasterdistress.samhsa.gov)
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